

30th Annual Lambda Literary Awards – Program Advertising



THE 30th ANNUAL LAMBDA LITERARY AWARDS
New York City – June 4, 2018

Honoring Edmund White & Roxane Gay

Hosted by Kate Clinton

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 30th 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

SPACE RESERVATIONS: Monday, April 16, 2018

AD & PAYMENT: Monday, April 23, 2018

PROGRAM BOOK SPECIFICATIONS (4-Color ads*)

Sizes	Dimensions	Rates
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) – PLEASE CIRCLE AD SIZE

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

E-MAIL ADS TO: 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 30, 2018, 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.