

## About Us

The Rainbow Pages features news, information, resources, events and businesses that support the LGBTQA community. Started in 2014, our portfolio includes an annual print publication, an app for iPhone & Android, a website and a monthly newsletter. In addition, you can find us on Facebook. We reach more than 15,000 people throughout Southwest Florida through all our products as well as our participation and sponsorship of various events. Nonprofit resources, events, news and job lists are included for free. For more information, email [info@rainbowpageswfl.com](mailto:info@rainbowpageswfl.com) or call 239.234.2420.

### PRINT

Annual high-glossy magazine  
5,000 distributed  
200 SWFL locations (paid distribution)

### APP

iPhone & Google  
500+ downloads  
400+ PWA users

### NEWSLETTER

Sent monthly to nearly 1,000 subscribers  
Includes events, photos & more  
Open & click rates surpass industry average

### WEBSITE

More than 600 monthly users  
Includes events, photos, news, information  
Searchable resource & business directory

## Advertising Opportunities

### BASIC

\$39 monthly  
**\$399 annual**

**Quarter page ad**  
Full color print ad

**Basic listing in app**  
Includes contact info (no links)

**Basic website listing**  
Includes contact info (no links)

**PRINT ONLY**  
\$25 monthly  
**\$249 annual**

Quarter page print only

### STANDARD

\$79 monthly  
**\$799 annual**

**Half page ad**  
Full color print ad

**Standard listing in app**  
Includes logo, contact info,  
Click to call & for directions

**Website listing**  
Includes logo, contact info,  
link to your website

**Newsletter**  
1 time advertiser welcome in  
newsletter with logo and link to  
your website

### PREMIUM

\$119 monthly  
**\$1,199 annual**

**Full page ad**  
Full color print ad\*

**Premium listing in app**  
Includes customized individual  
business page, logo, company  
details, 3 tabs of info, contact  
(one touch call & directions)

**Website listing**  
Includes logo, contact info,  
basic info, link to your website

**Website ad**  
300x250 ad on homepage

**Newsletter**  
6 newsletter ads per year

\*Premium ad space add \$150

# ADVERTISING CONTRACT

## BUSINESS & CONTACT INFORMATION

Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_ Website: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Contact Phone: \_\_\_\_\_ Contact Email: \_\_\_\_\_

## ADVERTISING PLANS

	Annual	Monthly
Basic	<input type="checkbox"/> \$399	<input type="checkbox"/> \$39
Standard	<input type="checkbox"/> \$799	<input type="checkbox"/> \$79
Premium	<input type="checkbox"/> \$1,199	<input type="checkbox"/> \$119
Basic Print Only	<input type="checkbox"/> \$249	<input type="checkbox"/> \$25

Do you need an ad designed (\$50 design fee)?

## AD SPECIFICATIONS

### Print ads

All ads should be print ready high-res (300 dpi) PDF files. TIF or hi-res JPG files are also accepted. Do not include print, bleed or crop marks. Full color ads only in CMYK. No RGB or black and white. Measurements in inches (width x height).

Full-Page 8.75" x 11.25" (with .125" bleed - trim size 8.5" x 11")

Half-Page 7.75" x 4.75"

Quarter-Page 3.75" x 4.75"

### Website ads

300x250px; 100KB or less; .jpg or .png

## PAYMENT

Ad Cost \_\_\_\_\_  
Design Fee \_\_\_\_\_  
Amount Due \_\_\_\_\_  
Discount \_\_\_\_\_  
Total Due \_\_\_\_\_

## PAYMENT METHOD

- Email an invoice (provide email):
- Credit Card (go to [rainbowpageswfl.com/pay](http://rainbowpageswfl.com/pay))
- Check

**Make Checks Payable to:**  
Rainbow Pages  
6219 Plumosa Ave.  
Fort Myers, FL 33908

## DEADLINE

Deadline for ads & payment is Feb. 15.  
Email ads to [info@rainbowpageswfl.com](mailto:info@rainbowpageswfl.com).

## SIGNATURE

By signing this agreement, you are committing to meeting the deadline for payment and for having your ad to our team in the format requested.

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_  
SALESPERSON \_\_\_\_\_