

Alan Ross Texas Freedom Parade - Pride Guide 2010

Deadlines

Deadline for space reservations, ad materials and payment is **Friday, August 6th, 2010** at 5:00pm to be included in this publication. No exceptions.

Mechanical Requirements

Suggested halftone screen is 133 line. Electronic files can be sent directly to the production department at Dallas Voice. The e-mail address is: pridebook@dallasvoice.com Please indicate PRIDE BOOK in the subject line. All electronic ads must be submitted in one of the following formats: **PDF**: (Portable Document Format) Preferred. make sure the document is saved with high resolution graphics, CMYK images, and all fonts are embedded.

Quark XPress Document: Collect for output, making sure HIGH RES CMYK, GREY SCALE and/or BITMAP files and ALL fonts are included.

EPS Files: Both Adobe Illustrator and Adobe Photoshop EPS files are accepted with fonts saved as outlines and no RGB and JPEG compression.

Premium Positions

Premium placement ads (back cover, inside front cover, inside back cover, right page placement, double truck ads) are on a first come, first served basis.

Payment

All advertising charges are due with your ad submission no later than Friday, August 6th, 2010 at 5pm to be included in this publication.

NO ADS WILL RUN WITHOUT PAYMENT BY FRIDAY, AUGUST 6TH, 2010

Make all checks payable to:

Dallas Tavern Guild
PO Box 192478, Dallas, Texas 75219

Visit our web site for more information: www.dallastavernguild.org
or: www.dallasprideparade.com

Contact Information

To reserve space in this publication, contact:
prideguide@dallasprideparade.com

Ship ad materials to: Dallas Voice, attention PRIDE BOOK:

Leo Cusimano 4145 Travis, 3rd Floor, Dallas, TX 75204
214.754.8710, ext. 114 • pridebook@dallasvoice.com

Production

This publication is a product of the Dallas Tavern Guild and is produced by the Dallas Voice.



Pride Guide 2010 Advertising Rates 27th Annual Souvenir Program ONE HEART ONE WORLD ONE PRIDE

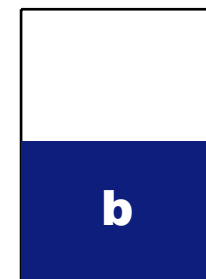
Ad Size	Ad Rate
Full Page	\$.650
Half Page	\$.450
Double Truck	\$.1250
Back Cover	\$.2000
Inside Front Cover	\$.1500
Inside Back Cover	\$.1500

Mechanical Specs Book Finish Trim Size: 8 x 10.75

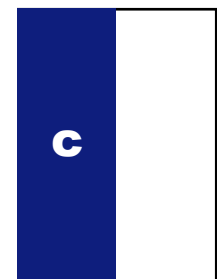
Ad Size	width	height	in inches	relation
full with bleed	8.5 x	11.25	includes .25 bleed around	a
full no bleed	7.515	9.835	no bleed	a
1/2v	3.7 x	9.835		b
1/2h	7.515 x	4.851		c



Full Page



1/2 Page Horizontal



1/2 Page Vertical