



OFFICIAL GUIDE TO LAS VEGAS PRIDE 2011

ADVERTISER INFORMATION & MEDIA KIT

Southern Nevada Associate of Pride, Inc. (SNAPI) has teamed up with Stonewall Publishing, Inc. (publisher of *QVegas* Magazine) again this year to produce the only official guide to Las Vegas PRIDE 2011.

LAS VEGAS PRIDE • SEPT. 16-17, 2011

RATES AND SIZES

FULL PAGE \$725

4.875" W x 7.875" H Non-Bleed
5.625" W x 8.625" H Bleed

HALF PAGE \$435

4.875" W x 3.875" H Non-Bleed

QUARTER PAGE \$225

2.365" W x 3.875" H Non-Bleed

BACK COVER (full page w/bleed) \$1100

INSIDE FRONT COVER (full page w/bleed) \$1065

PAGE 3 (full page w/bleed) \$925

INSIDE BACK COVER (full page w/bleed) \$925

CENTER SPREAD (2 full pages w/bleed) \$1250

ABOUT THE GUIDE

The *Official Guide to Las Vegas PRIDE 2011* is more than a simple event program. It is an entertaining and informative guide to the week of events surrounding Las Vegas PRIDE (celebrating 28 years in 2011) as well as the Las Vegas LGBT community. This visually stimulating, highly informative souvenir guide reaches a diverse and wide audience long after the close of Las Vegas PRIDE.

The guide will be distributed three weeks prior to Las Vegas PRIDE in key distribution points throughout Las Vegas as well as portions of Southern California and may be downloaded online from www.QVegas.com and www.LasVegasPRIDE.org prior to PRIDE Week.

To advertise in the Official Guide to Las Vegas Pride 2011, please call

702-650-0636

DEADLINES

Ad Reservations and Ad Builds.....July 5, 2011

Digital-Ready Ads.....July 18, 2011

PRODUCTION REQUIREMENTS

The *Official Guide to Las Vegas PRIDE 2011* is produced 100% digitally and printed on glossy paper. All rates quoted are for ads supplied in electronic form. Ads should be sent as a high-resolution PDF, EPS, TIF or JPG file. No native application files are accepted. All files should be at least 300 dpi CMYK set to the exact print size. Files may be submitted on CD, DVD or preferably by e-mail to art@qvegas.com. (or directly to your Advertising Executive) Clearly label the digital media or include company name and "Pride Guide" in the subject line when e-mailed. Access to our FTP server for uploading files is available upon request. If needed, Stonewall Publishing has a complete graphics department and is ready to assist with your design and art.

TERMS

Guaranteed ad placement (other than covers) must be pre-approved, and an additional charge of 10% will be added. All space is available on a first-come, first-served basis. Advance payment is required on all ads. Stonewall Publishing is pleased to offer a 10% discount for non-profit 501(c)(3) organizations. Proof of non-profit status may be required. Stonewall Publishing will not accept any advertising known to violate federal, state or local laws. Acceptance of advertising is at the discretion of the publisher. Advertisers accept responsibility for content and all claims made in their advertisements.

LIABILITY

Stonewall Publishing will not be responsible for incorrect ads, and no restitution will be made to the advertiser if the ad runs incorrectly. Ad design/changes made by Stonewall Publishing will be faxed, e-mailed or hand-delivered to the advertiser for proof. Advertiser must respond within 24 hours for any changes/errors; otherwise, the ad will run as-is. Stonewall Publishing reserves the right to edit and/or refuse any advertising for any reason. The client is fully liable for supplied media material and warrants that it does not violate or infringe upon any copyright or trademark laws.