



UNAPOLOGETICALLY PROUD!

THE 2017 OFFICIAL GUIDE TO CAPITAL PRIDE

The Official Capital Pride Guide holds a special place in the hearts of members of the national capital region's LGBTQA community. Each year, The Capital Pride Guide provides in-depth, moving interviews and articles highlighting local and regional residents and organizations. These stories are told through the lens of our struggles and triumphs, in an historical context, and frequently intertwine with national and international events. The Capital Pride Guide captures our shared experiences and demonstrates that our strength is in our diversity and our unified voices. We are proclaiming very clearly that the rights we've fought for and secured are here to stay. We will never turn back. For this reason, the Pride 2017 theme is **UNAPOLOGETICALLY PROUD!**

The 2017 Capital Pride Guide will include published letters from the D.C. Mayor, biographies on awards recipients, (including Capital Pride Heroes and Engendered Spirits), and information on our Grand Marshals. The Guide will also have a listing of Parade and Festival participants, Concert Headliners, and a full entertainment line-up. The 2017 Capital Pride Guide will highlight, page by page, the very diverse range of our supporters, partners, and sponsors. It will also showcase significant events and activities for the LGBTQA community in the national capital region throughout the year, through the **HAVEPRIDE365** campaign. The Capital Pride Guide is, as we are told, saved by many as their annual keepsake, as well as for a directory resource referenced throughout the year.

PUBLISHED ANNUALLY:

The Official Capital Pride Guide has a shelf life of more than 12 months and reaches a potential readership well in excess of 250,000 people.

INFORMATIVE:

The Official Capital Pride Guide reaches a wide spectrum of the LGBTQA audience with articles of interest to every facet of our demographic, from city living to world views, from local personalities who make a difference to activists and actors on the national stage. This year's Official Capital Pride Guide will be approximately 140+ pages.

DISTRIBUTION:

Your customers will see your message in print and online. With 20,000+ printed copies distributed throughout the metro DC area, we cover all major LGBTQA outlets and businesses. The Official Capital Pride Guide is also posted online for free download and viewing, thus exponentially increasing readership.

RELIABILITY:

The Official Capital Pride Guide is well known in the local DC market. Your customers trust Capital Pride and its Guide production partners to deliver a quality product on time, on target, and on budget.

PRICING:

BACK COVER:
\$4950

PAGE ONE:
\$3300

INSIDE BACK COVER:
\$2750

INSIDE FRONT COVER:
\$2750

FULL PAGE: \$1320

HALF: \$840

QUARTER: \$495

EIGHTH PAGE: \$360

*FIRST 1/3 PLACEMENT
SUPPLEMENT
+15%
HALF AND
FULL PAGES ONLY*



THE OFFICIAL CAPITAL PRIDE GUIDE 2017

TECHNICALSPECS

TRIM/FINISH SIZE: 8.375W x 10.875H

SUPPLIED FILES: Capital Pride accepts MAC platform compatible art ONLY. Art must be submitted CMYK @ 300DPI. Artwork submitted is presumed to be print-ready. Please accompany all art with a color proof. Art may be sent to the Pride office or via FTP upload. Contact us for more details. Advertiser accepts all responsibly for files they submit.

FILE NAMING: Your Company Name/full page/FB (full bleed). Format
xyzcompany/half page.jpg or xyzcompany/full page/FB.pdf

BUILD FILES: We accept industry standard programs including most of the Adobe family and some limited desktop publishing files. Please contact us with any questions about these or other programs.

