

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.



NJ's 28th Annual LGBTQ Pride Celebration

**June 2, 2019
noon - 7pm
Asbury Park, NJ**



The Jersey Gaze

**The Official Guide to
NJ's 28th 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, 2019

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