



# PRIDE GUIDE RATE CARD

THE PRIDE GUIDE IS PRIDE WINNIPEG'S OFFICIAL EVENT BOOK, with colourful stories, people profiles, venue maps, and ideas about what to do and where to go during the 10 days that make up Pride Week, which runs this year from May 25 to June 3. By advertising in the 2012 PRIDE GUIDE, you'll reach a diverse audience of more than 30,000 people who attend Pride Week activities! With 64 full-colour pages, a shelf life of six weeks, and 12,000 copies printed, the PRIDE GUIDE is Manitoba's largest publication targeted to the LGBTTQ\* community.

## ADVERTISING RATES

Back Cover.....	\$1499
Inside Front Cover.....	\$1199
Inside Back Cover.....	\$1199
Full Page.....	\$849
Half Page.....	\$449
Third Page.....	\$349
Quarter Page.....	\$249
Sixth Page.....	\$149

## DIGITAL REQUIREMENTS

**ACCEPTED FILE FORMATS (MAC & PC):**  
Adobe Acrobat (PDF)  
Image resolution: 300dpi

**PLEASE SEND FINISHED ARTWORK TO:**  
[advertising@pridewinnipeg.com](mailto:advertising@pridewinnipeg.com)

## GRAPHIC SERVICES

\$75 per hour

## DEADLINES

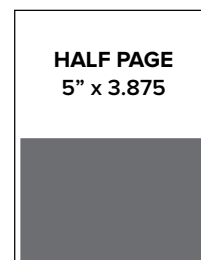
APRIL 2, 2012

## ADVERTISING DIMENSIONS

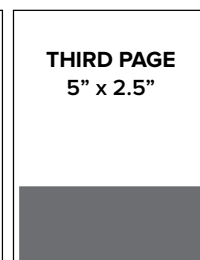


**FULL PAGE  
NO-BLEED**  
5" x 8"

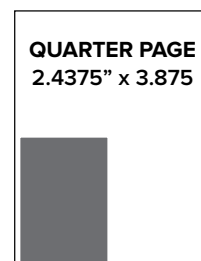
**WITH BLEED**  
Bleed Size 5.75" x 8.75"  
Trim Size 5.5" x 8.5"



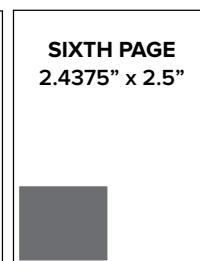
**HALF PAGE**  
5" x 3.875"



**THIRD PAGE**  
5" x 2.5"



**QUARTER PAGE**  
2.4375" x 3.875"



**SIXTH PAGE**  
2.4375" x 2.5"

## PARTNER WITH PRIDE NOW!

This is an excellent opportunity to connect with and gain visibility in the Canadian Prairie LGBTTQ\* communities.

**FOR MORE INFORMATION  
AND BOOKING PLEASE CONTACT:**

**CHERYL EZINIKI**  
PRIDE GUIDE ADVERTISING SALES  
[advertising@pridewinnipeg.com](mailto:advertising@pridewinnipeg.com)  
**204.963.1205**

PLEASE MAKE  
CHEQUES PAYABLE TO

**PRIDE WINNIPEG  
FESTIVAL INC.**

## TERMS & CONDITIONS

**PAYMENT:** All insertions must be pre-paid.

**CANCELLATIONS:** Cancellations of space for the *Pride Winnipeg Guide* should be submitted in writing prior to the ad material deadline date. The publisher reserves the right to charge up to 100% of the rate for any advertising space placed but subsequently cancelled after the deadline date.

**AD MATERIALS:** If new materials for a contracted space are not furnished by the materials deadline date, the prior *Winnipeg Pride Guide* advertisement will be published regardless of size. If modifications are needed, the publisher will change the advertisement and will bill the advertiser for graphic design.

The publisher assumes no liability for the content of advertised materials including copy, illustrations and/or photography. All materials and advertisements are subject to the publisher's approval. The publisher reserves the right to reject or cancel any advertisement.

