

# 20

PRIDE RATE CARD

# 11

# OUT & ABOUT

## NEWSPAPER

615-596-6210 | [www.outandaboutnewspaper.com](http://www.outandaboutnewspaper.com)

### NASHVILLE'S ONLY OFFICIAL PRIDE GUIDE

#### LOCAL AD RATES\*

Full Page	\$1095
3/4 Page	895
Junior Page	795
1/2 Page	755
3/8 Page	675
1/4 Page	525
1/8 Page	325
Business Card	85

#### NATIONAL AD RATES

Full Page	\$1369
3/4 Page	1119
Junior Page	994
1/2 Page	944
3/8 Page	844
1/4 Page	656
1/8 Page	406
Business Card	106

#### SPECS

9.75 x 10.375
7 x 10.375
7 x 7.5
V-4.8125 x 10.375 / H-9.75 x 5.125
V-4.8125 x 7.9375 / H-6.375 x 5.125
Block-4.8125 x 5.125
V-2.4375 x 10.375 / H-9.75 x 2.375
V-2.4375 x 5.125 / H-4.8125 x 2.375
3.5 x 2

\*Production fees included in the advertisement price for local advertisers

### 15000+ COPIES DISTRIBUTED STATE-WIDE

#### PREMIUM PLACEMENT AD RATES

Back Cover	\$3000
Inside Back Cover	2000
Inside Front Cover	2500
Front Banner	2000

**ALL COVER AD SPECS**  
11.25 X 12.5  
with 1/8" bleed  
on all sides



### ALL - COLOR MAGAZINE COVER SADDLE-STITCHED

Non-Profit organizations enjoy an additional 20% off the quoted ad price.

Requests for preferred positions other than those listed under Premium Placement Ad Rates will be charged at +15% of pricing listed

### ON NEWSSTANDS JUNE 1st 3 WEEKS BEFORE NASHVILLE'S LARGEST PRIDE FESTIVAL AT RIVERFRONT PARK JUNE 18th

#### ADVERTISER RESPONSIBILITY

Out & About, Inc. reserves the right to reject any advertisement submitted, as well as the right to print the word "advertisement" on any ad that, in our opinion, resembles editorial copy. We assume no responsibility for artwork or photographs left with us 30 days or longer after the last contract insertion date. The advertiser and/or advertising agency agrees to indemnify and hold harmless from and against any loss or expenses resulting from any disputes or legal claims.

ADVERTISING RATES ARE NET & REFLECT PRICING FOR THE JUNE 2011 OUT & ABOUT NEWSPAPER PRIDE GUIDE ISSUE ONLY. PLEASE SEE 2011 RATE CARD FOR STANDARD PRICING FOR ALL OTHER ISSUES. When new rates are announced, the advertiser is protected at their agreement rate throughout the term of the contract. If you have questions, please contact your Out & About Account Executive.