



Northampton, Massachusetts



The Rainbow Times . . .

Your LGBTQ News in MA, RI, North Central CT & Southern VT

Bring you the 2010 Noho Pride Guide

This May, 2010, *The Rainbow Times* will, once again, design and publish the Official *Noho Pride Guide*. The 2010 *Noho Pride Guide* will have the most comprehensive and up-to-date information about everything that will be happening during the Noho Pride season in Northampton, MA. This guide will feature glossy magazine-stock covers and hi-brite inside color and/or black & white pages. You can choose the perfect style that fits your business and budget. The beautiful *Noho Pride Guide Magazine* is a keeper and is read by thousands of locals and visitors alike. This is your annual opportunity to get your business noticed! Please place your ads promptly. Get ready for the 29th Annual Noho Pride Guide. It's here to stay!

Special Advertising Rates

Glossy **COLOR** Pages

- Back cover:** \$2,000*
- Inside back:** \$1500*
- Inside Front:** \$1500*
- Regular glossy:** \$1200*

Glossy Page Reservation DEADLINE for Camera-Ready Ads: March 19, 2010 @ 3 p.m.

Ad Creation is not included in the above prices). If you wish us to create your ad, please send your request to: info@prizmdesigns.com

Inside Pages

- Full-Page B&W:** \$575*
- Full-Page Color:** \$725*
- 1/2 Page B&W:** \$425*
- 1/2 Page Color:** \$550*
- 1/4 Page B&W:** \$295*
- 1/4 Page Color:** \$395*
- 1/8 Page B&W:** \$195*
- 1/8 Page Color:** \$225*

SPECIAL: Individuals (not any type of business entity) & non-profit organizations can also advertise in color for \$99:
1/2"H x 3.8"W: \$99

Ad Reservation*: March 19, 2010 @ 3 p.m.

* Pre-payment is required for ad reservations.

Mechanicals:

The Noho Pride Guide will be printed on 35-pound stock. Its dimensions are shown below in inches (**width x height**). The Glossy cover pages are full bleeds. The magazine's dimensions are 8.75 W x 10.75 H.

Advertisements Image Dimensions:

- Full Page:** 7.5 W x 10 H
- 1/2 Page H:** 7.5 W x 4.92 H
- 1/2 Page V:** 3.8 W x 10 H
- 1/4 Page:** 3.8 W x 4.92 H
- 1/8 Page:** 3.8 W x 2.43 H

SPECIAL \$99** Color Ad Dimensions:

- Special Size:** 3.8 W x 0.5 H

***Only for individuals and non-profit organizations who wish to leave their message in the Noho Pride Guide 2010.*

Ad Reservation & Information:

To place your ad reservation before March 19th, please contact: sales@therainbowtimesmass.com, call 413-204-8959 or 413-586-5602. In Boston, call 617-438-4364. Remember to reserve and pay for your reservation before the deadlines.

Need your ad designed?

Please send ad creation inquiries or to have someone design your ad, contact: info@prizmdesigns.com, or call 413-364-1264.

Payments (Credit Cards & Checks):

*All reservations must accompany payment. To pre-pay for your ad and ensure you are in, please call: 413-204-8959. We accept VISA, MC, AmEx.