



Publication Advertising Details

"A Night Out", 2009 Fund-raising Event Details:

Our 2009 JustFundKY fund-raising event will be held on September 12 at the Kentucky Horse Park! The event will feature 100 tables of guests who will design their own table decorations, bring their own food and beverages and enjoy great music and outstanding company. This year promises to be an event to remember!

JustFundKY started in 2006 with the dual mission of reducing discrimination through high-profile public events showcasing the positive contributions of LGBT persons, and by funding the educational efforts of other organizations to increase awareness and understanding of the LGBT community. We are building towards a million dollar endowment, and we are nearly half way there. With highly visible events in each of the last two years, JustFundKY has made a name for itself as an effective champion for LGBT rights in the state of Kentucky. For more on JustFundKY, visit www.justfundky.org.

Publication Details:

JustFundKY has grown and so has the need to create a more lasting publication to showcase the achievements of the LGBT community in Kentucky. 2009 marks the first edition of our annual publication series. Unlike previous years, this 2009 event publication will be received after the fund-raising event and will document not only important content relevant to the LGBT community, but also the stories and images from this year's fund-raising event.

Why Advertise in this Publication?

Our 2009 volume is double the size of our 2008 field guide and promises to be a collector's item filled with richer stories, beautiful photography and award-winning design. We have gathered a group of the area's best graphic designers, photographers, and writers together to create a top-quality periodical filled with style and interest. Our new size also provides you with more opportunities and options for advertising. We are offering 11 different sizes and price levels to fit your budget. We hope you will consider advertising in this memorable first edition. Our new publication will be mailed or personally delivered to all attendees after the event guaranteeing that your advertisement will be seen by your customers. Additionally, our 2009 issue will be made available for purchase throughout the year providing you with a year-long return on your advertising investment.

Advertising Pricing

Full-Page Spread: \$1,000

live area: 15.75" (width, includes gutter) x 9.75" (height), bleeds optional

Full-Page Ad: \$600

live area: 6.875" (width) x 9.75" (height), bleeds optional

2/3-Page Ad: \$400

4.5" (width) x 9.75" (height), no bleed

Half-Page Horizontal Ad: \$300

6.875" (width) x 4.75" (height), no bleed

Half-Page Vertical Ad: \$300

3.25" (width) x 9.75" (height), no bleed

1/3-Page Ad: \$200

4.5" (width) x 4.75" (height), no bleed

Quarter-Page Ad: \$150

3.25" (width) x 4.75" (height), no bleed

Digest Ad: \$125

2.125" (width) x 9.75" (height), no bleed

Horizontal 1/8-Page Ad: \$75

4.5" (width) x 2.125" (height), no bleed

Vertical 1/8-Page Ad: \$75

2.125" (width) x 4.5" (height), no bleed

Directory Ad: \$50

2.125" (width) x 2.125" (height), no bleed

Why Market to the LGBT Consumer?

- Median household income of LGBT consumers is \$79,000 (gay singles, \$62,000; gay couples living together, \$130,000)
 - 35% of LGBT consumers have incomes in excess of \$100,000
 - 88% of gay men and 91% of lesbians report that their purchasing decisions are favorably influenced by corporate sponsorship of LGBT events and participation in LGBT charities
 - 66% of LGBT consumers are college graduates, and 31% of LGBT consumers have postgraduate degrees
 - 67% of LGBT consumers are employed full-time, and at least 13% are self-employed
-



JustFundKY Advertising Contract

Business: _____

Contact Person: _____

Address: _____

P.O.Box: _____

Phone: _____

E-mail: _____

Signature: _____

Date _____

Ad Size: (Check one)

- Full-Page Spread Full-Page Ad
- Half-Page Horizontal Half-Page Vertical Quarter-Page Ad
- 2/3-Page Ad 1/3-Page Ad
- 1/8-Page Horizontal Ad Vertical 1/8-page Ad
- Digest Ad Directory Ad

Artwork Submission:

- PDF JPEG Camera-ready art
- Need Ad Designed

Notes:

