



Why Advertise with Out & About?

Out & About Illinois is the **ONLY** media resource focused on the LGBT community in Central Illinois. We reach the cities and surrounding areas of Bloomington/Normal, Champaign/Urbana, Decatur, Peoria, Quad Cities, Quincy and Springfield.

Out & About offers you an affordable, effective way to reach a unique demographic that is known for supporting those who support us. Contact us to discuss how we can work together to help promote your business, organization or event. We can design custom promotional packages that provide premiere advertising via print, web and e-mail.

Your advertising is seen more ways.

Out & About Illinois supports our advertisers with more than just a printed ad. Through our unique network that includes Out & About Magazine, OutAndAboutIllinois.com and bi-monthly e-Newsletters, your business or organization is guaranteed maximum exposure to Central Illinois.

With every print ad, you'll also receive:

- Free layout and design of your ad using your content (if needed)
- Your ad linked to your directory listing on the website
- Your logo in our e-Newsletter
- Premium support and placement for your upcoming events and articles in the magazine and website



1127 W Glen Ave
Peoria, IL 61614

(309) 693-3725 office
(309) 693-3734 fax
(309) 669-6901 cell

www.OutAndAboutIllinois.com

2009 Magazine Ad Pricing

All prices are per month. All ads are full color. Price includes ad design using your content if needed.
Specific ad placement is subject to availability.

Ad Size	x1	x3 10% discount	x6 15% discount + 1 month free	x12 20% discount + 2 months free
1/16 Page	\$95	\$85	\$80	\$76
1/8 Page	\$180	\$162	\$153	\$144
1/4 Page	\$295	\$265	\$250	\$236
1/2 Page	\$485	\$436	\$412	\$388
1/2 Page (Back Cover)	\$625	\$562	\$531	\$500
1/2 Page (Inside Front Cover)	\$595	\$535	\$505	\$476
1/2 Page (Inside Back Cover)	\$595	\$535	\$505	\$476
Full Page	\$925	\$832	\$786	\$740
Full Page (Back Cover)	\$1,125	\$1,012	\$956	\$900
Full Page (Inside Front Cover)	\$1,025	\$922	\$871	\$820
Full Page (Inside Back Cover)	\$1,025	\$922	\$871	\$820
Classifieds - help wanted, real estate, business opportunities, services	\$40	\$36	\$34	\$30
Classifieds - jobs wanted, roommates, pets, for sale	\$20	\$18	\$16	\$14

Ads must adhere to our "Standards for Publication". We reserve the right to refuse any ad for any reason. Pricing and sizes are subject to change without notice. Valid 501(c)3 not-for-profits receive an additional 10% discount.

2009 Website Ad Pricing

All prices are per month. Specific ad placement is subject to availability.

Ad Size/Location	1 month	3 months 10% discount	6 months 15% discount + 1 month free	12 months 20% discount + 2 months free
O&A Home Page Only	\$40	\$36	\$34	\$30
All Pages	\$125	\$112	\$106	\$100
Individual City All Pages	\$40	\$36	\$34	\$30
Individual City Directory Page	\$20	\$18	\$16	\$14

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packagedeals

Save an additional 10-30% by combining print, website and e-newsletter advertising. Not only will you save money, you will also greatly increase your exposure to our print and web readers. Give us a call at (309) 693-3725 and let us develop a custom package that meets your budget and your needs.



1/2 page vert. ad
live area: 3.5" X 10.5"
trim size: 4" X 11"
bleed size: 4.5" X 11.5"

1/8 page horiz. ad
3.87" X 2.55"
no bleeds

1/8 page vert. ad
1.9" X 5.18"
no bleeds

1/2 page horiz. ad
7.87" X 5.18"
no bleeds

standardsforpublication

It is our intent to produce a website and publication that presents a positive, supportive representation of our LGBT communities. We adhere to a "common sense" approach to the content we publish. All advertisements (print and website) must adhere to our standard of decency and equality. We will NOT publish any ads or pictures which depict, suggest or imply sexual activity, pornography, inappropriate underage activities, racism, hatred, inequality or any activity which is illegal or inappropriate. We reserve the right to refuse any ad for any reason.

Listings and advertising in O&A magazine and on the O&A website are available to any individual, business or organization, regardless of their sexual orientation, who is accepting and supportive of the entire LGBT community.

1/4 page horiz. ad
7.87" X 2.55"
no bleeds

1/4 page vert. ad
3.87" X 5.18"
no bleeds

1/16 page horiz. ad
3.87" X 1.23"
no bleeds

1/16 page vert. ad
1.9" X 2.55"
no bleeds

Full page ad
live area: 8" X 10.5"
trim size: 8.5" X 11"
bleed size: 8.75" X 11.5"

GENERAL AD SPECIFICATIONS

PRINT:

- Vectors art preferred
- Full color, CMYK, 300 DPI images
- Hi-resolution (press quality) PDF preferred

WEB:

RGB, 72dpi, clean images, size depends on location

No ad to submit? Using your content, we'll create a powerful ad that you approve before we print it.

Please submit ads to ads@OutAndAboutIllinois.com or call for easy online upload information. Out&About accepts native InDesign and Illustrator files, and HI Res (Print Quality) PDF files. Please include all imported images and fonts. For help creating a pdf, log onto <http://studio.adobe.com/us/search/main.jsp>.

We reserve the right to decline any ad at our discretion. Pricing and sizes are subject to change without notice.