

The Rainbow Times

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



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Who We Are

The Rainbow Times is the Freshest LGBT newspaper in New England and beyond. TRT publishes nearly 18,000 copies on the first Thursday of each month and is distributed at hundreds of points throughout the region. In addition to the monthly publication, TRT is the official producer of the Boston, Northampton, and Connecticut Pride Guides. With an estimated readership of 65,000 people, we are sure to reach the prominent LGBT community.

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

Advertising Rates 2011

NEW! TRT Talk Radio Advertising

10 second spot/per show	\$50
20 second spot/per show	\$100
30 second spot/per show	\$150

* Sound bites must be submitted in an MP3 format. Otherwise, the host will announce a message, provided by the client, for the spot.

Online, E-blast & Social Networking

Standard E-blast ad	\$175
Web banner	sold with print advertising
Social network mentions	sold with print advertising
Advertorial/story	sold with print advertising
Calendar mentions	sold with print advertising

PLEASE CALL FOR MORE DETAILS.

Materials Deadline: 4th Wednesday of each month

Print Ad Rates

Full Page Color	\$875
Full Page B&W	\$725
1/2 Page Color	\$550
1/2 Page B&W	\$425
1/4 Page Color	\$400
1/4 Page B&W	\$275
1/8 Page Color.....	\$225
1/8 Page B&W	\$125
1/16 Page Color	\$115
1/16 Page B&W	\$99

Reservation Deadline: 4th Tuesday of each month

Camera-Ready ad Deadline: 4th Wednesday of each month

DISCOUNTS

- 12-Month Discounts: 15% with pre-payment/contract
- 6-Month Discounts: 10% with pre-payment/contract
- 3-Month Discounts: 5% with pre-payment/contract

PAYMENTS ARE ACCEPTED BY CREDIT CARD OR CHECK BY DEADLINE.



Specs & Mechanics

Full page

Size: 9.66 w x 10.75 h

Half page

Size: 4.75 w x 10.75 h
or 9.66 w x 5.5 h

Quarter page

Size: 4.75 w x 5.5 h

Eighth Page

Size: 4.75 w x 2.75 h

Sixteenth Page

Size: 2.3 w x 2.75 h

**Need your ad designed?
No problem. Contact us!**

CAMERA READY FILES:

- Resolution: 300 dpi
- File Format: jpeg or pdf
- No Bleed

**THE RAINBOW TIMES is not responsible for typographical errors, unless caused by our negligence. Once the client approves of an ad created by TRT, TRT is no longer liable for related errors.*

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.

Payment deadline: 4th Friday of each month

If sending a check, mail:

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 or for any other reason.*

For More Information

www.TheRainbowTimesNews.com

Email: sales@TheRainbowTimesNews.com • Phone: 617-444-9618 or 413-282-8881 • Fax: 888-442-2421