

Issue Closing Dates

Reservation Deadline
September 1, 2006

Camera-Ready & Payment Deadline
September 8, 2006

Publication Date
September 29, 2006

Ad Specifications

Size: (see *Insertion Order Form*)

Color: CMYK

Electronic Media: Mac files on Mac CD, Zip disk, or via e-mail

Composite (vector): PDF; Illustrator; Photoshop; QuarkXPress (component files included); EPS; NOTE: All fonts **Must** be included on disk

Bitmap: PDF; JPEG, TIFF; 150 dpi

All advertising copy not submitted to these specifications and/or after the submission deadline will be subject to extra charges for production costs.

Circulation

20,000, distributed throughout the greater Los Angeles metropolitan area as well as the LA/Valley Pride festival site.

Terms and Conditions

1. All copy, display elements and illustrations are published with the understanding that advertisers and their advertising agencies are fully authorized, have secured proper written consent for the use of names, pictures and testimonials of any persons, living or dead, and may lawfully publish or authorize publication of same. Advertisers and their advertising agencies agree to take full responsibility for the content of their ads, and agree to indemnify and hold harmless the Publisher and LA/Valley Pride from any and all liability, loss and expense on any nature arising out of publication of subject advertisement.

2. The Publisher reserves the right to reject advertising deemed objectionable in appearance, character, wording or for any reason at the Publisher's sole discretion.

3. The Publisher shall not be subject to any liability for failure to publish any advertisement because of a strike, work stoppage, accident, fire act of God, and any other circumstances other than refund of advertising space cost.

**Payment Must Accompany
Advertising Insertion Order**

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For more information or to reserve your advertising space, please call:

**Revista Adelante/LAVP
323/256-6639**



Festival Location



4024 Radford Ave. • Studio City



LA/Valley Pride – Souvenir Program



Advertising Insertion Order Form

Return this Completed Form (mail or fax) with Ad and Payment to:

Revista Adelante/LAVP
 PO Box 41-1059
 Los Angeles, CA 90041

Phone: 323/256-6639 Fax: 323/550-8786
 E-Mail: readelante@aol.com

Name _____ Phone _____

E-Mail _____ Fax _____

Business/Organization Name _____

Address _____

City/State/Zip _____

Required — Ad Authorized by (signature) _____

- My ad is enclosed on a CD or Zip disk (printout must also be included)
- My ad will be mailed/e-mailed by _____
- I want ADELANTE to help me with my ad

- I want to pay by credit card (call ADELANTE)
- Check enclosed \$ _____

<input checked="" type="checkbox"/>	Size & Shape	B&W	Spot	4-Color	Width x Height
<input type="checkbox"/>	Back Cover			\$1,250	7.785" x 10.125" live 8.125" x 10.375" trim 8.375" x 10.625" bleed
<input type="checkbox"/>	Inside Front Cover			\$950	7.785" x 10.125" live 8.125" x 10.375" trim 8.375" x 10.625" bleed
<input type="checkbox"/>	Inside Back Cover			\$900	7.785" x 10.125" live 8.125" x 10.375" trim 8.375" x 10.625" bleed
<input type="checkbox"/>	Page 1 (full page)	\$575	\$650	\$725	7.785" x 10.125" live 8.125" x 10.375" trim 8.375" x 10.625" bleed
<input type="checkbox"/>	Full Page	\$350	\$450	\$550	7.785" x 10.125" live 8.125" x 10.375" trim 8.375" x 10.625" bleed
<input type="checkbox"/>	Half-Page (horizontal)	\$210	\$310	\$410	7.875" x 4.50" live
<input type="checkbox"/>	Half-Page (vertical)	\$210	\$310	\$410	3.50" x 10.125" live
<input type="checkbox"/>	Quarter-Page	\$130			3.50" x 4.50" live
<input type="checkbox"/>	Business Card	\$65			3.50" x 2.00" live

Design Assistance Available