SAN FRANCISCO

LESBIAN, GAY, BISEXUAL, TRANSGENDER

PRIDE

PARADE & CELEBRATION

GENERATIONS OF RESISTANCE

PREMIUM PLACEMENT OPPORTUNITIES INCLUDE

INSIDE COVERS, COVER FACING PAGES & BACK COVER

FULL PAGE

2019 MEDIA KIT

SAN FRANCISCO PRIDE
JUNE 29-30, 2019

Distributed throughout San Francisco, the greater Bay Area, and beyond, *Inside Pride* is the official guide and a comprehensive resource for people attending the San Francisco LGBT Pride Parade and Celebration. 50,000 copies of *Inside Pride* are distributed in cafés, bars, restaurants, bookstores, community centers, and other major LGBT and LGBT-friendly venues in June, as well as being inserted into the *Bay Area Reporter*.

The publication includes profiles of grand marshals and celebrity guests, greetings and commendations from government officials, feature articles, performer profiles, stage information, entertainment schedules and other editorial content to help readers enjoy the parade and celebration.

The San Francisco Lesbian Gay Bisexual Transgender Pride Celebration Committee® is a 501(c)3 non-profit membership organization founded to produce the San Francisco Pride Celebration & Parade. SF Pride is dedicated to education, to the commemoration of LGBT heritage and to the celebration of LGBT culture and liberation. A world leader in the Pride movement, SF Pride is also a grant-giving organization, having awarded over $3.1 million since 1997 from proceeds of the Celebration and Parade to local non-profit organizations.

With over 200 parade contingents and exhibitors, and more than twenty community-run stages and venues, the San Francisco Pride Celebration and Parade is the largest gathering of the LGBT community and allies in the nation. The 2019 theme is *Generations of Resistance*.

*Please visit **sfpride.org** for event and sponsorship information.*

PUBLICATION DEADLINE: MAY 20, 2019

ADVERTISING OPTIONS:

Sixth-Page	$ 375
Third-Page	$ 750
Half-Page	$ 1,100
Full-Page	$ 1,750
Inside Covers	$ 3,000
Inside Cover Facing Pages	$ 3,000
Back Cover	$ 4,500
Center Spread	$ 6,000

Publication is approximately 5.25" x 8.25 and includes advertising placement options shown in this media kit. Discounts are available for multiple publication insertion orders, multi-company orders, and for 501(c)(3) nonprofit organizations. Professional advertising design and editing services available at discounted rates for VIA MEDIA advertisers.

Please contact **advertising@ebar.com**
or call **415.829.8937** *for more information.*

ADVERTISING DESIGN SPECIFICATIONS

FILE FORMAT: Design files must be 100% of size ordered with a resolution of 300 dpi (dots per inch) in grayscale or CMYK format. Files must be compatible with Adobe Creative Suite. Files may be submitted as layered, editable files (.ai, .eps, .indd or .psd) packaged with all placed images and fonts, or as press-ready PDF files, or in .jpg or .tiff format. **No other file formats will be accepted.**

- **DO NOT SEND** files with spot color (Pantone) or RGB color specifications. Files containing such colors will be converted to CMYK format and the publisher will not be liable for claims for any shift in colors due to this conversion.

- **DO NOT SEND** image files lower than 300 dpi (except as examples) or files with placed or embedded images lower than 300 dpi. The publisher will not be liable for claims due to the use of advertiser-supplied low-resolution image files.

- **DO NOT SEND** images as .gif, .png, .bmp, .pict files, or documents in any text formats (.doc, .txt .rtf), or files native to design programs other than Adobe Creative Suite such as CorelDraw, Publisher, PowerPoint. Files in these formats will be returned to the advertiser for replacement.

BORDER & RULES: Do not put *any* sort of line, rule or border around your design. Even thick borders - 0.5" or larger - on full-bleed designs can shift slightly during printing and cause the design to appear off-center. Non-bleed designs will be framed according to the style of the publication in the final layout.

BLEED: Full-page designs should include a quarter-inch (0.25") bleed ON EACH SIDE of your design, meaning designs for 5.5" by 8.5" pages, with bleed, should provide 6.0" by 9.0" coverage. If you add crop marks, please offset them by at least one-eighth (0.125") inch.

LIVE AREA: Do not include any important text or other critical content closer than one-quarter (0.25") inch to any edge of full-page full-bleed designs or one-eighth (0.125") for non-bleed designs as shown in this media kit. The publisher will not be liable for claims due to content that is cropped or illegible due to improper formatting.

FILE DELIVERY INSTRUCTIONS

Please compress all file submissions to .zip or .rar files. Please include a screen-resolution (72 dpi) .jpg example of your design for verification purposes. Please name your file with your company name and the size of your advertisement. (EXAMPLE: ***WALMART-sixthpage.zip*** or ***TIFFANYS-fullpage.zip***)

Please send your design files as soon as possible after confirming your advertising order so we may alert you to any necessary corrections. Please respond to requests for corrections or approval as soon as received. File submissions or corrected files received after the publication deadline specified on the production media kit cannot be guaranteed to receive a review document and/or placement in the publication. Files up to 4.0 GB each may be uploaded at:

via.media/file-transfer

SIXTH PAGE

SIZE
1.750" W x 3.9375" H

LIVE AREA
1.500" W x 3.6875" H

HALF PAGE

SIZE
5.000" W x 3.9375" H

LIVE AREA
4.75" W x 3.6875" H