

# JOURNAL ADVERTISING INSERTION ORDER

# NATIONAL LGBTQ TASK FORCE GALA



MIAMI BEACH CONVENTION CENTER SATURDAY, OCTOBER 22, 2022

**ALL FEES AND ARTWORK MUST BE SUBMITTED BY FRIDAY, SEPTEMBER 09, 2022.**

All artwork must be submitted electronically to TaskForceGalaAd@gmail.com.  
For questions regarding advertising sales or artwork submission, please call 786-396-9810.

Advertiser: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_ Apartment or Suite: \_\_\_\_\_

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

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Ad Size	Measures	Ad Rates	Congratulatory & Non-Profit Rates
<input type="checkbox"/> Inside Cover	8.5" x 8.5"	\$1,500	N/A
<input type="checkbox"/> Double Truck	8.5" x 17"	\$1,500	N/A
<input type="checkbox"/> Full page	8.5" x 8.5"	\$800	\$600
<input type="checkbox"/> Half page	8.5" x 4.25"	\$500	\$375
<input type="checkbox"/> Quarter page	4.25" x 4.25"	\$300	\$225

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 MM/YY: \_\_\_\_\_ CWV: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

This agreement for advertising space in the Task Force Gala 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 Friday, September 09, 2022. 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: \_\_\_\_\_



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## AD SPEC SHEET

For questions regarding advertising sales or artwork submission, please call 786-396-9810.  
All artwork must be submitted by **Friday, September 09, 2022** to TaskForceGalaAd@gmail.com.

### WE CAN ONLY ACCEPT ELECTRONIC FILES.

All images must be CMYK, saved at a minimum of 300 DPI and, not scaled over 100%. RGB will be rejected.

### ACCEPTABLE FILE FORMATS:

High resolution (300 dpi) TIF, JPG, EPS\* and PDF\*\*.

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

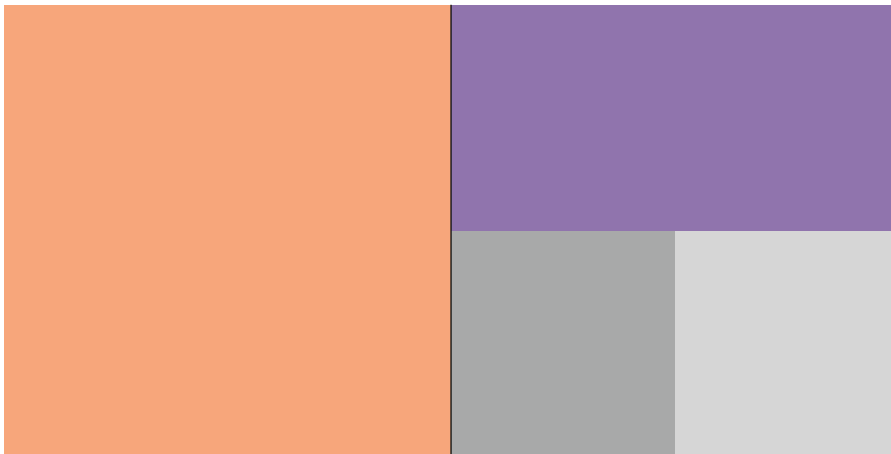
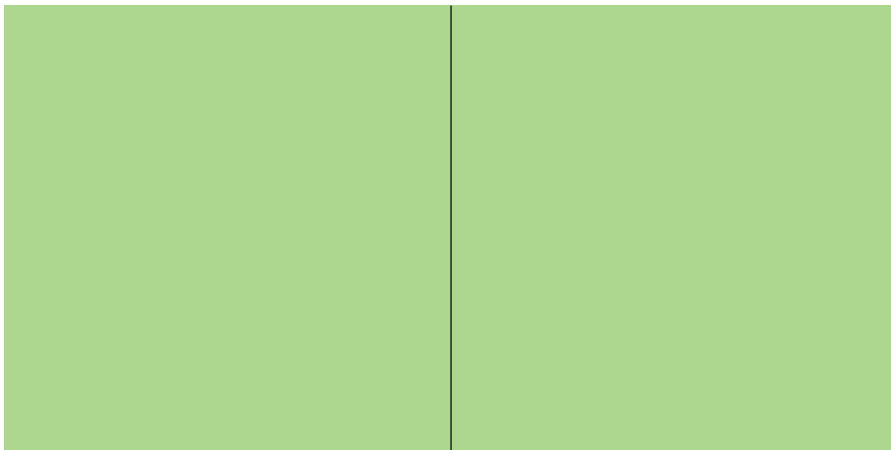
\*\*PDF files must have all fonts embedded and be formatted for high resolution printing.

### 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 INCHES

### DOUBLE TRUCK

Trim: 8.5" x 17"  
Live Area: 8" x 16.5" (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

Trim: 8.5" x 4.25"  
Live Area: 8" x 3.75" (0.25" margin)  
Bleed: 8.75" x 4.75"  
(0.125" bleed all around)

### QUARTER PAGE

Trim: 4.25" x 4.25"  
Live Area: 3.75" x 3.75" (0.25" margin)  
Bleed: 4.75" x 4.75"  
(0.125" bleed all around)

Download the guidelines:



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