

2009-10 Cleveland Plus LGBT Visitors Guide

In conjunction with the Lesbian Gay Bisexual Transgender (LGBT) Community Center of Greater Cleveland and Plexus – Chamber of Commerce for the LGBT Community and Allies, Positively Cleveland is continuing its efforts to promote our vibrant and diverse city to LGBT travelers. The American Gay and Lesbian community represents a \$65 billion travel market according to Travel Industry Association of America (TIA). A party of 2.8 people spend, on average, \$2,940 per trip on arts & culture, dining, retail, accommodations and more.



Circulation & Distribution

7,500 copies will be printed. The *LGBT Cleveland Plus Visitors Guide* will be distributed locally and regionally at the LGBT Pride Parade & Festival in Cleveland and Columbus, and through the LGBT Community Center, Plexus, local gay-friendly businesses and Positively Cleveland Visitors Center on Public Square. Out-of-town visitors may also request the guide via phone and website requests.

LGBT Visitors Guide Key Dates

Right of First Refusal for Preferred

Ad Placement: **Monday, March 2, 2009**

Ad Space Close: **Tuesday, March 31, 2009**

Materials Due Date: **Friday, April 17, 2009**

Publication Delivery Date: **Friday, June 5, 2009**

All dates are subject to change.

Material Specification Information

Sizes	Width	Depth
Full Page	7 3/8"	9 7/8" (Live Area)
1/2 Page H	7 3/8"	4 5/8"
2/3 Page	4 5/8"	9 7/8"
1/3 Page S	4 5/8"	4 5/8"
1/3 Page V	2 1/4"	9 7/8"
1/6 Page H	4 5/8"	2 3/8"
1/6 Page V	2 1/4"	4 5/8"

Bleed Sizes:

Full Page: 8 5/8" x 11 1/8"

Spread: 17 1/4" x 11 1/8"

Publication Trim Size: 8 3/8" x 10 7/8"

Safety Margins: 1/4" from all bleed edges

Materials Specification Information

- Please supply PDF documents. Files should be 300 dpi, press optimized, converted to CMYK (cyan, magenta, yellow and black) with all fonts embedded.
- A contact proof provided by the advertiser is preferred. Positively Cleveland assumes the client proofs the advertisement before submission. We assume no responsibilities for errors. Positively Cleveland reserves the right to edit or refuse your advertisement.
- All images must be CMYK tiff or eps files and must be high resolution (300 dpi).
- Include PostScript Type 1 fonts. If fonts are not provided Positively Cleveland will substitute the closest font available.
- Files may be emailed to mschutte@positivelycleveland.com or sent on CD.

Advertising Rates

Ad Size	Cost
4-color	
Full Page	\$935
2/3 Page	\$715
1/2 Page	\$565
1/3 Page	\$405
1/6 Page	\$245
Inside Front Cover	\$2,000
Inside Back Cover	\$2,000
Back Cover	\$2,000
Page 1	\$1,000

**All ads will be in Four Color. All rates are net.*

Discount Opportunities

- A 5-percent discount to Gold, Corporate or Premier members

Additional Cost

Preferred Positions: Inside front cover, inside back cover, back cover and page 1 are available at a premium rate. A 10-percent charge will be applied to guarantee ad position within the publication.

Payment

Payment of 1/2 cash, non-refundable, is due with order. Invoice must be paid in US Dollars, ten (10) days from invoice date. Any portion not paid within the ten (10) day period shall be increased by 1.5% per month on the unpaid balance. The balance is due upon publication delivery and is non-refundable. Carrying charge is 1.5 % per month on the unpaid balance for amounts owed 30 days after publication delivery.

Publisher Contact Information

Positively Cleveland
The Higbee Building
100 Public Square, Suite 100
Cleveland, OH 44113-2290
216.875.6600
www.positivelycleveland.com

For general information:
Mark Schutte, 216.875.6624
mschutte@positivelycleveland.com

For advertising information contact your Business Development Representative:
Kris Buda, 216.875.6649
kbuda@positivelycleveland.com
*Shopping + Sightseeing
& Transportation*

Barbara Felt, 216.875.6644
bfelt@positivelycleveland.com
*Attractions + Entertainment
+ Dining*

Robert Sulzmann, 216.875.6645
rsulzmann@positivelycleveland.com
*Accommodations + Community &
Business Resources*

For ad material specifications:
Darren Hardy,
darren@hardydesignscs.com

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