



# Baton Rouge Pride Fest 2012 Program Book Advertisement Form

The Baton Rouge Pride Fest 2012 will provide a **four-color, glossy program book** listing not only the **Pride Fest events** but also **community resources** and local **businesses** and **organizations**. We would like to offer you the opportunity to include your group in the book, which will be distributed to all Pride Fest participants (approximately 2,000 books distributed last year). All ads also will remain on the Pride Fest website in an electronic copy of the program posted throughout the year. As part of an international web ring, that means your business or organization will be showcased to local, state, national and international patrons.

You may also place an advertisement in loving memory of family, friends or pets; to honor or congratulate an organization, group or individual; or to commemorate a special life event.

Please **submit this form** and your **color or black-and-white advertisement** to **Baton Rouge Pride Fest, 7747 Tom Drive Baton Rouge, LA 70806. Deadline** for all advertisements is **May 18, 2012.**

*(Questions: Phone Tom Merrill at 225-907-5251 or John Deshotel at 225-603-2854 – or email BRPride@bellsouth.net. Visit [www.BRPrideFest.com](http://www.BRPrideFest.com) for more details about Pride Fest.)*

***I would like to place the following advertisement:***

**Inside Front Cover, Back Cover or Center Spread (Each Page) \$600 color**

(Ad size: 7 1/2" x 10" – or 8 1/2" x 11" full bleed)

**Full Page \$500 color / \$400 black and white**

(Ad size: 7 1/2" wide x 10" tall)

**Half Page \$300 color / \$200 black and white**

(Ad size: 4 3/4" tall x 7 1/2" wide for horizontal format or 3 1/2" wide x 10" tall for vertical)

**Quarter Page \$175 color / \$125 black and white**

(Ad size: 3 1/2" wide x 4 3/4" tall)

**Business Card Size \$75 color / \$50 black and white**

(Ad size: 3 1/4" wide x 1 3/4" tall if boxed or 3 1/2" wide x 2" tall full bleed)

*Camera-ready copy of complete advertisement or an electronic file in jpg, pdf or pub format are preferred (on disk or email to [BRPride@bellsouth.net](mailto:BRPride@bellsouth.net). If not, extra time must be allowed for design and you must submit the text and any logos or graphics you want included in ad. **Deadline for payments and copy: May 18, 2012.***

Business Name \_\_\_\_\_

Owner or Representative's Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

**Make checks payable to MCCBR/Baton Rouge Pride Fest.**

Amount Enclosed \_\_\_\_\_