

# Advertising Information

"The Jersey Gaze" is published by Jersey Pride, Inc. The non-profit organization that produces NJ's annual LGBTQ Pride Celebration.

"The Jersey Gaze" is the official guide to the Pride Celebration. It features articles, opinion pieces, and statewide directories.

The circulation for "The Jersey Gaze" is 15,000. It is distributed free of charge throughout New Jersey and at the Pride Celebration.

All proceeds generated by "The Jersey Gaze" enable Jersey Pride, Inc. to produce NJ's Annual Pride Celebration.

If you have any questions regarding "The Jersey Gaze" please contact us at [advertising@jerseypride.org](mailto:advertising@jerseypride.org).



## **NJ's 27th Annual LGBTQ Pride Celebration**

**June 3, 2018  
noon - 7pm  
Asbury Park, NJ**



## *The Jersey Gaze*

**The Official Guide to  
NJ's 27th Annual  
LGBTQ Pride  
Celebration**

# Advertising Information

## Cover Rates - Full Color

|               |         |
|---------------|---------|
| Back Cover    | \$2,000 |
| Inside Covers | \$1,500 |

## Inside Rates - Full Color

|               |       |
|---------------|-------|
| Full Page     | \$500 |
| Half Page     | \$275 |
| Quarter Page  | \$150 |
| Business Card | \$80  |

50% discount for non-profit community organizations (inside rates only)

## Dimensions (width x height)

|                           |              |
|---------------------------|--------------|
| Covers                    | 8.5" x 11    |
| Full Page                 | 8.5" x 11"   |
| Trim size is 8.38"x10.63" |              |
| Half Page                 |              |
| Horizontal                | 7.5" x 4.75" |
| Vertical                  | 3.5" x 10"   |
| Quarter Page              |              |
| Horizontal                | 7.5" x 2.38" |
| Vertical                  | 3.5" x 4.75" |
| Business Card             | 3.5" x 2"    |

Advertising Deadline  
May 1, 2018

Electronic submissions are preferred. Jersey Pride is not responsible for poor ad quality when the ad is not submitted electronically.

Ads should be sent as a jpg or pdf and attached to an email. The preferred format is jpg. For pdf files, all fonts and graphics must be embedded. No other formats will be accepted.

Cover art must be 300 dpi. The file size should not exceed 2 MB.

The page set-up should be the exact dimension specified for your ad. If necessary, we reserve the right to resize your ad. Do not include print marks.

Electronic submissions should be sent to:  
**advertising@jerseypride.org**

# Advertising Insertion Form

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_

Ad Size (please circle one):

|                    |               |
|--------------------|---------------|
| COVER              | INSIDE        |
| Back Cover         | Full Page     |
| Inside Front Cover | Half Page     |
| Inside Back Cover  | Quarter Page  |
|                    | Business Card |

\_\_\_ Art will be sent electronically  
\_\_\_ Please use art from previous ad  
\_\_\_ Enclosed is my camera ready art

Total \$ \_\_\_\_\_

Payment: \_\_\_ Check \_\_\_ Credit Card

Credit Card #: \_\_\_\_\_

Exp. Date: \_\_\_ / 20\_\_\_

CVV# \_\_\_\_\_ (3 or 4 digit # on back of card)

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

I authorize Jersey Pride, Inc. to charge the above Credit Card for this advertising and clearly understand this is a FINAL SALE. NO Refunds, Cancellations, or Credits.

Please return form and payment to:  
Jersey Pride, Inc.  
P.O. Box 7973  
Princeton, NJ 08543