

## ADVERTISING INFORMATION AND POLICY

### Official Atlanta Black Gay Pride Souvenir Guide

All payments and artwork must be received by July 21, 2008

In the Life Atlanta was founded as the official organizer of Atlanta Black Pride since its inception in 1996. As a non-profit 501(c)3 community service organization, it is our mission to provide education, entertainment, and a positive voice for the African American LGBT communities in greater Atlanta. In 2004, Atlanta was proud to be the host to the largest African American LGBT Pride celebration in the world, a distinction that continues into 2008 as we celebrate our 12 year anniversary as a community service organization and annual pride organizer.

We invite you to join us in this celebration by taking part in one of our advertising and marketing programs. Your product or service will be exposed to over 75,000 visitors from around the world who are coming to celebrate with us from August 27th - September 1st, 2008. Our annual souvenir guide reaches over 12,500 guests and is distributed at local book stores, businesses, and at all of our programs for the pride weekend. The guide is printed in full color on high quality glossy paper to ensure that your ad is well represented. Our guests typically hold on to their guide long after the weekend has ended as a keepsake. An electronic copy of the guide will also be available for download on our website.

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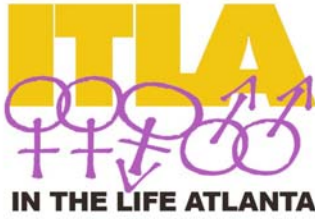
### ADVERTISING DESIGN AND MECHANICAL REQUIREMENTS

1. High resolution (300 dpi) EPS, TIFF or PDF. No native files will be accepted. We will not be responsible for low resolution files. Please make sure to embed or create outlines for fonts and all files converted to CMYK color or grayscale.
2. Ad Size Dimensions: Full page with bleed – 5.75" x 8.75"; Trim size – 5.5" x 8.5"  
Full page non-bleed – 5.0" x 8.0"
3. When submitting original material larger or smaller than advertisement size, ITLA will charge a (20%) surcharge of the advertisement's full rate, to make the advertisement camera ready. Upon receipt of your ad, you will be invoiced for the amount of the ad and any additional processing required by our graphic arts partner.
4. Email artwork to: [guideartwork@inthelifeatl.com](mailto:guideartwork@inthelifeatl.com)

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### ADVERTISING POLICY AND DEADLINE

1. The DEADLINE FOR SUBMISSIONS is July 21, 2008.
2. Acceptance of advertising is subject to ITLA's approval including but not limited to copy, text, photography, and illustration. All advertisements are published in the representation that that advertiser and/or the advertising agency agree to indemnify and save harmless In the Life Atlanta from any and all liabilities, loss, and expense of any nature arising out of such publication of contents of advertising.
3. Advertisers and advertising agencies are responsible for the text, representation, illustrations and/or photography and all other contents of advertisements. Advertisers and advertising agencies are responsible for proofreading their ad.
4. In The Life Atlanta reserves the right to mark any advertisement "Paid Advertising" or "Advertising" if, in the judgment of the publisher, it looks like editorial content.
5. Advertisers and advertising agencies are further responsible, without limitation, for any and all claims made within the advertisement.
6. ITLA, Inc. reserves the right to reject any advertisement, which in its opinion, does not meet the ethical, social, aesthetic and fair practice standard.
7. Drawings, artwork and articles for reproduction will be accepted only at the advertiser's risk.
8. ITLA, Inc. will not be held liable for the return of any submitted advertising artwork. Advertisers should enclose a stamped, self-addressed envelope to facilitate the return of any advertising materials.



# ADVERTISING APPLICATION

## Official Atlanta Black Gay Pride Souvenir Guide

A signed copy as your receipt will be returned to you along with your invoice.  
 You may email this completed form to [guideartwork@inthelifeatl.com](mailto:guideartwork@inthelifeatl.com) or mail to In the Life Atlanta,  
 346 Auburn Ave., Suite 126, Atlanta, GA 30312

COMPANY/ORGANIZATION \_\_\_\_\_

LAST NAME \_\_\_\_\_ FIRST NAME \_\_\_\_\_

POSITION \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

### ADVERTISING SPACE SPECIFICATION

<input type="checkbox"/> BACK COVER – FULL BLEED	(5.75" x 8.75")	\$2,400.00	CALL FOR AVAILABILITY
<input type="checkbox"/> INSIDE FRONT/BACK COVER – FULL BLEED	(5.75" x 8.75")	\$1,800.00	CALL FOR AVAILABILITY
<input type="checkbox"/> 2 PAGE SREAD – FULL BLEED	(11.5" x 8.75")	\$3,600.00	
<input type="checkbox"/> FULL PAGE – FULL BLEED	(5.75" x 8.75")	\$ 940.00	
<input type="checkbox"/> HALF PAGE (Please check horizontal or vertical)		\$ 500.00	
<input type="checkbox"/> Horizontal	(5.0" x 3.875")		
<input type="checkbox"/> Vertical	(2.375" x 8.0")		

### WAIVER OF LIABILITY

I, \_\_\_\_\_, as an officer or agent of \_\_\_\_\_ accept full responsibility for the involvement of the referenced group, organization or individual for the publication of this advertisement.

I agree to hold harmless In The Life Atlanta, Inc (ITLA), its successors and assigns and all persons acting under its authority for any and all civil and/or criminal liability under the Laws and Regulations of Fulton County and these United States which may result from the publication of In the Life Atlanta Souvenir Guide or any attendant activity.

I have read the **ADVERTISING INFORMATION AND POLICY SHEET** and agree to its conditions without any further contact or notice.

CLIENT SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

ITLA SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_