

# Ad Request Form Pride Guide 2008

**Listing:** All information you enter here **will be included** in your listing (unless you specify otherwise), but we need to have all information so we may contact you in case we have any questions:

Your Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Web site: \_\_\_\_\_

License #: \_\_\_\_\_

Write a nice blurb about your organization that will attract newcomers. Other information, hours, and services should be included.  
All mental health, home improvement and real estate professionals must list their license number, or provide information as to why it is not required. GAAMC reserves the right to reject any ad.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- Check One**
- Accommodations and Travel
  - Adoption
  - Animal Companions
  - Arts/Photography
  - Computer/Technology Services
  - Entertainment/Events
  - Financial/Insurance Services
  - Help and Information Lines
  - HIV/AIDS Support and Services
  - Home Services
  - Legal Services
  - Libraries
  - Mental Health
  - Organizations
  - Personal Services
  - Physical Health and Fitness
  - Print, Radio, and Web Sites
  - Real Estate Services
  - Religion and Spirituality
  - Restaurants and Bars
  - Retail and Other Businesses
  - Sports/Recreation
  - Youth
  - Other proposed category: \_\_\_\_\_

## Display Ads:

Finished book is 9" x 6". All ad sizes are approximate.

There are two deadlines: Ads postmarked by December 31, 2007 get the "early-bird rate"; and Ads postmarked by March 1, 2008 get the regular rate.

\*\*\*\*\* **After March 1, 2008, there is a \$75 late fee.** \*\*\*\*\*

- Full page**, 6 3/4" x 4 3/4" wide  \$375 (by 12/31/2007)  \$500 (by 3/1/2008)
- 1/2 page**, 3 1/4" x 4 3/4" wide  \$225 (by 12/31/2007)  \$300 (by 3/1/2008)
- 1/3 page**, 2 1/4" x 4 3/4" wide  \$150 (by 12/31/2007)  \$200 (by 3/1/2008)
- Inside front or back cover**  \$525 (by 12/31/2007)  \$700 (by 3/1/2008)
- Back cover (color)**  \$825 (by 12/31/2007)  \$1100 (by 3/1/2008)
- Reuse last year's:  Ad **with**  No changes  Changes (see attached)
- Reuse last year's:  Listing **with**  No changes  Changes (see attached)

## Listing pricing:

The first three lines are free for not-for-profit organizations, businesses that routinely provide free services to the GLBTI / AIDS community, and all businesses paying for a display ad. After that it is \$5 per line.  
Guideline: Usually, your company name, address, phone numbers, e-mail, and website will take up two lines. A one-sentence description will be the third line.  
 Listing only, under appropriate category. A request from a business for only a listing has a \$15 minimum.

Number of lines: \_\_\_\_\_ x \$5/line = \$ \_\_\_\_\_

## Payment:

Mastercard  Visa Card number: \_\_\_\_\_

Expiration date: \_\_\_\_/\_\_\_\_ Don't forget to sign here **X** \_\_\_\_\_

Name on check or credit card account: \_\_\_\_\_

Check or money order # \_\_\_\_\_ for \$ \_\_\_\_\_, payable to GAAMC is enclosed.

Please mail this form with payment to: GAAMC Pride Guide 2008, PO. Box 137, Convent Station, NJ 07961-0137.

**Graphics:** We much prefer ads be sent via **e-mail** if at all possible. The best file formats are **OpenOffice.org** and **.rtf** documents. If it must be a graphics file, it needs to be **.eps, .gif, .jpg, .png, .psd, or .svg**. Please do not send MS Publisher or .pdf files. If you send "camera ready" artwork through the mail, don't fold, staple, paper clip, or mar the artwork in any way, or it will no longer be camera ready and it will produce a lousy scan. Or, for an additional \$45, we will typeset it for you if you send all the graphics and font specs you want us to use.

Please e-mail ads to **PrideGuide@GAAMC.org**. Include all the requested information so we can match up your paperwork with your payment.

Please save \_\_\_\_\_ copies of Pride Guide. (We request that you pick up the copies if you are local. Please tell us if you need copies sent to you.)