

# 2018 Pride Guide Media Kit

## Distribution

- 5,000 copies
- Distribution to Charleston, Mount Pleasant, James Island, Johns Island, Edisto, Beaufort, Columbia, Myrtle Beach, Greenville, Spartanburg, Savannah, and Asheville

## Added Value

- Ad space in the 2018 Charleston Pride Guide
- Buying an ad by April 30th gets you into the LGBTA Preferred Business Directory
- Digital version on Charleston Pride Website

## Early Bird Special

- Purchase your ad by **APRIL 30**, and get into the LGBTA Preferred Directory in the Guide

## Advertising Deadlines

- Ad reservation deadline: **JULY 6, 2018**
- Print ready artwork deadline: **JULY 14, 2018**

## Ad Design Guidelines

Please ensure that all images embedded into ads are converted to four color process (CMYK) and all text is converted to outlines prior to saving the ad as a PDF file.

**All ads must be high resolution:** 300 dpi or greater, in CMYK color mode, outlined text, and submitted as a PDF or EPS file. Please submit completed artwork by emailing [sales@charlestonpride.org](mailto:sales@charlestonpride.org).

For questions about ad specs or to have Charleston Pride design an ad on your behalf, please contact: [sales@charlestonpride.org](mailto:sales@charlestonpride.org).



### Premium Center Fold

For, **\$1,500**, make a major statement for your business or organization with an exclusive center fold ad in the middle of the Charleston Pride Guide

- 11.00" W x 8.75" H (includes bleed)
- Keep text 0.5" away from the edges



### Premium Inside Cover

For **\$1,000**, your ad can be placed on one of the prominent inside covers, printed on glossy paper. There are only two of these coveted spaces so order early to guarantee your spot.

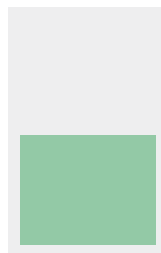
- 5.75" W x 8.75" H (includes bleed)
- Keep text 0.5" away from the edges



### Full Page

For **\$750**, you will get a full page ad in the Charleston Pride Festival Guide. GREAT Visibility!

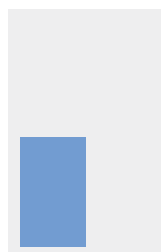
- 5.75" W x 8.75" H (includes bleed)
- Keep text 0.5" away from the edges



### Half Page

For **\$500**, receive a half-page as in the Charleston Pride Festival Guide. While half-page ads may share a page with others ads or text, they still give your business or organization enough space to make a colorful statement.

- 4.5" W x 3.785" H



### Quarter Page

For **\$350**, feature your business in a simple yet elegant way with a quarterpage ad. This ad size features enough space to highlight your business at a very affordable rate or purchase two separate ads for double coverage.

- 2.16" W x 3.785" H