Total Amount Due: _____

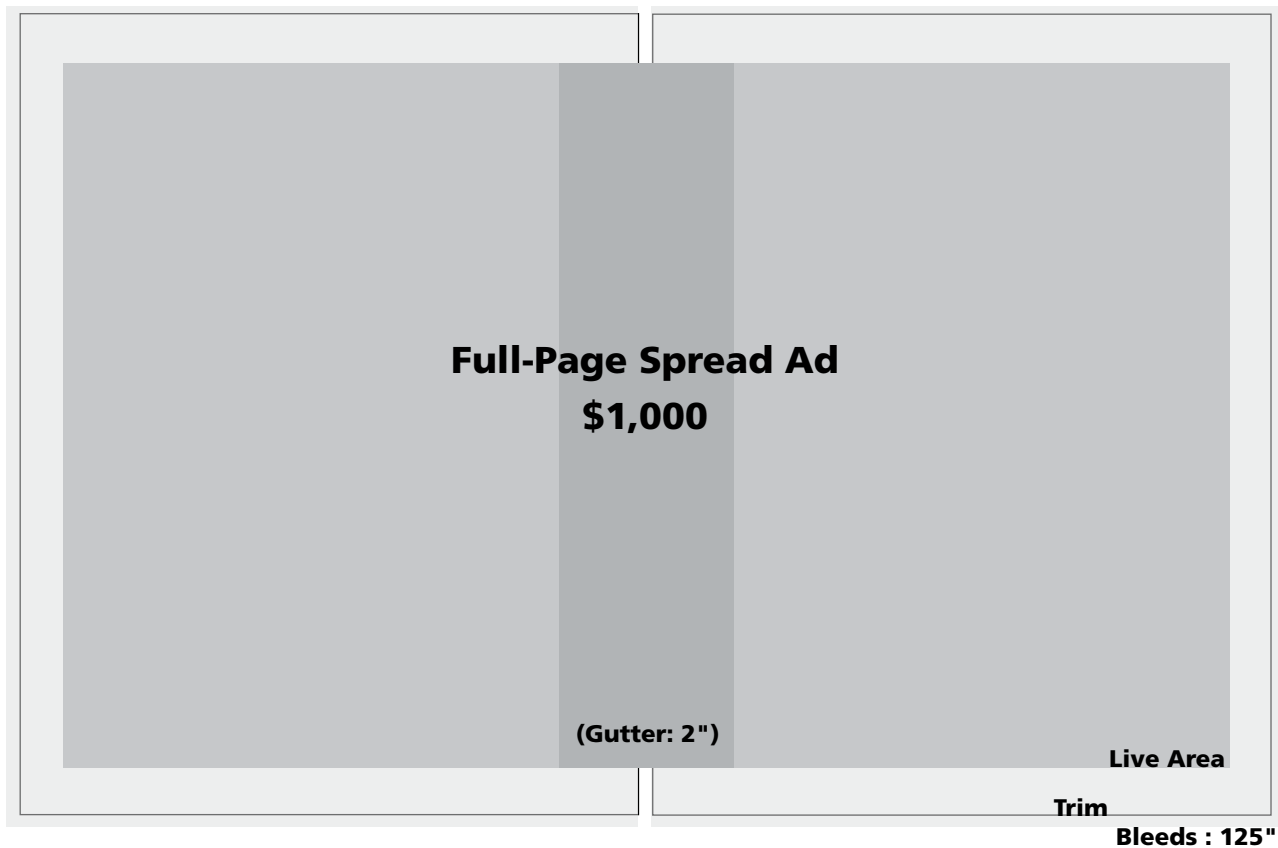
Mail this contract and your Check:

JustFundKY Representative: _____

**JustFundKY
P.O. Box 21815
Lexington, KY 40522**

Please make checks payable to JustFundKY. Payment due with signed contract. An emailed confirmation will be sent to the email address supplied above. Thank you for your generous support of JUSTFUNDKY.

