

Advertising Opportunities

The Rainbow Pages features news, information, resources, events and businesses that support equality. We reach more than 30,000 people in Lee and Collier Counties through print publications, free app, website and monthly newsletter. We mail about 8,000 magazines to subscribers and a targeted group of affluent individuals with interests in equality-related topics. Magazines are also available at more than 400 locations throughout SWFL. A portion of the proceeds go to various nonprofit organizations in SWFL that serve the LGBTQ+ community.

Why advertise?

- Let SWFL customers know your business supports equality.
- We actively promote supporting and patronizing those businesses.
- Each week, we receive requests for recommendations of all types of businesses, restaurants and things to do.
- 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.

Current Advertisers: Reserve your spot for 2021, get October special edition free

Non-Profit Pricing — October Print Issue Only

Half page: \$100

Quarter page: \$50

			POPULAR	
	BASIC	STANDARD	ADVANCED	PREMIUM
Print Ad	Eighth Page	Quarter Page	Half Page	Full Page
App Directory	✗	Name Only, No Links	✓	✓
Web Directory	Name Only, No Links	Name Only, No Links	✓	✓
Web Ads	✗	✗	✓	✓
Newsletter	✗	✗	✗	4 (1/quarter)
Single Edition/Six mo.	\$124	\$224	\$449	\$650
Annual Plus (Oct. edition plus 2021 advertising)	\$349	\$549	\$999	\$1,299

For more information, email info@rainbowpageswfl.com or call 239.234.2420.

Business Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Contact Name: _____
Contact Email: _____

Advertising Package

Premium: ☐
Advanced: ☐
Standard: ☐
Basic: ☐
Print listing: ☐

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
☐ 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: _____