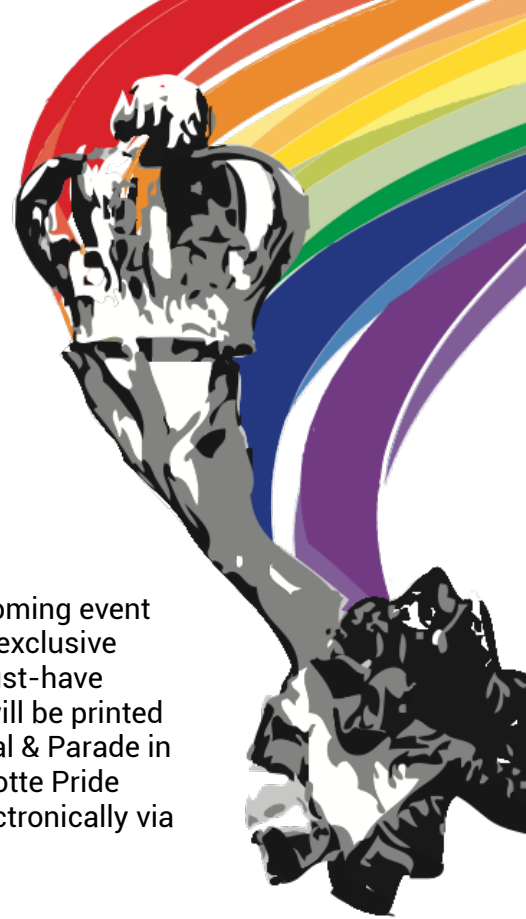


# SPECIAL ADVERTISING RATES

## 2017 CHARLOTTE PRIDE GUIDE



**LIMITED-TIME OFFER.**  
**EARLY-BIRD RATES THROUGH May 5, 2017.**  
**MUST BOOK ADS BY June 2, 2017.**

Don't miss your chance to feature your business, organization or upcoming event in the official 2017 Charlotte Pride Guide, with more than 60 pages of exclusive Charlotte Pride content, festival, and parade information and other must-have information. Thousands of copies of the 2017 Charlotte Pride Guide will be printed and distributed prior to and during the two-day Charlotte Pride Festival & Parade in Uptown Charlotte, Aug. 26-27. Additionally, digital copies of the Charlotte Pride Guide will be available online at [charlottepride.org](http://charlottepride.org) and distributed electronically via Charlotte Pride's various social media outlets with more than 18,000 fans and followers.

*Charlotte Pride is offering limited-time, special rates for those who wish to advertise in the 2016 Charlotte Pride Guide. A portion of proceeds benefit the work of Charlotte Pride.*

Ad Size	Early-Bird Rate	Regular Rate	Ad Size (w x h)
Double Truck	\$750 (through May 5)*	\$900	8.75"x5.75" 1/8" bleed
Full Page	\$400 (through May 5)	\$500	3.85"x5.1"
Full Page (bleed)	\$400 (through May 5)	\$500	4.5"x5.75" 1/8" bleed
Half page (landscape)	\$275 (through May 5)	\$350	3.85"x2.5"
Third page (landscape)	-----	\$250**	3.85"x1.625"

Space is limited and will be offered on a first-come, first-serve basis. Payment must be received to guarantee ad placement.  
 \* Only two available at early-bird rate \*\* Available as upgrade only for Creativity Partners and Vendors

### **ADVERTISING PAYMENT AND GRAPHIC DEADLINE: July 3, 2017**

Payment and camera-ready ads must be received by this date. Failure to submit payment or ads by deadline may forfeit your space and no refund will be issued. Advertising contracts must be received no later than June 2, 2017.

**Advertising Specifications:** Advertisements must be delivered in .jpg, .gif, .tiff, .png or .pdf file formats, must be camera-ready and at 300 dpi, CMYK color.

**Design Services:** Any creative design services, including resizing or formatting, will be billed to you by Charlotte Pride at \$100 (up to 2 hours), then at \$25 per hour thereafter.

**Ad Submission:** Advertiser must submit their ad via email to [media@charlottepride.org](mailto:media@charlottepride.org). For questions on transferring files larger than 10mb, contact [media@charlottepride.org](mailto:media@charlottepride.org).

# 2017 CHARLOTTE PRIDE ADVERTISING CONTRACT:

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

**Ad Size (check one):**

Double Truck     Full Page     Half Page     Third Page\*

*\* Available as upgrade only for Creativity Partners and Vendors*

**Terms & Conditions:**

Advertiser and/or agency ("advertiser") agrees to place advertisement with Charlotte Pride, Inc., ("publisher") for the 2016 Charlotte Pride Guide and understands that this advertising contract is due on or before June 2, 2017, and that both the advertisement file and full payment are due no later than July 3, 2017, unless other arrangements are made through invoice to advertiser. Advertiser also understands that placement of their advertisement is not guaranteed without full payment, unless otherwise arranged with publisher via written agreement and/or invoice. Additionally, advertiser's failure to provide an advertisement file by the deadline of July 3, 2017, may forfeit the advertiser's space regardless of the status of advertiser's payment. Advertiser understands that no refund will be issued for failure to submit advertisement file by the deadline.

Early bird rates are offered by the publisher at its full discretion, and the publisher may without notice extend, limit, or otherwise modify its early bird rates. Early bird rates will be honored for advertisers who submit this advertising contract on or prior to June 2, 2017, after which normal rates will apply.

Further, advertiser understands that it will fully hold harmless and fully indemnify the publisher from and against any and all claims, demands, suits, actions, proceedings, recoveries or expenses of any nature whatsoever, including reasonable fees of counsel selected by the publisher, arising directly or indirectly from the publication of any advertisement (including but not limited to claims of infringement of copyright or trademark or claims of libel or invasion of privacy) or based upon or arising out of any matter or thing contained in any advertisement. The publisher cannot guarantee placement within the publication and cannot guarantee that an advertisement will not be backed by an advertisement with a coupon.

Advertiser name: \_\_\_\_\_

Advertiser signature: \_\_\_\_\_

Date: \_\_\_\_\_