Full-Page Spread Ad Specifications



Full-Page Spread Ad:

live area: 15.75" (width, includes gutter) x 9.75" (height)

bleed area: 17.25" x 11.25"

trim size: 17" x 11"

Artwork Requirements:

Ads can be submitted electronically and e-mailed to advertising@justfundky.org as a PDF (preferred) or a JPEG. All image files will be printed in color and should be 300 dpi for best reproduction. Custom design of your ad is available, free of charge. Camera-ready art is acceptable; please provide the best original artwork possible.

Ad Submission Deadlines:

Custom ad design request and content must be submitted by: AUGUST 21, 2009

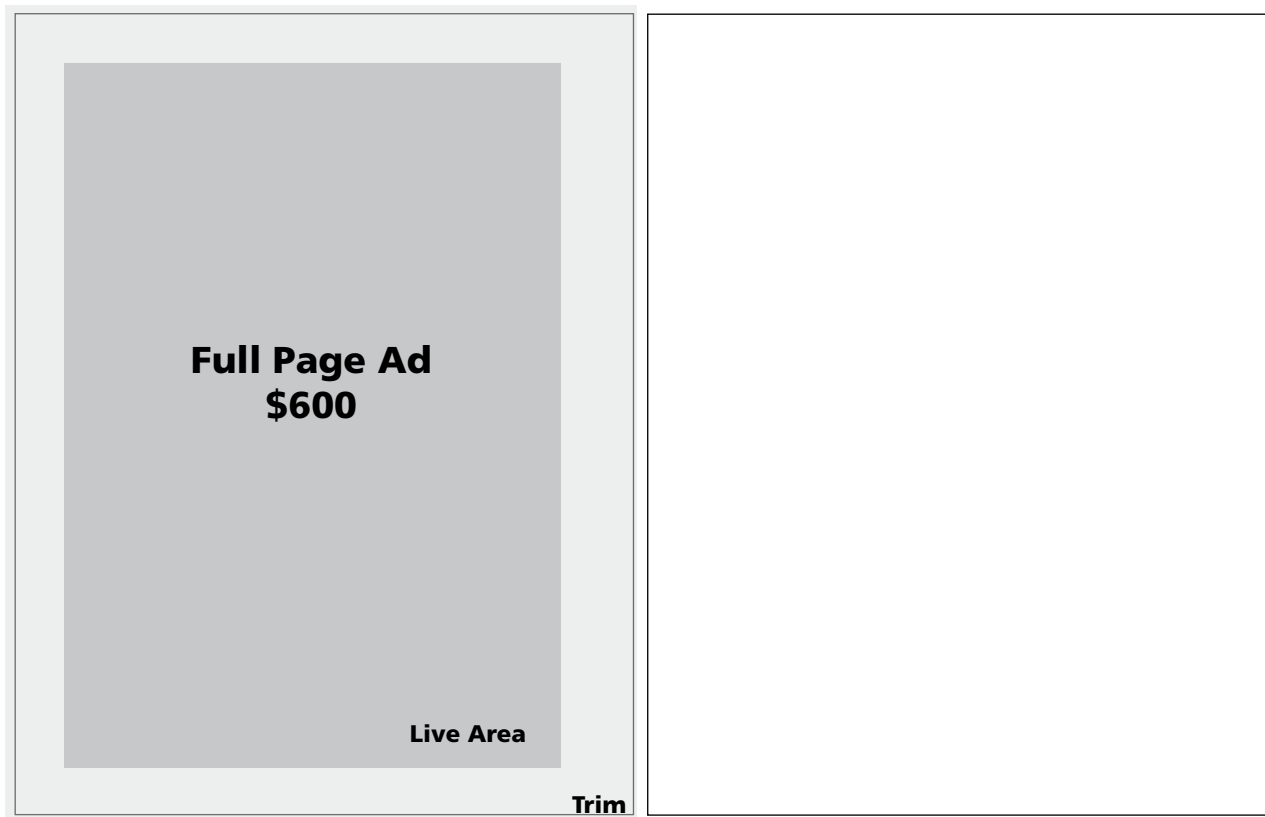
Electronic submission or camera-ready submission due: AUGUST 31, 2009

