



Advertise in the 2020 Virtual NY PRIDE GUIDE

Streaming event anticipates an audience as large as 500,000+

FULL PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE HORZ.	1/4 PAGE VERT.
<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$650	<input type="checkbox"/> \$400	<input type="checkbox"/> \$300	<input type="checkbox"/> \$300
ADDITIONAL ADD-ONS FOR GREATEST IMPACT				
Premium position: Advertisements are located within the first five pages of the Pride Guide				<input type="checkbox"/> 20% extra
Back Cover: Advertisement must be full page; check availability by contacting robert@lgbtnetwork.org				<input type="checkbox"/> 30% extra

PRIDE GUIDE TOTAL

\$

All artwork and ad payment is due by THURSDAY, JUNE 11th.

Email artwork to lorcorandoolin@lgbtnetwork.org. For questions, contact robert@lgbtnetwork.org. Your ad will be circulated using our social media reach of more than 100,000, e-reach of tens of thousands and streaming reach anticipated to be up to half 1 million viewers

Specifications & Mechanical Guidelines

FULL PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE
5.25" w 8.25" h	5.25" w 4.10" h	5.25" w 2.70" h	2.5" w 4.0" h 5.25" w 2.00" h

- High resolution PDF files or 300 dpi JPG files are the only acceptable formats. PDF is preferred. No native application files will be accepted.
- All fonts and images in PDF files must be embedded or converted to outlines to ensure compatibility.
- The color mode must be CMYK color format. RGB, LAB, or other color profiles will be converted to CMYK before print, which may result in color loss, or may be rejected by the Art Director.
- All spot colors must be converted to CMYK format.
- Resolution must be a minimum of 300 dpi for all images and files. Any resolution less than 300 dpi may result in loss of quality or may be rejected by the Art Director.
- All submitted files must be the exact finished size or have crop marks embedded.
- Rules that are 4 points wide or less should be 1 color.
- Sans-serif font less than 7 points should be 1 color.
- Serif font less than 12 points should be 1 color.
- There will be a 30% dot gain. Use SNAP Web Offset standards.
- Ink density is not to exceed 240%.
- No rich black or registration black, especially on text.
- All transparencies in ad must be flattened.
- If a QR code is present, ensure it is flat 100% black TIF or JPG file at least 0.5" wide.