

The Rainbow Times

Your LGBTQ News in MA, RI, north central CT and southern VT

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www.therainbowtimesnews.com

Effective Aug., 2009

AD RATES LOCAL

Coverage Region:

• All of Massachusetts & P-Town
• Rhode Island • north central
Connecticut • southern Vermont

Circulation: 15,000 monthly

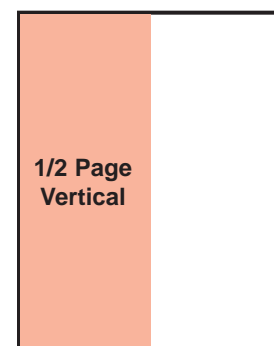
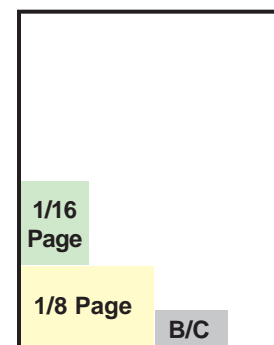
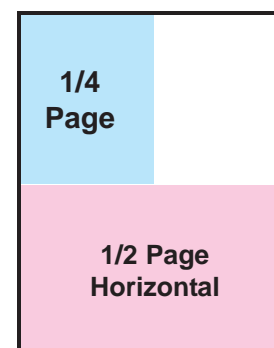
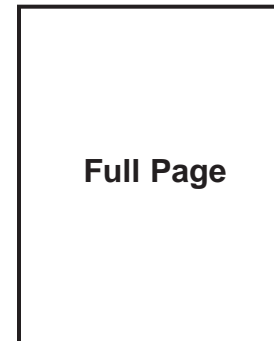
Publication Date: 1st Thursday of each month

Ad Deadline: Last Wednesday of month prior to publication week/3 p.m.

Local Ad Prices WITH COLOR for 2009-2010**

Full Page ALL Color	\$675.00
Full Page Black & White (B&W)	\$525.00
1/2 Page Color Horizontal/Vertical	H\$400/V425.00
1/2 Page B&W	\$325.00
1/4 Page Color	\$300.00
1/4 Page B&W	\$250.00
1/8 Page Color	\$150.00
1/8 Page B&W	\$110.00
1/16 Page Color (New Dimensions)	\$90.00
1/16 Page B&W (New Dimensions)	\$80.00
Bus Card Color (Listed in Directory)	\$70.00
Business Card B&W (Listed in Directory)	\$40.00

Modular Ad Designs*



You can also choose to advertise in *The Pony Express*, TRT's monthly e-newsletter. To do so, please look at our "Local Advertising Packages with Bonuses" section. Inserts must be 8.5 x 11.

Inserts: \$50 per 1,000 (you provide your copy).

Mechanical Information

Sample Page Size	Width x Height
Full Page	9.68" x 10.75"
1/2 Page Horizontal	9.68" x 5.3"
1/2 Page Vertical	4.75" x 10.75"
1/4 Page	4.75" x 5.5"
1/8 Page	4.75" x 2.75"
1/16 Page	2.3" x 2.75"
Bus. Card Size (B/C)	3.10" x 1.85"

The Rainbow Times is a proud member of Associated Press/Newsfinder, the National Gay & Lesbian Chamber of Commerce, CABO, the CT GLBT Alliance for Business Opportunity & the Greater Northampton Chamber of Commerce.

* The modular ad samples are samples. The actual ad copy is different in size than the one shown in this sample. ** These prices only include our Coverage areas. For national or advertising agency prices, please see the Ad. Agency Rates. Ad Prices are always subject to change. Prices above include your submission of the ad by the Wednesday prior to the first week of each month, by 3 p.m. TRT is published the first Thursday of each month. Pre-payment is a must, in order to have your ad published. **SALES Contact: papersales47@mac.com or sales@therainbowtimesmass.com.**