Submission Checklist

1. Please fill out the Advertising Contract and mail it along with your check to JustFundKY
2. E-mail your electronic submission to advertising@justfundky.org OR mail your artwork to the same address as your form and check.
3. If you would like a custom design for your ad, please email advertising@justfundky.org



Full-Page Ad Specifications



Bleeds : 125"

Full-Page Ad:

live area: 6.875" (width) x 9.75" (height)
bleed area: 8.75" (width) x 11.25" (height)
trim area: 8.5" (width) x 11" (height)

Artwork Requirements:

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Ad Submission Deadlines:

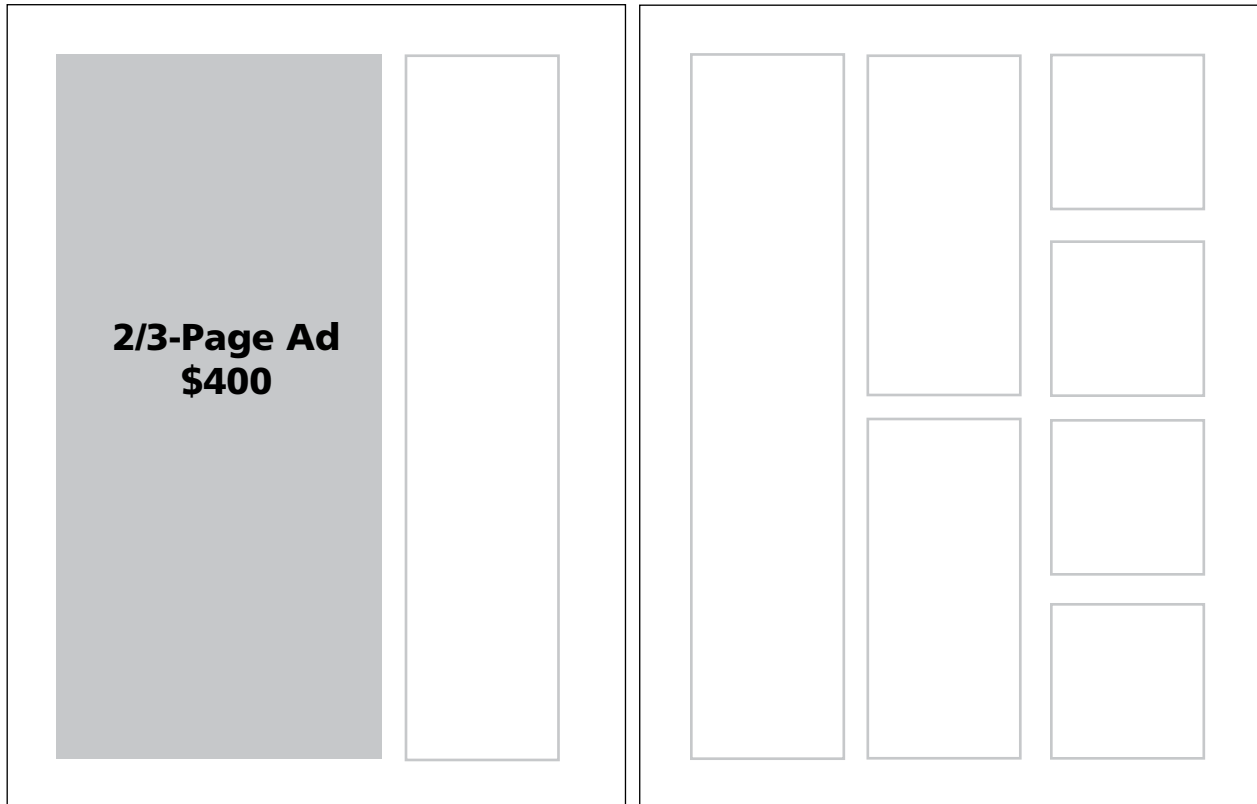
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Electronic submission or camera-ready submission due: AUGUST 31, 2009

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2/3-Page Ad Specifications



2/3-Page Ad:

(no bleed) 4.5" (width) x 9.75" (height)

Artwork Requirements:

Ads can be submitted electronically and e-mailed to advertising@justfundky.org as a PDF (preferred) or a JPEG. All image files will be printed in color and should be 300 dpi for best reproduction. Custom design of your ad is available, free of charge. Camera-ready art is acceptable; please provide the best original artwork possible.

