

# The Official Rainbow RiverFest Guide 2012



## The Official Rainbow RiverFest Guide 2012

*The Rainbow Times* is the **OFFICIAL 2012 Rainbow RiverFest Guide** designer & producer. This semi-glossy magazine-like Guide will be the go-to source for all Fest-related information, events, performances, activities, after parties and more!

Not only will the Official 2012 Rainbow RiverFest Guide be available throughout the 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!*

**COMING  
Sept. 6th!**

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

## Advertising Rates 2012

### Premiere Placement (All full color)

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

Reservation Deadline: August 17, 2012

**Camera-Ready Ad Deadline: August 20, 2012**

### 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, 2012

**Camera-Ready ad Deadline: August 20, 2012**

## 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 20, 2012**

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](http://www.TheRainbowTimesNews.com)  
[sales@TheRainbowTimesMass.com](mailto:sales@TheRainbowTimesMass.com) or 413-282-8881**

**The proud producers of the  
official Rainbow RiverFest Guide**

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

**LGBT COALITION**  
of Western Massachusetts