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411 Hillsborough St. • Raleigh, NC • 27603 • 919.832.4484 • [www.lgbtcenterofraleigh.com](http://www.lgbtcenterofraleigh.com)  
[jmiller@lgbtcenterofraleigh.com](mailto:jmiller@lgbtcenterofraleigh.com)

Dear Friend,

We are contacting you about the opportunity to advertise in our annual OutGuide, to be distributed at OutRaleigh. This is the resource guide that will be utilized by the LGBT community and allies. There will be 10,000 impressions of the guide in 2011 that will be released at our historic OutRaleigh Festival on Saturday, May 5, 2012. After the festival and throughout the year, copies of the guide will be available at the LGBT Center of Raleigh, selected hotels, LGBT friendly bars, and other selected LGBT friendly businesses.

Since the LGBT Center of Raleigh opened its doors, the *most* utilized services are for LGBT friendly business referrals. The OutGuide is meant to fill a void in our community, as we may facilitate visitors and residents who want to support allied businesses in our LGBT community. In fact, recent LGBT market studies reflect that 78% prefer to conduct business with companies that have advertised in the gay market. Also, those studies identify LGBT markets as having a much larger disposable income and thus, more buying power.

Not only will you be receiving a full color advertisement, but also your funds will directly support the annual programs of the LGBT Center of Raleigh. All funds raised will directly support annual programs ranging from Youth Development to HealthWorks to Gay & Gray senior programs, and of course OutRaleigh. You can be assured that your advertisement dollars are doing great work in the Triangle community!

We ask that you please respond as soon as possible so that we can ensure your submitted file meets all technical requirements. The subsequent pages contain technical details for the various advertisement sizes, as well as an application to confirm your support. Please note that the final submission date for all OutGuide files is Monday, March 5, 2012. We encourage you to contact us with further questions about how your company can participate. We sincerely thank you in advance for your support.

Best Regards,



James Miller, MPP, MBA  
Executive Director



SERVING THE TRIANGLE AND BEYOND

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**OUTRALEIGH GUIDE APPLICATION**

NAME OF ORGANIZATION: \_\_\_\_\_  
 CONTACT PERSON: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_  
 CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 EMAIL: \_\_\_\_\_  
 WEBSITE: \_\_\_\_\_  
 PHONE: ( ) \_\_\_\_\_ FAX: ( ) \_\_\_\_\_

Advertisement Size	Cost	Number Requested	Total Amount
1/8 page (2.375 x 1.875)	\$175		
1/4 page (2.375 x 3.75)	\$250		
1/2 page (4.75 x 3.75)	\$500		
Full page (4.75 x 7.5)	\$1,000		
Front or Back Interior Cover Full Page (4.75 x 7.5)	\$1,200		
Back Cover Full Page (4.75 x 7.5)	\$1,500		
<b>Total Amount Due:</b>			<b>\$</b>

By signing below, the individual signifies that his/her entity agrees to the terms and conditions of the OutRaleigh Guide advertisement specifications.

Signature: \_\_\_\_\_ on behalf of \_\_\_\_\_

Print Name: \_\_\_\_\_ Date: \_\_\_\_\_

IF MAILING: Please return only this page with check or money order made payable to:

**LGBT Center of Raleigh**  
**Attn: OutGuide**  
**411 Hillsborough St**  
**Raleigh, NC, 27603**

\*\*\*\*\* For office use only \*\*\*\*\*

Submitted file name: \_\_\_\_\_

Additional file notes:

Sizing and Placement	Actual Dimensions	Due Date	Pricing
Back Cover Full Page	4.75 x 7.5	March 5 <sup>th</sup> , 2012	\$1500.00
Inside Front/Back Cover	4.75 x 7.5	March 5 <sup>th</sup> , 2012	\$1200.00
Full Page Ad	4.75 x 7.5	March 5 <sup>th</sup> , 2012	\$1000.00
Half Page Ad	4.75 x 3.75	March 5 <sup>th</sup> , 2012	\$500.00
Quarter Page Ad	2.375 x 3.75	March 5 <sup>th</sup> , 2012	\$250.00
Eighth Page Ad	2.375 x 1.875	March 5 <sup>th</sup> , 2012	\$175.00
<b>10% net discount available to current LGBT Center Sponsors and previous year OutGuide sponsors</b>			

#### Specifications / Acceptable Formats:

- Press Ready PDF - fonts embedded.
- Photoshop EPS with a minimum resolution of 300 dpi at final size.
- Illustrator EPS with type converted to curves and no placed/embedded art from other programs.
- PC or Mac platform, CMYK, 300 dpi (recommended 300 dpi, no less than 266 dpi).
- Ads should be provided in PDF or EPS format and set to the correct size. (If ad bleeds, please include a 1/8" bleed.)
- Colors should be set to CMYK. (Any ads submitted as RGB will be converted to CMYK before printing and colors may be slightly altered in the conversion.)
- Fonts and imported art must be included in the electronic upload, on disc, or a press-ready PDF file. All artwork must be provided, not embedded.
- All ads must fit exactly to the ad space dimensions. Bleed ads must bleed 1/8" beyond trim size on all sides.
- Pantone colors, metallic colors etc. will be converted to CMYK and cannot be expected to exactly match their CMYK equivalent. Please convert the spot colors to CMYK on your own if you wish to manage the color conversion.

#### Notes:

- Please make sure any graphics or photos included meet resolution requirements.
- Discs returned only upon request and must include self-addressed envelope with proper postage for disks to be returned to advertiser. Please mail disc directly to the LGBT Center of Raleigh.
- Include a name, phone number and e-mail address of a person to contact if there are problems with the submitted files on disc.
- For all electronic art submission questions e-mail [advertise@lgbtcenterofraleigh.com](mailto:advertise@lgbtcenterofraleigh.com). In the "Subject" portion of the e-mail type "OutRaleigh Ad Question."
- The Executive Director must approve all other file formats or media before submission. The Executive Director is not responsible for additional charges on electronic files that are incorrectly assembled. Art submitted will run "as is."
- There will be no proofs shown to client for approval and no color correction on scans or any other areas of artwork. The LGBT Center of Raleigh is not responsible for errors in supplied electronic artwork and copy.

**\*\*\* FINAL SUBMISSION SHOULD BE EMAILED TO: [advertise@lgbtcenterofraleigh.com](mailto:advertise@lgbtcenterofraleigh.com) \*\*\***  
**Ad design is available for an additional hourly charge**



**center** OF RALEIGH

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**Full Page Ad**

**4.75x7.5**

OutRaleigh Guide

Page:



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