



**SHOWCASE YOUR PRODUCTS!**  
**SHOWCASE YOUR SERVICES!**  
**SHOWCASE YOUR PRIDE!**

## THE LOFT ANNUAL PRIDE GUIDE ADVERTISING RATE SHEET and REQUEST FORM

**Deadline November 15, 2011**

**Build your business by reaching out to the loyal LGBT consumers of the lower Hudson Valley.  
Advertise in The LOFT's Annual Pride Guide.**

All advertisers are automatically entered into The LOFT's extensive Help Line database of LGBT friendly businesses and services. This helps us with the approx. 3,700 calls, e-mails, and drop-ins we get each year for referrals.

Current LOFT Business Members receive a complimentary business card size ad in the guide and can take advantage of a 20% off discount on size upgrades. For more information on the benefits of becoming a LOFT Business Member, contact The LOFT at 914-948-2932 x11.

Print run of 1,000 copies is distributed for a twelve month period at events throughout the region. Past events include:

Westchester Pride at Playland in Rye  
GLBT Expo in New York City  
Westchester County Salute to Seniors  
Pride Works Conference for LGBTQ Youth  
Clearwater Festival in Croton-On-Hudson  
Gay Pride Rockland in Nyack  
Hudson Valley Pride in New Paltz  
Yonkers HIV/AIDS Taskforce Health Fair  
Hudson Valley AIDS Walk in Poughkeepsie

Select advertising packages include a listing in The LOFT's Online Business Directory and banner ads inserted in The LOFT's weekly e-mail blasts. The directory is referred to by many in the community when looking for LGBT-friendly businesses and services and is part of [www.loftgaycenter.org](http://www.loftgaycenter.org) which receives an average of almost 4,000 page views per month.

Your advertising supports the not-for-profit programs and services of The LOFT: LGBT Community Services Center, proudly serving New York's lower Hudson Valley since 1983.

**Full Page Advertising (4.5" w X 7.5" h) \$300**

With your full page ad, you'll automatically receive a Deluxe Listing (example on reverse) in The LOFT's Online Business Directory AND you'll also get one banner ad insertion in one e-mail blast!

**Half Page Advertising (4.5" w X 3.75" h) \$175**

With your half page ad, you'll automatically receive a Standard Listing in The LOFT's Online Business Directory AND you'll also get one banner ad insertion in one e-mail blast!

**Business Card Advertising \$75**

With your business card ad, you'll automatically receive a Standard Listing in The LOFT's Online Business Directory.

**Business Listing / PRIDE Message \$25**

Describe your business or send a message of Pride in 25 words or less. Printed guide only.

**Front or Back Inside Covers\* (4.5" X 7.5") \$400**

With your front or back inside cover, you'll automatically receive a Deluxe Listing in The LOFT's Online Business Directory AND you'll also get three banner ad insertions in three e-mail blasts!

**Back Outside Cover\* (4.5" X 7.5") \$500**

With your back outside cover in FULL COLOR, you'll automatically receive a Deluxe Listing in The LOFT's Online Business Directory AND you'll also get five banner ad insertions in five LOFT e-mail blasts!

\*Please call us to ensure cover availability

### TERMS:

1. Payment and camera ready art (and/or electronic file) **must** be received by **November 15, 2011**. All electronic files should be high resolution JPEG or similar graphics. We will contact you regarding any web based advertising included in your package to discuss artwork, scheduling, etc.
2. Ads **must** be paid for in advance. Ads will **not** appear without payment.
3. The publisher retains the right to edit and/or reject any advertisement.
4. The LOFT Annual Pride Guide will be distributed beginning in August 2011. Ads will be displayed in the Online Business Directory section of The LOFT's website for a twelve month period.

**Banner Ad Sample**

Help is probably already in the your neighborhood.

The Lesbian Therapist Referral Network

Providing help for the LGBT Community

**Example of Online Business Directory Standard Listing**

**Peter J. De Lisi, DDS**  
 General and implant dentistry/Delta Dental Participating Dentist  
 White Plains, NY (914) 686-5040

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**The LOFT is a 501(c)(3) not-for-profit corporation.**  
 Contributions are tax deductible to the extent permitted by law. A copy of The LOFT's latest annual report may be obtained upon request from The LOFT or from the Office of the Attorney General, Charities Bureau, 120 Broadway, New York, New York 10271.

**The Online Business Directory Deluxe Listing is larger, graphic-based, and linked right back to your website.**

*Deluxe Listing Example*

The Personal Services of  
**Ameriprise Financial**



**Dorothy J. Dembowski**  
 Financial Advisor  
 501 Merritt 7  
 Norwalk, CT 06851  
 Phone: (203) 523-4235  
[dorothy.j.dembowski@ampf.com](mailto:dorothy.j.dembowski@ampf.com)  
[www.ameripriseadvisors.com](http://www.ameripriseadvisors.com)

**Ameriprise Financial has been a leader in financial planning for the gay and lesbian community for decades.**



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 I / WE AGREE TO THE ABOVE DESCRIBED TERMS:

Authorized Advertiser Signature	Date
Name: _____	Company: _____
Address: _____	Fax: _____
City: _____	State: _____ ZIP: _____
Phone: _____	E-mail: _____

**PLEASE RETURN THIS SIGNED FORM WITH PAYMENT AND AD COPY:**

Enclosed is my  Check  VISA  MasterCard  Discover  American Express Payment Amount \$ \_\_\_\_\_

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

Signature: \_\_\_\_\_

E-mail electronic files to [ads@loftgaycenter.org](mailto:ads@loftgaycenter.org)

Please make checks payable to "The LOFT." Send payment or payment information with form to:  
**The LOFT - 252 Bryant Ave, White Plains, NY 10605 - Attn: Pride Guide 2011 Fax: (914) 682-7827**

**Thank you for advertising and supporting The LOFT!**