

## Advertising Opportunities

The Rainbow Pages features a business directory, nonprofit directory, news, information, resources and events that support equality. We reach more than 30,000 people but based on current growth, we will soon be at 50,000! We mail copies to subscribers as well as thousands of affluent and influential individuals in Lee and Collier Counties. The publication is also available at more than 500 locations. Your business or nonprofit can be a distribution point if you choose. In addition to our annual high-gloss all-color professional print publication, our portfolio includes an app for iPhone & Android, a website and a monthly newsletter. For more information, email [info@rainbowpageswfl.com](mailto:info@rainbowpageswfl.com) or call 239.234.2420.

### 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.

### SPECIAL AD RATES FOR 2021 BECAUSE OF COVID-19 TO HELP LOCAL BUSINESSES

PREMIUM: \$999 | ADVANCED: \$599 | STANDARD: \$299 | BASIC: \$199

<p style="text-align: center;"><b>PREMIUM</b></p> <p style="text-align: center;"><del>\$1,299</del> <b>\$999</b> annually \$129 monthly</p>	<p style="text-align: center;"><b>Full page ad</b> Full color print ad*</p> <p style="text-align: center;"><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 style="text-align: center; font-size: small;">*Premium ad space add \$150.</p>	<p style="text-align: center;"><b>Website listing</b> Includes logo, contact info, basic info, link to your website</p> <p style="text-align: center;"><b>Website ad</b> Sidebar or leaderboard ad 1 year</p> <p style="text-align: center;"><b>Newsletter</b> 4 newsletter ads (1 per quarter)</p>
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**ADVANCED**

**\$899** annual  
~~\$599~~

**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  
~~\$299~~

**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  
~~\$199~~

**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 **2021 Special Rates**

Premium: ~~\$1,299~~  **\$999** (add \$150 for covers)  
Advanced: ~~\$899~~  **\$599**  
Standard: ~~\$449~~  **\$299**  
Basic: ~~\$249~~  **\$199**  
Print listing: \$99  **\$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: \_\_\_\_\_