Ad Submission Deadlines:

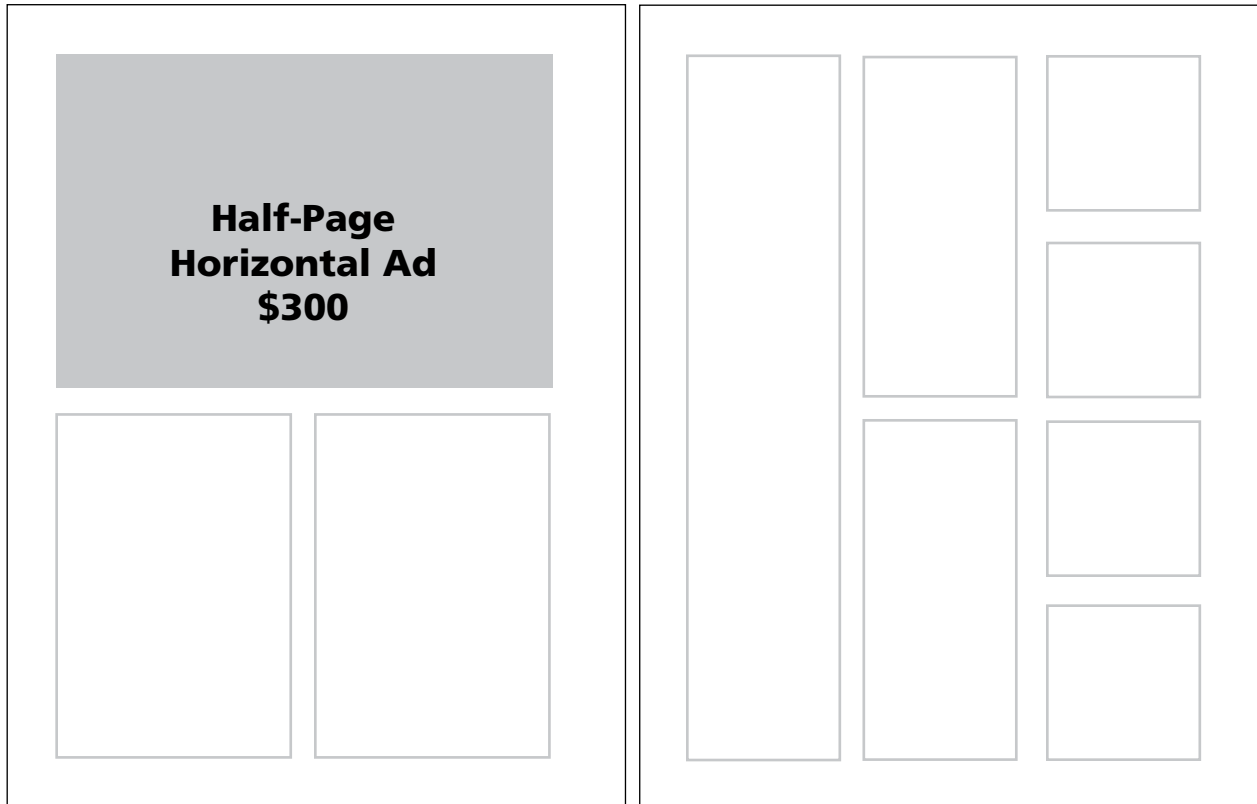
Custom ad design request and content must be submitted by: AUGUST 21, 2009

Electronic submission or camera-ready submission due: AUGUST 31, 2009

Submission Checklist

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Half Page Horizontal Ad Specifications



Half-Page Horizontal Ad:

(no bleed) 6.875" (width) x 4.75" (height)

Artwork Requirements:

Ads can be submitted electronically and e-mailed to advertising@justfundky.org as a PDF (preferred) or a JPEG. All image files will be printed in color and should be 300 dpi for best reproduction. Custom design of your ad is available, free of charge. Camera-ready art is acceptable; please provide the best original artwork possible.

