

2019 ADVERTISING RATES

20% discount for Business Directory members!

	FULL PAGE	HALF PAGE	THIRD PAGE	QUARTER PAGE	EIGHTH PAGE
1 insertion	\$100	\$500	\$375	\$250	\$150
3 insertions	\$900 ea. (\$2700 total)	\$450ea. (\$1350 total)	\$325 ea. (\$975 total)	\$225 ea. (\$675 total)	\$125 ea. (\$375 total)
6 insertions	\$825 ea. (\$4950 total)	\$400 ea. (\$2400 total)	\$300 ea. (\$1800 total)	\$200 ea. (\$1200 total)	\$100 ea. (\$600 total)
9 insertions	\$750 ea. (\$6750 total)	\$350 ea. (\$3150 total)	\$250 ea. (\$2250 total)	\$175 ea. (\$1575 total)	\$75 ea. (\$675 total)

Premium position: Add 20% Back cover (full page only): Add 30%

Premium position placed advertisements are located within the first five pages of the issue.

Center Two-Page Spread: Add \$500

Available only with 3x commitment or higher.

SPECIFICATIONS

FULL PAGE	HALF PAGE	
8.75" x 11.25"	8.75" x 5.563"	4.314" x 11.25"
THIRD PAGE	QUARTER PAGE	EIGHTH PAGE
3.2" x 11.25"	4.314" x 5.563" 8.75" x 2.719"	4.314" x 2.719"

CENTER TWO-PAGE SPREAD

18.5" x 11.25"

- For information on
- advertising in this
- exciting publication,
- contact us:
- development@lgbtnetwork.org

MECHANICAL GUIDELINES

1. High resolution PDF files or 300 dpi JPG files are the only acceptable formats. PDF is preferred. No native application files will be accepted.
2. All fonts and images in PDF files must be embedded or converted to outlines to ensure compatibility.
3. The color mode must be CMYK color format. RGB, LAB, or other color profiles will be converted to CMYK before print, which may result in color loss, or may be rejected by the Art Director.
4. All spot colors must be converted to CMYK format.
5. Resolution must be a minimum of 300 dpi for all images and files. Any resolution less than 300 dpi may result in loss of quality or may be rejected by the Art Director.
6. All submitted files must be the exact finished size or have crop marks embedded.
7. Rules that are 4 points wide or less should be 1 color.
8. Sans-serif font less than 7 points should be 1 color.
9. Serif font less than 12 points should be 1 color.
10. There will be a 30% dot gain. Use SNAP Web Offset standards.
11. Ink density is not to exceed 240%.
12. No rich black or registration black, especially on text.
13. All transparencies in ad must be flattened.
14. If a QR code is present, ensure it is flat 100% black TIF or JPG file at least 0.5" wide.

Publication is not responsible for slight variance between digital file and printed product.

DISTRIBUTION

- 10,000 copies are distributed to more than 100 locations throughout
- Long Island and Queens.

LIVINGOUT

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