



## 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, 1/2 page color and 1/2 page B&W. Please see sizes (specs) below.

Type of Ad	Sizes	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 without 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 without bleed	4.75" wide x 7.75" high	None	\$500
Half page COLOR	4.75" wide x 3.75" high	None	\$400
Half page B&W	4.75" wide x 3.75" high	None	\$300

\*For ads with full bleed the safety area for all text and important information is 4.75" wide x 7.75" high.

**Ad File Formats that will be accepted:** InDesign (please include all fonts used as well as image links); Quark Express (please include all fonts used as well as images); Adobe Illustrator (please outline all fonts that are used); Photoshop; .tiff; .jpg; and PDFs with fonts outlined or embedded. A 300 dpi resolution is required for all ads. **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 Design  
301 West 45th Street, #12A  
New York, NY 10036  
(212) 757-6493  
sfowler@nyc.rr.com

## MATERIALS DEADLINE: APRIL 29th, 2013

If you have any questions regarding advertising and sponsorships or for more information please contact  
Bruce Robert Harris at (917) 767-1775  
or Jack Batman at (646) 417-0515.

[www.GayFestNYC](http://www.GayFestNYC)