

The Rainbow Times

351 Pleasant St. #322

Northampton, MA 01060

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*Advertising Rates, 2007-08 **

Our Reach:

Found in 2006 & on the streets by early 2007, *The Rainbow Times* is the only local monthly LGBT Western Massachusetts newspaper serving Western Massachusetts (Hampshire, Hampden, Franklin and Berkshire counties), Northern Connecticut (Hartford & New Haven), Southern Vermont (Brattleboro & Bennington), and to Bethlehem, New Hampshire. **Now, in late 2007, TRT will be distributing over 3,000 newspapers to the LGBT in the Capital District of New York (Albany, Troy and Schenectady).** Other area readers are reached via mailed and electronic subscriptions. *The Rainbow Times* is a monthly newspaper that publishes 10,000 (and growing) issues monthly to over 250 distribution points, while *therainbowtimesmass.com* highlights the publication's content and showcases updated LGBT daily news, chat, etc. An e-newsletter, *The Pony Express*, is also sent to over 1,200 subscribers in MA, VT, CT, & NY, which complements the printed version and informs of future events & coverage. TRT online advertising is only available in conjunction with TRT's printed advertisement packages. *The Rainbow Times* was Northampton's Pride 2007 Main sponsor and the creator of the *Northampton Pride Guide*, was one of Connecticut's Pride 2007 Main Media Sponsors, and was also the creator of the Hartford Pride guide.

Demographics:

As the only LGBTQ newspaper covering these areas (mainly MA), *The Rainbow Times* provides local advertisers the opportunity to reach this population directly through ad campaigns designed for this particular market. The following statistics from the U.S. Census, although astounding, still fall short of representing the actual LGBTQ community in this area, and elsewhere in the country. The U.S. Census admits to a same-sex couple undercounting of up to 62% in its statistics shown below.

- Hampshire County ranks **10th in the nation** with the largest percentage of gay and lesbian coupled households. No other county holds a close second in Massachusetts.
- Springfield, Mass., (Hampden County) ranks **9th in the nation's top 25** metropolitan areas with the greatest amount of coupled gay and lesbian households.
- Franklin County ranks **3rd** in the top 25 counties outside of metropolitan statistical areas with the highest percentage of gay/lesbian couples.
- Northampton maintains the **highest** percentage of same-sex couples in Western Massachusetts.
- Northampton has the **2nd highest percentage** of same-sex couples in the state, only preceded by Provincetown, Ma.
- Northampton is the **gayest zip code** in all of Western Massachusetts.

Dimensions:

The Rainbow Times is a tabloid-size newspaper whose full-page dimensions are 11.25" W (4 columns) x 12.5" H. Full-page advertisements must be created according to the image dimensions that appear in the Tabloid Modular Ad Size sheet within this media kit (4 columns x 11.5" of image area, see page 3 for live image dimensions).

Graphical Requirements:

All camera-ready advertisements must be submitted in 300 dpi resolution in the following formats: .jpg, .eps, .tiff, and/or .pdf. Send your camera-ready advertisement to: sales@therainbowtimesmass.com.

Pricing:

Prices are listed below and are for individual printed advertisements per publication (per one full month). An additional fee of 15% (per ad price) will be added for the design of your advertisement, if no camera-ready ad is provided. Back page requests carry an additional **30%** of the advertisement's total price. Front-page advertisements may be considered, but are not the norm. Preferential page placement is only available when pre-payment is submitted, and **only** offered to advertisers who buy a 1/2 page color advertisement and/or larger. All placement requests will be processed on a **first-come first-serve** basis and must have prior approval from the publisher. **Insertions** or **Inserts** are \$100.00 per 1,000 for a one-page insert. For guides or documents with more pages, the fee per thousand varies. Please call for details.

Local Regular Rates per Publication (Massachusetts Companies Only)**

4C FP	B&W FP	1/2 Page C	1/2 P BW	1/4 Page C	1/4 P BW	1/8 P C*	1/8 P BW	1/16 P C	1/32 C
\$650.00	\$500.00	\$375.00	\$300.00	\$275.00	\$225.00	\$125.00	\$85.00	\$65.00	35.00

National Regular Rates per Publication (National Corps., Ad Agencies) **

4C FP	B&W FP	1/2 Page C	1/2 P BW	1/4 Page C	1/4 P BW	1/8 P C*	1/8 P BW	1/16 P C	1/32
\$1,500.00	\$950.00	\$750.00	\$475.00	\$375.00	\$275.00	\$187.50	\$118.75	\$93.75	\$50.00

To qualify for this rate, you must include a file of your advertisement, saved in an acceptable file format with a 300 dpi resolution or better, and send it electronically to: sales@therainbowtimesnews.com. We will be happy to create your ad for you, for an additional 15% of your quoted price.

* All of the advertising rates and materials found in this package are the property of The Rainbow Times and cannot be copied, used or reproduced without the prior consent of its publisher. The Rainbow Times reserves the right to adjust rates at any time and without notice and can reject any advertisement for any reason at all. ** Pre-payment is required for any special packages that include story features. *** The Rainbow Times publishes is published monthly, but this too is subject to change. Front & back pages requests are subject to availability and require prior approval from the publisher.