

**The LOFT LGBT Services Center**

252 Bryant Avenue,  
White Plains, NY 10605  
(914) 948-2932 - Fax: (914) 682-7827



**LOFT Online Directory  
and BANNER ADVERTISING AGREEMENT**

ADVERTISER INFORMATION:

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

Contact Person: \_\_\_\_\_

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

Phone: \_\_\_\_\_

It is agreed that \_\_\_\_\_ will place an advertisement  
in *The LOFT Community News* and/or *The LOFT Website* beginning \_\_\_\_\_ and ending on \_\_\_\_\_.

**The advertisement (Please check off your ad in the box provided)**

<p align="center"><b>All Rates Per Insertion</b></p> <p><b>Banner Advertising (Tower)</b> 170W x 350H pix \$75. 1 X Month \$60. 6 X Months \$50. Annual Rate We'll design an attention grabbing ad for you that you can use elsewhere, too!</p> <p align="center"><b>Standard Listing (free)</b> e.g: Cheryl A. Jewell, LMSW Mind/Body, Hypnosis, Guided Imagery. White Plains (914) 434-7800</p> <p align="center"><b>Deluxe Web Listing Option</b> All Full or Half Page advertisers (In the Pride Guide or CNews are entitled to a Deluxe web listing at no extra charge. Otherwise: \$150 Annual Rate</p> <p>This listing is clickable &amp; links to an email or website. Comes with <i>Complimentary Business card ad</i> in the 2010 Pride Guide.</p>	<p><b>Deluxe Listing (Actual Size Larger than example shown Below)</b></p> <div style="text-align: center;"> <p>Dorothy J. Dembowski Financial Advisor 501 Merritt 7 Norwalk, CT 06851 Phone: (203) 523-4235 <a href="mailto:dorothy.j.dembowski@ampf.com">dorothy.j.dembowski@ampf.com</a> <a href="http://www.ameripriseadvisors.com">www.ameripriseadvisors.com</a></p> <p><b>Ameriprise Financial has been a leader in financial planning for the gay and lesbian community for decades.</b></p> </div> <p align="center"><b>Please see terms and deadline dates below.</b></p>
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**Now with Banner Advertising  
on The LOFT's New Website!**

**PLEASE RETURN THIS SIGNED CONTRACT WITH  
PAYMENT INFORMATION.**

Enclosed is my  Check  Visa  Master

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Total Amount  $\longrightarrow$

Please make checks payable to **The LOFT** and send with form to:  
**The LOFT**, 252 Bryant Ave, White Plains, NY 10605

<p>Ad Amount \$ _____ = Total \$ _____</p> <p align="center"><b>Total Due \$ _____</b></p> <p align="center"><b>LOFT Business Members Only: Please remember to subtract your 20% Advertising Discount!</b></p> <p align="center"><b>Non-Profit Organizations 10% discount.</b></p>
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X \_\_\_\_\_  
Authorized Advertiser Signature Date

X \_\_\_\_\_  
LOFT Advertising Manager Date

**Terms:**

1. Camera ready art (or electronic files) must be received by the 1<sup>st</sup> of the month for the following month's issue.
2. Banner Ads must be 170W and 350H in pixels, and submitted in 72 DPI resolution JPEG files. Again, we can design the ad for you (see flat design rate on reverse)
3. Ads must be PAID for in advance. **Ads will not appear without payment.**
4. The publisher retains the right to reject any advertisement if the content thereof is deemed offensive.