



Official San Diego LGBT Souvenir

# PRIDE PROGRAM & POCKET<sup>sized</sup> GUIDE

Here are **two great ways** to promote your business or organization to attendees of the 2010 Pride events. The Pride Program's 20,000 copies will be distributed throughout the community more than a month in advance of the event. The Pocket Guide's 30,000 copies, featuring a complete schedule of the weekend's activities, maps, performances, entertainers, and booth locator, will be handed out at the two day festival in Balboa Park.

To place your ad call: 619-297-7683 ext. 110 or email [marketing@sdpride.org](mailto:marketing@sdpride.org)

## 36TH ANNUAL PRIDE PROGRAM

Ad size	Paid by 4/14	Paid by 5/7	color
Eighth	\$250	\$275	\$75
Quarter	\$400	\$440	\$100
Third	\$575	\$630	\$120
Half	\$675	\$740	\$150
Full Page	\$995	\$1,094	\$150
Premium	\$1,100	\$1,210	\$250
Inside Covers	\$2,250	\$2,475	included
Back Cover	\$3,400	\$3,740	included

## PRIDE PROGRAM AD SPECIFICATIONS

(width x height in inches)	
Eighth	3.688 x 2.313
Quarter	3.688 x 4.875
Third	3.688 x 7.438
Half Vertical	3.688 x 10
Half Horiz	7.625 x 4.875
Full Page	7.625 x 10
Premium	7.625 x 10
Covers	8.125 x 10.5

## PRIDE FULL-COLOR POCKET GUIDE

Ad size	Pay by June 8
Quarter	\$400
Half	\$675
Full Page	\$995
Premium	\$1,100
Inside Covers	\$2,250
Back Cover	\$3,400

**10%**  
discount if also  
renting booth  
space by May 1

## PRIDE POCKET GUIDE AD SPECIFICATIONS

(width x height in inches)	
Quarter:	1.75 x 2.25
Half Vertical	1.75 x 4.75
Half Horizontal	3.75 x 2.25
Full Page	3.75 x 4.75
Premium	3.75 x 4.75
Covers	3.75 x 4.75

**Make Checks Payable to: San Diego LGBT Pride**

- Deadline for Early Bird discount: payment and camera ready ad must be received by April 14.
- Camera Ready ad/payment must be received by Friday, May 7th for the Pride Program
- Camera Ready ad/payment must be received by Tuesday, June 8th for the Pocket Guide
- Ads may be emailed as a TIFF, EPS, or PDF file with all fonts converted to outlines.

**All Checks Should be made payable to San Diego LGBT Pride and sent to  
San Diego LGBT Pride  
P.O. Box 34366 San Diego, CA. 92163**

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