

# PRIDE INSIDE

THE OFFICIAL GUIDE TO SAN FRANCISCO PRIDE

## SAN FRANCISCO LESBIAN, GAY, BISEXUAL, TRANSGENDER PRIDE PARADE & CELEBRATION



GENERATIONS OF HOPE

JUNE 27  
28 2020

A VIA MEDIA GUIDE

**PREMIUM PLACEMENT  
OPPORTUNITIES INCLUDE  
INSIDE COVERS,  
COVER FACING PAGES  
& BACK COVER**

**FULL PAGE**

LIVE AREA: 5.000" W x 8.000" H

TRIM SIZE: 5.500" W x 8.500" H

**2020  
MEDIA  
KIT**

BLEED SIZE: 6.000" W x 9.000" H

## SIZE

1.750" W x 8.000" H

## LIVE AREA

1.500" W x 7.750" H

# THIRD PAGE

# SAN FRANCISCO PRIDE

JUNE 27-28, 2020

## 50TH ANNIVERSARY

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 an issue of 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. A world leader in the Pride movement, SF Pride is also a grant-giving organization, having awarded well over \$3 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 2020 theme is *Generations of Hope* as SF Pride celebrates their 50th anniversary.

Please visit [sfpride.org](http://sfpride.org) for event and sponsorship information.

### PUBLICATION DEADLINE: MAY 15, 2020

#### ADVERTISING OPTIONS:

Sixth-Page .....	\$ 425
Third-Page .....	\$ 850
Half-Page .....	\$ 1,250
Full-Page.....	\$ 2,000
Inside Covers.....	\$ 3,500
Inside Cover Facing Pages.....	\$ 3,500
Back Cover .....	\$ 5,000
Center Spread .....	\$ 7,000

*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 **Scott Wazlowski at 415-829-8937** or email [advertising@ebar.com](mailto:advertising@ebar.com) 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. **Email ad files to [advertising@ebar.com](mailto:advertising@ebar.com)**

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



**VIA MEDIA** is an award-winning publishing firm specializing in turn-key solutions for bespoke publications including advertising-supported theatre and event programs, neighborhood guides, and catalogs and membership directories. Our services cover the full spectrum of a publication from concept, graphic design, and branding, through advertising sales and trafficking, content creation, layout, print production management, and distribution.

*Advertising design services available. Media kit layout for example purposes. Final designs will differ.*