

GUIDE TO BOSTON PRIDE 2013

RATES & SPECS



The Rainbow Times
The Freshest Lesbian, Gay, Bisexual and Transgender Newspaper in New England

BOSTON PRIDE GUIDE 2013

The *Rainbow Times* will design & produce the only Pride Guide dedicated to Boston Pride 2013. This glossy-magazine will be the go-to source for all Boston Pride-related events, performances, activities, and information. **This Pride guide is the only one that proudly gives partial proceeds back to Boston Pride.** Your ad makes a difference!

The 2013 Boston Pride Guide will be available throughout Boston Pride week at numerous venues, events and at the Boston Pride parade & festival. It will also be inserted into each issue of *The Rainbow Times*, which has an estimated readership of 75,000 throughout New England.

The Rainbow Times ... The Freshest LGBT News in New England!

ADVERTISING RATES 2012

Glossy Page Rates (All full color)

Back Cover	\$2999
Inside Front Cover	\$2400
Inside Back Cover	\$2400
Inside Full Page	\$1700

Glossy Page Reservation Deadline: May 3, 2011

Camera-Ready Ad Deadline: May 10, 2012

Inside Page Rates

Full Page Color	\$795
Full Page B&W	\$675
Half Page Color	\$425
Half Page B&W	\$375
Quarter Page Color	\$225
Quarter Page B&W	\$195
Eighth Page Color	\$199
Eighth Page B&W	\$175

Reservation Deadline: May 3, 2011

Camera-Ready ad Deadline: May 10, 2012

SPECS & MECHANICS

Full page with bleed
(glossy pages only)
Size: 9 w x 11 h

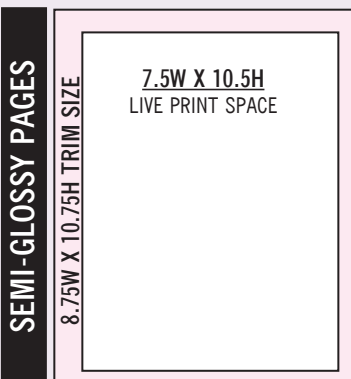
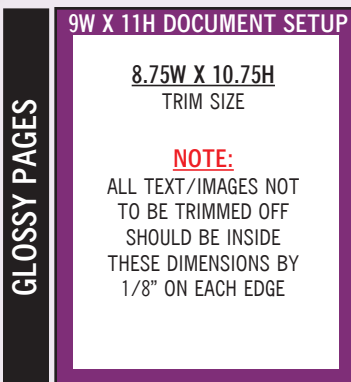
Full page (semi-glossy)
Size: 7.5 w x 10.5 h

Half page (semi-glossy)
Size: 3.8 w x 10.5 h (vertical)
or 7.5 w x 5 h (horizontal)

Quarter page (semi-glossy)
Size: 3.8 w x 5 h

Eighth Page (semi-glossy)
Size: 3.8 w x 2.5 h

All files:
Resolution: 300 dpi
File Format: jpeg or .pdf



AD RESERVATION, UPLOAD & PAYMENT

For your convenience and our contribution to help create a greener environment, all ads should be reserved, uploaded and paid for online. You will receive a secured payment request via email. **To reserve your space or upload your ad, please email sales@therainbowtimesmass.com or call 617-444-9618.**

Premiere placement is available on a first-come first-serve basis for an additional charge. Please contact us for more information.*

Final Payment deadline: May 10, 2012

If you are unable to pay online, please send all checks by the payment deadline to:

The Rainbow Times
550 Adams Street, #317
Quincy, MA 02169

** The Rainbow Times reserves the right not to publish ads that have not been paid for or received by deadline.*

FOR MORE INFORMATION: SALES@THERAINBOWTIMESMASS.COM OR CALL 617.444.9618