



**LGBT DAYS
OFFICIAL PRIDE PROGRAM**

- **Street Date – March 1 - April 1, 2018.**
- The annual publication is an opportunity for you to reach a highly sought after market and reinforce your support of the LGBT community in and around Cathedral City.
- 10,000 copies distributed throughout Greater Palm Springs, and high-traffic LGBT locations in Los Angeles, Long Beach, Las Vegas, Phoenix and San Diego.
- Compact size, full color, magazine including editorial content.
- The magazine includes details for all Official Pride events as well as the Pride Festival and Parade.
- An added benefit for advertisers is that readers of the Pride Program typically hold on to it for extend periods of time.

Capture your share of the market! Secure your spot now in the Official source of information for Pride 2018.

OFFICIAL PROGRAM ADVERTISING RATES

AD SIZE	SPACE IS LIMITED	PRICE
Full Page Non-bleed: 4.75" x 7.75"; Bleed: 6" x 9"; Trim Size 5.5" x 8.5"		
Back Cover		\$ 1,000
Inside Front Cover and page 1.....		\$ 800
Inside Back Cover and last page		\$ 800
Full Page		\$ 375
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1/2 Page Horizontal 4.75" wide x 3.75" high		\$200
Vertical 2.25" wide x 7.75" high		
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1/4 Page 2.25" wide x 3.75" high		\$125

Deadlines

The deadline to order program advertising is **February 1, 2018.**

The full price of the ad must be paid in full upon order.

Artwork must be submitted no later than February 15, 2018

Ad Submission Specifications

The 2018 Cathedral City LGBT Days Program will be entirely full color printed on coated (glossy) stock.

Advertisers are responsible for submitting acceptable artwork as specified below. Preferred submission is high resolution PDF, Macintosh formatted QuarkXpress or InDesign (with all fonts and graphic files), Photoshop tif, eps, or jpeg. Eps files require type conversion to paths. No gif or Microsoft Publisher files can be accepted. Ads may be submitted via email to ron@dehartegroup.com.

- 4-Color Black Type: Because of printer requirements all type must be 100% black; no 4-color black type.
- Resolution minimum 300 ppi.
- Color Submission files to be converted to CMYK.
- Proof Prints should be provided on all digital submissions.

**To purchase an ad, fax insertion order to: 760-444-3270
or mail to:**

**deHarte Group
329 W. Mariscal Rd.
Palm Springs, CA 92262**

For more information, visit www.CathedralCityLGBTDays.com or Call (760) 416-8711

Full Page

Non-Bleed 4.75 W X 7.75 H

Bleed 6 W X 9 H

Trim 5.5 W X 8.5 H

Live Area 4.75 W X 7.75 H

Half Page
Horizontal

4.75 W X 3.75 H

Half Page
Vertical

2.25 W X 7.75 H

Quarter Page
2.25 W X 3.75 H

INSERTION ORDER

Deadline to Order:

February 1, 2018

Art Required:

February 15, 2018



Cathedral City LGBT Days

PRIDE 2018

www.CathedralCityLGBTDays.com

Advertiser Name _____

Contact _____

Email: _____

Telephone: _____

Fax: _____

Website: _____

Address: _____

City: _____

State: _____

Zip: _____

Ad Size/Specifications: _____

Price: _____

Total \$: _____

Date: _____

Visa/MC/Disc - Name on Card: _____

Exp: _____

Card No.: _____

Vcode: _____

Authorizing Signature: _____

ADVERTISER ACCEPTANCE: Publisher reserves the right to refuse any advertising for any reason. The Publisher is deHarte Group LLC. Publisher is hereby authorized to insert the advertisement in the designated publication for which the advertiser shall pay \$ _____. While every effort has been made to secure accuracy, Publisher shall not be liable to advertiser for or others for damages beyond the price of that item. Any adjustments made by the Publisher shall be proportionate to the severity of the error but shall in no case exceed the price paid for the items. Publisher shall not be liable for late issues or failure to publish or circulate all or any part of the Program because of strikes, work stoppages, accidents, fires, acts of God, or any other circumstances beyond the Publisher's control. Publisher shall not be liable to advertiser or others for any error contained in Advertiser's display advertisement. If Advertiser fails to return their advertisement proof with all corrections by the published deadline set forth by the proof any monies collected shall be forfeited. The Advertiser warrants and represents Advertiser is the owner of and/or is authorized to use any or all logos, illustrations, trademarks, trade names, cuts or any artwork supplied to the Publisher for use in the Advertiser's advertisement. I hereby agree to indemnify, defend and hold harmless, deHarte Group LLC and its officers, directors, employees, attorneys, agents, servants, volunteers and assigns, and each of them, from any and all actions, causes of action, claims, damages, losses, liabilities, obligations, judgments, liens, indebtedness, costs, attorney fees, injuries or others claims which form the basis of pending litigations, and demands of whatever kind or character which may result and/or arise from the publication of the LGBT Days Program 2018. Publisher does not guarantee the position of the display advertisement unless clearly specified on the fact of this agreement or insertion order. If the advertiser sells or discontinues business before or after publication, payment amounts due under this agreement shall not be waived. The signer of this agreement warrants that he or she is the owner, officer or duly authorized agent of the Advertiser with full authority to bind advertiser hereunder. By executing this Agreement, Advertiser warrants and represents that he/she has read all of the foregoing, including the Program Rate Card in its entirety. Neither Publisher nor Advertiser shall be bound by any agreement or understanding not set forth therein.

Signed: _____

Date: _____

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Pay by Check Payable to deHarte Group

**And mail to: Cathedral City LGBT Days
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