



## MARKETING INFORMATION AND POLICY

### Official Atlanta Black Gay Pride Material Distribution

All payments and materials must be received by August 1, 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. We also offer distribution of product literature and samples through or VIP gift bags. We produce approximately 2,500 gift bags that are distributed to VIP's and guests who purchase one of our weekend event passes. Your product or information will be placed directly into the hands of our guests.

---

### INSERT DELIVERY AND DEADLINE

1. Arrangements for delivery of inserts must be made in advance by contacting [advertising@inthelifeatl.com](mailto:advertising@inthelifeatl.com) for delivery instructions.
2. Inserts must be received no later than August 1, 2008

---

### ADVERTISING POLICY

1. Acceptance of advertising and marketing material is subject to ITLA's approval including but not limited to copy, text, photography, and illustration. All items are presented with the representation that the 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 distribution of contents of advertising and/or products.
2. 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 advertisement.
3. 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.
4. Advertisers and advertising agencies are further responsible, without limitation, for any and all claims made within the advertisement and/or product.
5. ITLA, Inc. reserves the right to reject any advertisement or product sample which in its opinion, does not meet the ethical, social, aesthetic and fair practice standard.
6. Drawings, artwork and articles for reproduction will be accepted only at the advertiser's risk.



# 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 [advertising@inthelifeatl.com](mailto:advertising@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 \_\_\_\_\_

### INSERT SPECIFICATION (Please check all that apply)

- |   |          |               |
|---|----------|---------------|
| <input type="checkbox"/> PRODUCT AD SHEET – MAX SIZE 8 ½ x 11 | \$ 60.00 | PER 500 UNITS |
| <input type="checkbox"/> PRODUCT SAMPLES                      | \$120.00 | PER 500 UNITS |
| <input type="checkbox"/> MAGAZINE OR NEWSPAPER                | \$ 60.00 | PER 500 UNITS |
| <input type="checkbox"/> BRANDED GIFT ITEM                    | \$ 85.00 | PER 500 UNITS |
| <input type="checkbox"/> MULTIMEDIA (CD/DVD)                  | \$120.00 | PER 500 UNITS |

### 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 placement 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 **MARKETING INFORMATION AND POLICY SHEET** and agree to its conditions without any further contact or notice.

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

DATE \_\_\_\_\_

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

DATE \_\_\_\_\_