



QUEST

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800-578-3785 or email editor@quest-online.com

Wisconsin PrideFest Special Edition



The Official PrideFest® Pride Guide 2007

Rates and Advertising Specs

- **PrideFest is Wisconsin's largest LGBT event!**
- **The PrideFest Pride Guide is the largest print run of any LGBT publication all year. Guaranteed print run:16,000 copies.**
- **Distribution of the Pride Guide statewide in Wisconsin plus Minneapolis/St. Paul and Chicago markets.**
- **New Style! Printed 8 1/2" by 11" in color on glossy coated stock and b/w on premium weight bright white 60# offset.**
- **More affordable ad rates are an outstanding value.**
- **Color and B/W ad space is limited and on a first come first served basis. Don't miss out! Reserve your space today.**

2007 PrideFest® PRIDE GUIDE ADVERTISING RATES

Full Page Four Color Process on coated stock \$600.00 (Limited space available)

Full bleed is available. Ad dimensions are 8.5w x 11h plus a 1/8" extra margin for bleed. Download a photoshop template with bleed and text safe areas indicated online on the PrideFest website. www.pridefest.com

Half Page Four Color Process on coated stock \$300.00 (If available)

Ad dimensions are 8.25w x 5.35 Full bleed is not available.

Full Page B/W on 60# white offset \$350.00

Full bleed is available. Ad dimensions are 8.5w x 11h plus a 1/8" extra margin for bleed. Download a photoshop template with bleed and text safe areas indicated online on the PrideFest website. www.pridefest.com

Half Page B/W horizontal on 60# white offset \$175.00

Ad dimensions are 7.5w x 4.79 Full bleed is not available.

Half Page B/W Vertical (Island) on 60# white offset \$175.00

Ad dimensions are 4.95w x 7.2 Full bleed is not available.

1/3 Page Square B/W on 60# white offset \$120.00

Ad dimensions are 4.95w x 4.79 Full bleed is not available.

1/3 Page Long B/W on 60# white offset \$120.00

Ad dimensions are 7.5w x 3.15 Full bleed is not available.

1/4 Page Vertical B/W on 60# white offset \$100.00

Ad dimensions are 3.65w x 4.79 Full bleed is not available.

1/4 Page Long B/W on 60# white offset \$100.00

Ad dimensions are 7.5w x 2.35 Full bleed is not available.

FULL PAGE FULL COLOR AD

**Finished size is
8.5 wide x 11 high**

**You must make the ad
1/8 inch larger on all sides
for the bleed.**

Create ad 8.75w x 11.25h

**Keep your text inside with a
safety margin of 1/4 - 1/2 inch all around.**

Text safe area would be no larger than 8" x 10.5"

**Download a photoshop template
online at www.pridefest.com**

**HALF PAGE
FULL COLOR
AD**

**Finished size is
8.25 wide x 5.35 high**

**HALF PAGE
FULL COLOR
AD**

**Finished size is
8.25 wide x 5.35 high**

FULL PAGE

B/W AD

7.5 wide

9.75 high

full bleed not available

DON'T MISS OUT! RESERVE YOUR HALF PAGE AD TODAY!

The 1/2 page ad is a great size with many benefits including fewer competing ads on the same page. In most cases text and photo content of the PrideGuide will be on the rest of the page.

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**HALF PAGE
HORIZONTAL
7.5 wide
4.79 high**

1/3 PAGE

SQUARE

4.95 wide

4.79 high

1/3 PAGE LONG

7.5 wide

3.15 high

**1/4 PAGE
STANDARD**

**3.65 wide
4.79 high**

1/4 PAGE LONG

**7.5 wide
2.35 high**