CenterHappenings

MAILED TO 58,000 HOUSEHOLDS EACH MONTH

Advertising Agreement

Net Rates	1x	3x	6–11x
Outside Back	❍ $1800 ❍ + $900 for color	❍ $1750 ❍ + $900 for color	❍ $1700 ❍ + $900 for color
Full Page	❍ $1600 ❍ + $900 for color	❍ $1550 ❍ + $900 for color	❍ $1500 ❍ + $900 for color
Half Page	❍ $900	❍ $875	❍ $850
Third Page	❍ $700	❍ $675	❍ $600
Quarter Page	❍ $600	❍ $575	❍ $550
Sixth Page	❍ $500	❍ $475	❍ $450
Eighth Page	❍ $400	❍ $375	❍ $350
Twelfth Page	❍ $225	❍ $200	❍ $175

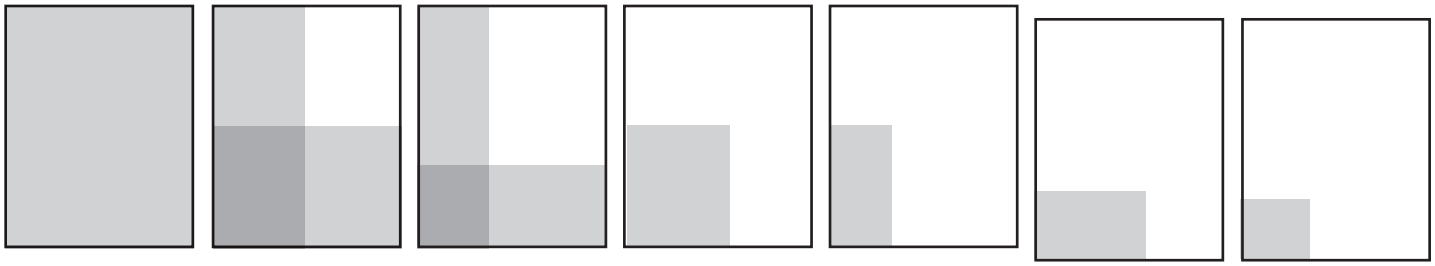
Month(s) you would like to purchase:

❍**JAN/FEB** ❍**MAR/APR** ❍**MAY** ❍**JUN/JUL** ❍**AUG** ❍**SEP** ❍**OCT** ❍**NOV** ❍**DEC**

❍ **Premium placement** for an additional $50, which guarantees placement in the first half of the publication and on the upper right hand side.

ACCEPTABLE FORMATS: Files should be submitted as PDF, TIF, or EPS. **RESOLUTION/SIZE:** All art must be submitted at 300 ppi at full size. For example, 1/8 ad is 3 9/16" x 2 1/16". At that size, the image resolution should be minimum 300 ppi, not 72 ppi, as standard for JPGs. **COLOR:** Color ads should be submitted as CMYK. Black and white ads, as grayscale. If you cannot supply art according to the above terms, we would like to help you. Please contact Clay Cane regarding design services. **DEADLINE FOR ART-WORK SUBMISSION AND PAYMENT IS THE FIRST FRIDAY OF THE MONTH BEFORE PUBLICATION DATE.**

AD SIZES: All dimensions below reflect non-bleed sizes. Only full page and cover ads can be bleed. Add 1/8" around if bleed. Full page ad finished size: 8 1/4" x 10 3/4".



	Full	Half	Third	Quarter	Sixth	Eighth	Twelfth Square
Vert:	8 1/4" x 10 3/4"	3 9/16" x 9 1/16"	2 1/4 " x 9 1/16"	3 9/16" x 4 3/8"	2 1/4" x 4 3/8"	3 9/16" x 2 1/16"	NA
Horiz:	NA	7 1/4" x 4 3/8"	7 1/4" x 2 7/8"	NA	NA	NA	2 1/4" x 2 1/16"

PAYMENT INFORMATION

NAME TITLE

COMPANY STREET ADDRESS

CITY/STATE/ZIP TEL FAX

❍ ENCLOSED IS MY CHECK IN THE AMOUNT OF $_____ PAYABLE TO "THE CENTER."

❍ PLEASE CHARGE $_____ TO MY: ❍ VISA ❍ AMEX ❍ MASTERCARD ❍ DISCOVER

ACCOUNT NO. | | | | | | | | | | | | | | | | EXP. DATE SIGNATURE

QUESTIONS? CONTACT **CLAY CANE** AT (tel) **212 620 7310** (fax) **212 924 2657** (email) **tclay@gaycenter.org**

RETURN THIS FORM ALONG WITH ARTWORK AND PAYMENT TO: Center Advertising 208 West 13th Street New York, NY 10011

TERMS AND CONDITIONS All ads must be pre-paid; no ad will be printed without payment. These terms and conditions shall be deemed incorporated into every insertion order, space contract or un-contracted advertisement given to the Lesbian, Gay, Bisexual & Transgender Community Center unless specifically modfied in a written statement signed by the publisher. Advertising rates and conditions may be changed at any time without notice. Returned checks will be subject to a $25 fee and will automatically revoke all credit agreements. We reserve the right to require payment two weeks in advance of publication or by certified check or money order. THERE ARE NO REFUNDS. Advertisers are accepted only under the condition that the advertisers assume all liability and responsibility fo any legal claims resulting from advertisements printed or not printed. Lesbian, Gay, Bisexual & Transgender Community Center will not be liable for any damages or costs if it fails to publish an ad for any reason, or for no reason. Lesbian, Gay, Bisexual & Transgender Community Center reserves the right to refuse any advertising. (11/08)