

## Advertising Opportunities

The Rainbow Pages features news, information, resources, events and businesses that support the LGBTQA community. We reach more than 15,000 people but we will be more than doubling our reach in 2020. We have started offering subscriptions so we will be mailing to subscribers, mailing to our target audience and making it available at more than 400 locations throughout SWFL.

Our portfolio includes an annual high-gloss all-color professional print publication, an app for iPhone & Android, a website and a monthly newsletter.

Why advertise?

- Let SWFL customers know your business supports equality.
- We actively promote to our readers supporting and patronizing those businesses.
- Each week, we receive requests for recommendations of all types of businesses, restaurants and places to go.
- You are helping support the community. A portion of the proceeds are donated to nonprofit organizations.
- It is an inexpensive way to reach the LGBTQ community and its allies for a year.

For more information, email [info@rainbowpageswfl.com](mailto:info@rainbowpageswfl.com) or call 239.234.2420.

<p><b>PREMIUM</b></p> <p><b>\$1,299 annually</b> \$129 monthly</p>	<p><b>Full page ad</b> Full color print ad*</p> <p><b>Premium listing in app</b> Includes customized individual business page, logo, company details, 3 tabs of info, contact (one touch call &amp; directions)</p> <p><i>*Premium ad space add \$150.</i></p>	<p><b>Website listing</b> Includes logo, contact info, basic info, link to your website</p> <p><b>Website ad</b> Sidebar or leaderboard ad 1 year</p> <p><b>Newsletter</b> 4 newsletter ads (1 per quarter)</p>
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**ADVANCED**

**\$899 annual**

**Half page ad**  
Full color print ad

**Premium listing in app**  
Includes customized individual business page, logo, company details, one touch call & directions

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

**Newsletter**  
1 time advertiser welcome

**STANDARD**

**\$449 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)

**BASIC**

**\$249 annual**

**Eighth page ad**  
Full color print ad

**Basic website listing**  
No links

**No listing in app**  
Not included in app

**PRINT ONLY DIRECTORY LISTING — \$99**

Your business will be included in the print directory listing with your name, address and phone number only.

Business Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Contact Email: \_\_\_\_\_

### Advertising Package

Premium: \$1,299   
Advanced: \$899   
Standard: \$449   
Basic: \$249   
Print listing: \$99

We will provide print-ready ad:   
Design an ad for us for \$50:

TOTAL DUE: \_\_\_\_\_

### AD SPECIFICATIONS

#### Print ads

All ads should be print ready high-res (300 dpi) PDF files. 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 8.5x11)
- Half-Page: 7.75" x 4.75"
- Quarter-Page: 3.75" x 4.75"
- Eighth-Page: 3.75" x 2"

#### Website ads

300x250px; 100KB or less .jpg

### Payment Method

- Email an invoice to: \_\_\_\_\_  
 Pay online at [rainbowpageswfl.com/pay](http://rainbowpageswfl.com/pay)  
 Check payable to Rainbow Pages, 6219 Plumosa Ave., Fort Myers, FL 33908  
 Credit Card provided below

Name on Card: \_\_\_\_\_  
Billing Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Card Number: \_\_\_\_\_  
Expiration date: \_\_\_\_\_ CSV: \_\_\_\_\_  
Amount: \_\_\_\_\_

*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 or referral: \_\_\_\_\_