

**JOURNAL ADVERTISING INSERTION ORDER**

ALL FEES AND MATERIALS MUST BE SUBMITTED BY TUESDAY, SEPTEMBER 5, 2017  
 All artwork must be submitted to **TaskForceGalaAd@gmail.com**  
 For questions regarding advertising sales or artwork submission, please call 305.571.1924.

Advertiser \_\_\_\_\_

Contact Person (if different from above) \_\_\_\_\_

Address (use billing address if paying by credit card) \_\_\_\_\_ Apartment or Suite \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ E-mail Address \_\_\_\_\_

Please select an Ad Size	Measures	Display Ad Rates	Congratulatory and Non-Profit Rates
<input type="radio"/> Back Cover	8.5" x 8.5"	\$2,000	N/A
<input type="radio"/> Inside Covers	8.5" x 8.5"	\$1,500	N/A
<input type="radio"/> Double Truck	8.5" x 17"	\$1,500	N/A
<input type="radio"/> Full page	8.5" x 8.5"	\$800	\$600
<input type="radio"/> Half page	8.5" x 3.875"	\$500	\$375
<input type="radio"/> Quarter page	3.875" x 3.875"	\$300	\$225
<input type="radio"/> Business Card	2" x 3.5"	\$200	\$150

Enclosed is a check for \$ \_\_\_\_\_ made payable to the National LGBTQ Task Force.

Please charge \$ \_\_\_\_\_ to my/our  American Express  Discover  MasterCard  Visa

Card Number \_\_\_\_\_ Expiration \_\_\_\_\_ CVV \_\_\_\_\_

Name on Card (if different from above) \_\_\_\_\_ Signature \_\_\_\_\_

This agreement for advertising space in the Task Force Gala Miami Journal ("Journal") is between the National LGBTQ Task Force ("Task Force"), publisher of the Journal, and \_\_\_\_\_ ("Advertiser"). Advertiser agrees to purchase advertising space in the Journal as set forth below.

Advertiser agrees to provide the Task Force with artwork in electronic file(s), adhering to the specifications detailed in the Journal Ad Spec Sheet, no later than Monday, September 11, 2017. Late submissions will be printed at the Task Force's discretion. Payment in full must be made when or before the artwork is submitted to the Task Force. Advertiser represents that it is fully authorized to use and publish the Artwork and has secured any necessary written consents for use of the Artwork.

Advertiser agrees to indemnify and hold harmless the Task Force from any claims, injury, liability, loss or expenses of any nature arising out of publication of the Artwork, including legal fees and costs. The Task Force maintains full editorial control of the Journal and reserves the right to reject any Artwork or any portion of any Artwork for any reason whatsoever.

In the event that Advertiser breaches the terms of this agreement, Advertiser agrees to reimburse the Task Force for all legal fees and costs that the Task Force incurs as a result of such breach. This agreement may not be amended or modified without a written agreement signed by both parties. This agreement shall be governed by the laws of the State of Florida.

Date \_\_\_\_\_ Signature \_\_\_\_\_

**AD SPEC SHEET**

For questions regarding advertising sales or artwork submission, please call 305.571.1924.  
 All artwork must be submitted by Tuesday, September 5, 2017 to **TaskForceGalaAd@gmail.com**

**WE CAN ONLY ACCEPT ELECTRONIC FILES.**

All images must be CMYK and saved at a minimum of 300 dpi and not scaled over 100%. All files must be in CMYK color format. RGB will be rejected.

**ACCEPTABLE FILE FORMATS**

High resolution (300 dpi) .tif, jpg, eps\* and pdfs\*\*

\*eps files are only acceptable if all fonts are converted to outlines.

\*\*pdfs must have all fonts embedded and be formatted for high resolution printing.

Artwork file name must include company name. Please do not use ambiguous names, such as "taskforcegalaad.jpg" or "halfpage.eps."

Example: A tif of an ad for Grey Goose Vodka should be named "greygoose.tif"

**CONTENT REQUIREMENTS**

If you are acknowledging the Task Force in your ad, please use "National LGBTQ Task Force" or "the Task Force."

If you are congratulating one or more of the honorees, please double-check the spelling of names.

**AD SPEC IN INCHES**

**Double Truck**  
 Trim - 8.5" x 17"  
 Live Area - 8" x 16" (0.25" margin)  
 Bleed - 8.75" x 17.25"  
 (0.125" bleed all around)

**Full Page**  
 Trim - 8.5" x 8.5"  
 Live Area - 8" x 8" (0.25" margin)  
 Bleed - 8.75" x 8.75"  
 (0.125" bleed all around)

**Half Page**  
 8" w x 3.875" h

**Quarter Page**  
 3.875" x 3.875"

**Business Card**  
 2" x 3.5"

**NOTE:** Ads that exceed spec sizes will be scaled to fit. Ads that are smaller will be centered in the allotted space.