

Advertising Information

“The Jersey Gaze” is published by Jersey Pride, Inc., the non-profit organization which produces NJ’s Annual Pride Celebration. “The Jersey Gaze” is the official guide to the Pride Celebration. It features articles, opinion pieces, and statewide directories.

The circulation for “The Jersey Gaze” is 15,000. It is distributed, free of charge throughout NJ, New York City, and Eastern PA.

All proceeds generated by “The Jersey Gaze” enable Jersey Pride, Inc. to produce NJ’s Annual Pride Celebration.

If you have any questions regarding “The Jersey Gaze” please contact us at advertising@jerseypride.org or (732) 21 GAY NJ.



NJ’s 19th Annual LGBTI Pride Celebration

June 6, 2010
noon - 7 pm
Asbury Park, NJ



The Jersey Gaze
Official Guide to NJ’s
19th Annual LGBTI
Pride Celebration

Advertising Information

Cover Rates - Full Color

Back Cover	\$1,500
Inside Covers	\$1,000

Inside Rates - Black and White

Full Page	\$450
Half Page	\$240
Quarter Page	\$125
Business Card	\$65

50% discount for non-profit community organizations (inside rates only)

Dimensions (width x height)

Covers	8.38" x 10.63"
Full Page	7.5" x 10"
Half Page	
Horizontal	7.5" x 4.75"
Vertical	3.5" x 10"
Quarter Page	
Horizontal	7.5" x 2.38"
Vertical	3.5" x 4.75"
Business Card	3.5" x 2"

Advertising Deadline
April 26, 2010

Electronic submissions are preferred. Jersey Pride is not responsible for poor ad quality if the ad is not submitted electronically.

Ads should be sent as an e-mail jpg or pdf attachment. Preferred format is jpg. No other formats will be accepted.

For pdf files, all fonts must be embedded.

Cover art must be CMYK. Inside art must be grayscale.

Resolution must be 300 dpi. The file size should not exceed 2 MB.

The page set-up should be the exact dimension specified for your ad. If necessary, we reserve the right to resize your ad.

Electronic submissions should be sent to:
advertising@jerseypride.org

Advertising Insertion Form

Name _____
Address _____
City/State/Zip _____
Contact Name _____
Phone _____
Email _____

Ad Size (please circle one):

COVER	INSIDE
Back Cover	Full Page
Inside Front Cover	Half Page
Inside Back Cover	Quarter Page
	Business Card

____ Art will be sent electronically
____ Please use art from previous ad
____ Enclosed is my camera ready art

Enclosed is my check for \$ _____

Please send payment to:
Jersey Pride, Inc.
P.O. Box 7973
Princeton, NJ 08543