



The OFFICIAL Guide to CT PRIDE 2011

The Official Connecticut Pride Guide 2011

The Rainbow Times is the **OFFICIAL 2011 Connecticut Pride Guide** designer & producer. This semi-glossy magazine-like Guide will be the go-to source for all Pride-related information, events, performances, activities, after parties and more!

Not only will the Official 2011 Connecticut Pride Guide be available throughout Connecticut Pride, it will also be inserted into each issue of *The Rainbow Times*, which has an estimated readership of 65,000 throughout New England.

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



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

Advertising Rates 2011

Premiere Placement (All full color)

Inside Front Cover	\$1000
Inside Back Cover	\$1000
Back Cover	\$1200

Reservation Deadline: August 17, 2011

Camera-Ready Ad Deadline: August 19, 2011

Inside Page Rates

Full Page Color	\$795
Full Page B&W	\$650
Half Page Color	\$425
Half Page B&W	\$350
Quarter Page Color	\$295
Quarter Page B&W	\$225
Eighth Page Color	\$195
Eighth Page B&W	\$135

Reservation Deadline: August 17, 2011

Camera-Ready ad Deadline: August 19, 2011

Specs & Mechanics

Full page

Size: 5.0 w x 9.5 h

Half page

Size: 2.375 w x 9.5 h (vertical) or
5.0 w x 4.625 h (horizontal)

Quarter page

Size: 2.375 w x 4.625 h (vertical) or
5.0 w x 2.25 h (horizontal)

Eighth Page

Size: 2.375 w x 2.25 h

All files:

Dimensions are in inches, no bleed

Resolution: 300 dpi

File Format: jpeg or .pdf

Ad reservation, Ad Upload & Payment

For your convenience and our contribution to help create a greener environment, all ads may be reserved, uploaded and paid for through our secured online server.

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

Payment deadline: August 19, 2011

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

NEW ADDRESS:

The Rainbow Times, 351 Pleasant Street, Suite B, #322
Northampton, MA 01060

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

**FMI: www.TheRainbowTimesNews.com
sales@TheRainbowTimesMass.com or 413-282-8881**

The Official Guide to Connecticut Pride is proudly produced by ...

The Rainbow Times
Your LGBTQ News in Massachusetts, Rhode Island, Connecticut & Vermont

