



PensacolaPRIDE Mission Statement:  
 To celebrate and promote the history, courage, diversity and worth of the Pensacola area Gay, Lesbian, Bisexual, and Transgender Persons individually and collectively as the LGBT Community.

## 2012 Program Advertising Rates & Banner Fees

**PensacolaPRIDE Program:** A minimum of 1,200 full color PensacolaPRIDE 2012 programs will be printed and distributed by June 1, 2012. Our week long PensacolaPRIDE will run Sunday June 10<sup>th</sup> to Sunday June 17<sup>th</sup>. Additionally the program will be e-mailed to our mailing list (which as of Sept 10, 2011 includes over 800 verified addresses), and will posted on our facebook page (which as of Sept 10, 2011 had 1,826 friends). A PDF version will be made available to all advertisers to forward and/or post on their own web sites, and a link to an online version will be on the home page of our web site, [www.GGnwfl.org](http://www.GGnwfl.org).

**An additional 150 programs will be printed and distributed at our 1<sup>st</sup> Annual PensacolaPRIDE Celebration Ball, to be held Friday June 15. This year's ball will celebrate the repeal of "Don't Ask, Don't Tell" with a Stars and Stripes Canteen theme.**

<b>2012 advertising rates:</b>	<b>before February 15th</b>	<b>Feb 16th – April 15th</b>	<b>April 16th – May 15th</b>
Back Cover (5x7.75)	\$400 <del>\$360*</del> (1 available)	\$450 <del>\$405*</del>	\$500 <del>\$450*</del>
Inside Front Cover (5x7.75)	\$350 <del>\$315*</del> (1 available)	\$400 <del>\$360*</del>	\$450 <del>\$405*</del>
Inside Back Cover (5x7.75)	\$300 <del>\$270*</del> (1 available)	\$350 <del>\$315*</del>	\$400 <del>\$360*</del>
Inside Center Page (5x7.75)	\$325 (2 available) (\$600 for both)	\$375 (\$700 for both)	\$400 (\$750 for both)
Full Page (5x7.75)	\$250 <del>\$225*</del>	\$300 <del>\$270*</del>	\$350 <del>\$315*</del>
Half Page (5x3.50)	\$200	\$225	\$250

\*discount rate for non-profit organizations, dependant on page availability

In consideration of these challenging economic times, we are offering the placement of color advertisements versus black and white at no additional charge. All full page advertisers are also extended a 50% discount on vender booth space for our Festival in the Park. All artwork must be camera ready and sent electronically. Ads that need to be created by the PensacolaPRIDE program editor will incur a \$50 art fee. Shortly, we will post a PDF file of the 2010 program on our Web site at [www.GGnwfl.com](http://www.GGnwfl.com) so you to see the high quality of our publication.

Advertisers purchasing at least a full page ad will also be allowed to host one official PensacolaPRIDE 2011 event. Official events will be listed in the program by means of a complementary 1/3page announcement, thereby freeing your paid advertisement from the need to be dedicated to your official event, (of course you may chose to highlight your event if so desired). Ad placement and scheduling of Official events are made on a first paid, first choice basis. Full page advertisers also receive 50% on vendor fees for the Festival in the Park to be held in Historic Seville Square on Saturday April 14, 2012.

**AD SALES ARE THE PRIMARY FUNDING FOR PENSACOLAPRIDE. ONLY THOSE WHO PURCHASE A FULL PAGE AD ARE ALLOWED USEAGE OF THE PENSACOLA PRIDE NAME & LOGO AND/OR OFFICAL THEME & ARTWORK. LEGAL ACTION WILL BE TAKEN AGAINST ANYONE WHO USES EITHER WITHOUT PROIR PERMISSION.**

**Banner Fees:** The Festival in the Park, to be held Saturday April 14, 2012, in historic Seville Square also allows you the opportunity to display your banner on the gazebo stage. You may hang your own banner (up to 3feet by 8feet) on the center front for \$200, flanking front for \$175, or side for \$150. Full page advertisers will receive a \$50 discount on banner charges. If we need to pick up, hang, take down, and return your banner an additional \$25 fee will be added.

Please make checks payable to PensacolaPRIDE. Mail checks to PensacolaPRIDE, %The Equality House, 18 S. DeVilliers Street, Pensacola, FL 32502. Please call 850 685-2881 with questions.

With sincere thanks,  
 Doug Landreth

Gay Grassroots' Mission Statement...

To bring together non-partisan activists to advocate for full UNDERSTANDING, RESPECT, EQUALITY, and INCLUSION of Gay, Lesbian, Bisexual, and Transgender persons living in Northwest Florida.