



PROGRAM ADVERTISING GUIDELINES

GayFest NYC appreciates the support of its advertisers who help to make this Festival possible. Please use the following guidelines when sending us your ads. This will help your material look as good as you make us look.

Advertising Options: We offer these Festival program ads – Full page Color, Full page B&W, and ½ page B&W. Please see sizes below. Please see sizes below.

Type of Ad	Size	Bleed	Cost
Full page Color with bleed	5.5" wide X 8.5" high	5.75" wide X 8.75" high	\$ 600
Full page Color w/o bleed	4.75" wide X 7.75" high	None	\$ 600
Full page B&W with bleed	5.5" wide X 8.5" high	5.75" wide X 8.75" high	\$ 500
Full page B&W w/o bleed	4.75" wide X 7.75" high	None	\$ 500
Half page B&W	4.75" wide X 3.75" high	None	\$ 350

Ad File Formats: : Acceptable file formats – Quark Express (*please include all fonts used as well as images*); Adobe Illustrator (*Please include the fonts or outline them*). Tifs, Pdfs with fonts embedded and Jpgs are also acceptable. **Please include a print-out of the ad when submitting the files.** There is a \$75 charge for submitted material that needs to be reformatted or sized.

Design Services: GAYFEST NYC will design your ad for an additional charge of \$200.

Send Materials to:

Scott Fowler
Acting Out Designs, Inc.
301 West 45th Street, #12A
New York, NY 10036
(212) 757-6493

Or E-mail them to: SFowler@nyc.rr.com

MATERIALS DEADLINE: APRIL 1, 2012

If you have any questions regarding advertising or sponsorships and for more information, call Bruce Robert Harris at 917-767-1775 or Jack W. Batman at 646-417-0515.

WWW.GAYFESTNYC.com