

## 29<sup>th</sup> Annual Lambda Literary Awards – Program Advertising



### THE 29<sup>th</sup> ANNUAL LAMBDA LITERARY AWARDS New York City – June 12, 2017

*Honoring Jeanette Winterson & Jacqueline Woodson*

*Hosted by Justin Vivian Bond*

#### NYU Skirball Center for the Performing Arts

**5:30 pm VIP Cocktail Reception 7:00 pm Awards Ceremony 9:30 pm After-Party**

Reach a dedicated audience of over 50,000 readers, writers, booksellers, and librarians with an ad in the program for the 29<sup>th</sup> Annual Lambda Literary Awards Ceremony.

All Full Page ads (including Back Cover, Inside Front & Inside Back Covers) include one (1) **LambdaLiterary.org** website medium square ad (300p x 250p) for 1 month reaching 50,000 unique monthly readers. All Half Page ads include one (1) Lambda Literary e-newsletter ad (600p x 150p) reaching 8000 subscribers. **We Accept GIF, HTML, and JPG (up to 75kb only)**. All advertisers will be listed on the Awards page of LambdaLiterary.org.

**TO RESERVE AD SPACE, CONTACT:** Lisa Geduldig at (415) 431-7363 or [lisag@igc.org](mailto:lisag@igc.org)

SPACE RESERVATIONS: Monday, April 17, 2017

AD & PAYMENT: Monday, April 24, 2017

#### PROGRAM BOOK SPECIFICATIONS (4-Color ads\*)

<b>Sizes</b>	<b>Dimensions</b>	<b>Rates</b>
Back Cover (includes web ad!)	8" w x 10" h	\$1,500
Inside Front Cover (includes web ad!)	8" w x 10" h	\$1,250
Inside Back Cover (includes web ad!)	8" w x 10" h	\$1,250
Full Page (includes web ad!)	8" w x 10" h	\$1000
Half Page Horizontal (includes newsletter ad!)	8" w x 5" h	\$500
Half Page Vertical	4" w x 10" h	\$500
Quarter Page	4" w x 5" h	\$250

**\*Program is 4-color throughout, but ads can be B&W if the advertiser wishes.** Materials must be in high resolution PDFs. Images should be scanned at 300 dpi. **NOTE: ADS MUST HAVE BORDER.**

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## AD RESERVATION FORM

Organization / Company \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail \_\_\_\_\_

Daytime Phone \_\_\_\_\_

### AD SIZES & RATES (ALL ADS ARE COLOR, UNLESS YOU REQUEST B&W)

Back Cover	(\$1,500)	Half Page Horizontal	(\$500)
Inside Front Cover	(\$1,250)	Half Page Vertical	(\$500)
Inside Back Cover	(\$1,250)	Quarter Page	(\$250)
Full Page	(\$1000)		

**TO RESERVE AD SPACE: CALL LISA GEDULDIG @ (415) 431-7363 OR FILL OUT, SCAN AND EMAIL AD RESERVATION FORM AND SEND TO HER AT [LISAG@IGC.ORG](mailto:LISAG@IGC.ORG)**

**E-MAIL ADS TO: [admin@lambdaliterary.org](mailto:admin@lambdaliterary.org)**

### PAYMENT:

BY **Check** (make payable to **Lambda Literary Foundation** and send to: Lambda Literary Awards, 5482 Wilshire Blvd #1595, Los Angeles, CA 90036) **OR by credit card** (AmEx, Visa, MC, Discover). **Please include billing address above.**

Card Type and Number \_\_\_\_\_

Exp Date \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

Security code \_\_\_\_\_

### Terms and Conditions of Agreement

- Lambda Literary will determine the ad placement. Special requests will be accommodated if possible.
- In the event that Lambda is not able to publish the program book, the advertiser will receive a full refund.
- If the advertiser fails to deliver the ad by April 28, 2017, Lambda Literary reserves the right to cancel the ad and collect a cancellation fee of 25% of the ad rate.
- Lambda Literary reserves the right to reject any ad that, in our opinion, would be offensive to our design standard and/or our audience. In such case any payment made by the advertiser will be returned in full.
- Lambda Literary assumes no liability for errors in or omission of an ad, or placement of an ad, beyond the cost of the ad.