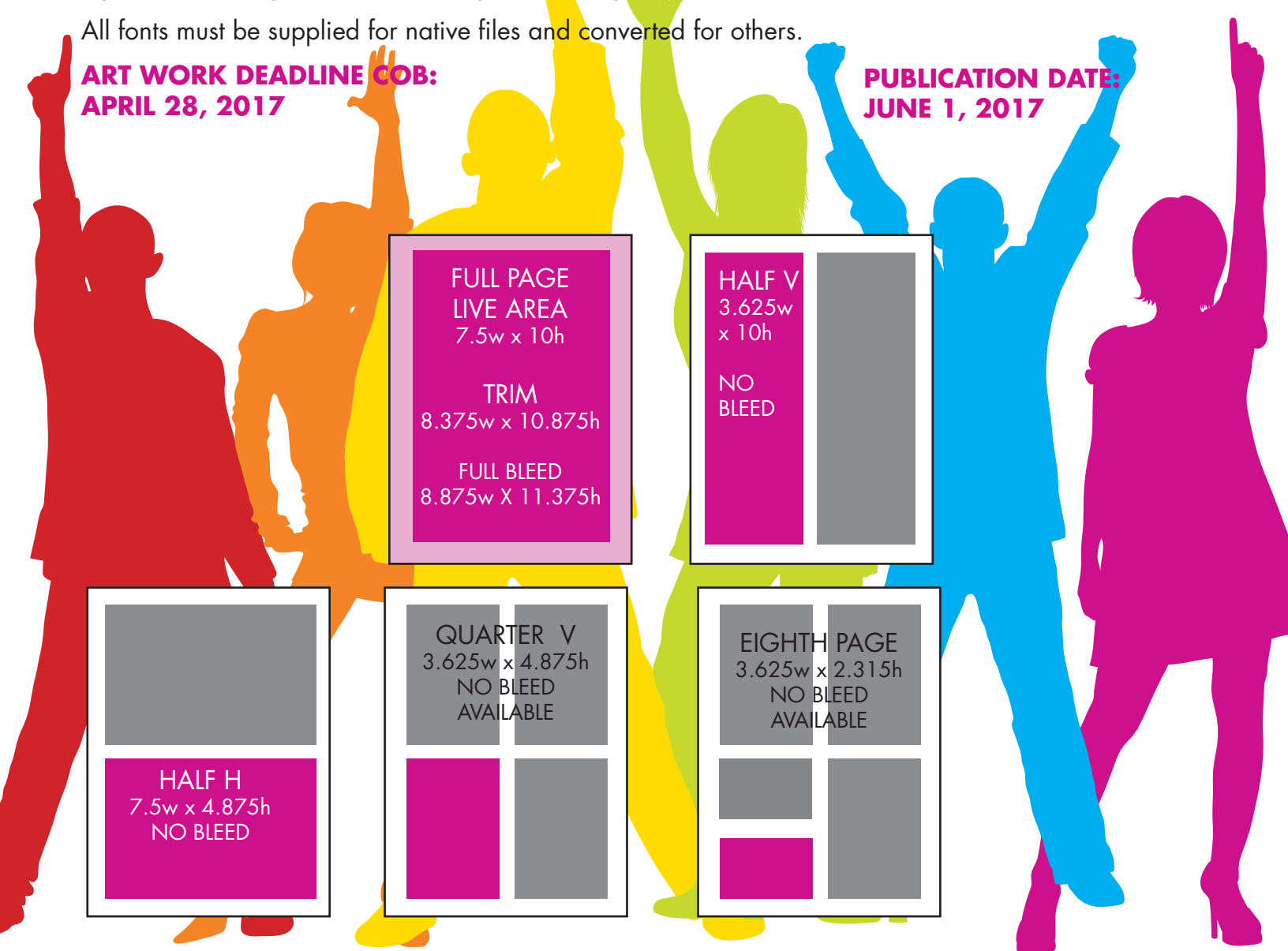
ACCEPTABLE FILE FORMATS: CS6 INDESIGN NATIVE or PDF,
CS6 ILLUSTRATOR NATIVE or EPS, CS6 PHOTOSHOP NATIVE OR JPEG or EARLIER (CS4,5 no CS2 or 3 files accepted).

If you are working in Creative Suite please save your work back to CS6 or earlier format/

All fonts must be supplied for native files and converted for others.

ART WORK DEADLINE COB:
APRIL 28, 2017

PUBLICATION DATE:
JUNE 1, 2017



FULL PAGE
LIVE AREA
7.5w x 10h

TRIM
8.375w x 10.875h

FULL BLEED
8.875w X 11.375h

HALF V
3.625w
x 10h

NO
BLEED

QUARTER V
3.625w x 4.875h
NO BLEED
AVAILABLE

EIGHTH PAGE
3.625w x 2.315h
NO BLEED
AVAILABLE

HALF H
7.5w x 4.875h
NO BLEED