Ad Submission Deadlines:

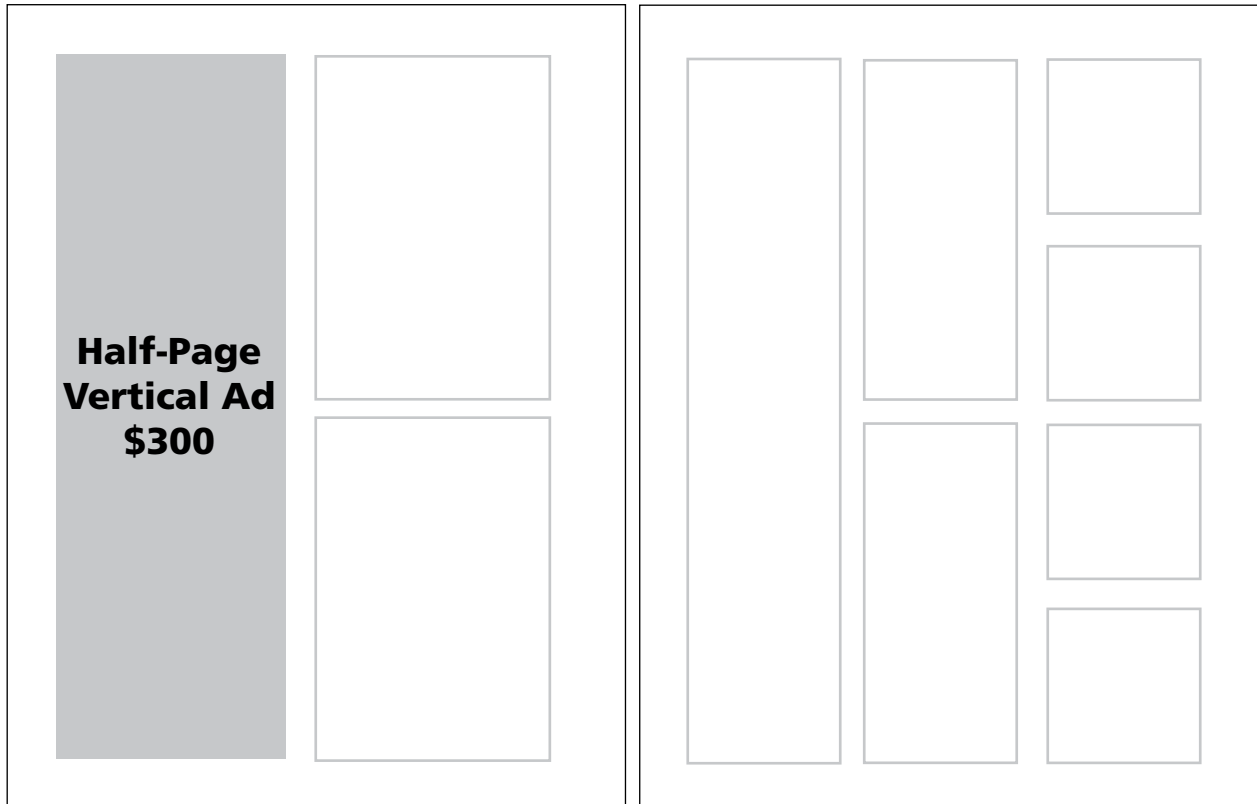
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Electronic submission or camera-ready submission due: AUGUST 31, 2009

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Half-Page Vertical Ad Specifications



Half-Page Vertical Ad:

(no bleed) 3.25" (width) x 9.75" (height)

Artwork Requirements:

Ads can be submitted electronically and e-mailed to advertising@justfundky.org as a PDF (preferred) or a JPEG. All image files will be printed in color and should be 300 dpi for best reproduction. Custom design of your ad is available, free of charge. Camera-ready art is acceptable; please provide the best original artwork possible.

Ad Submission Deadlines:

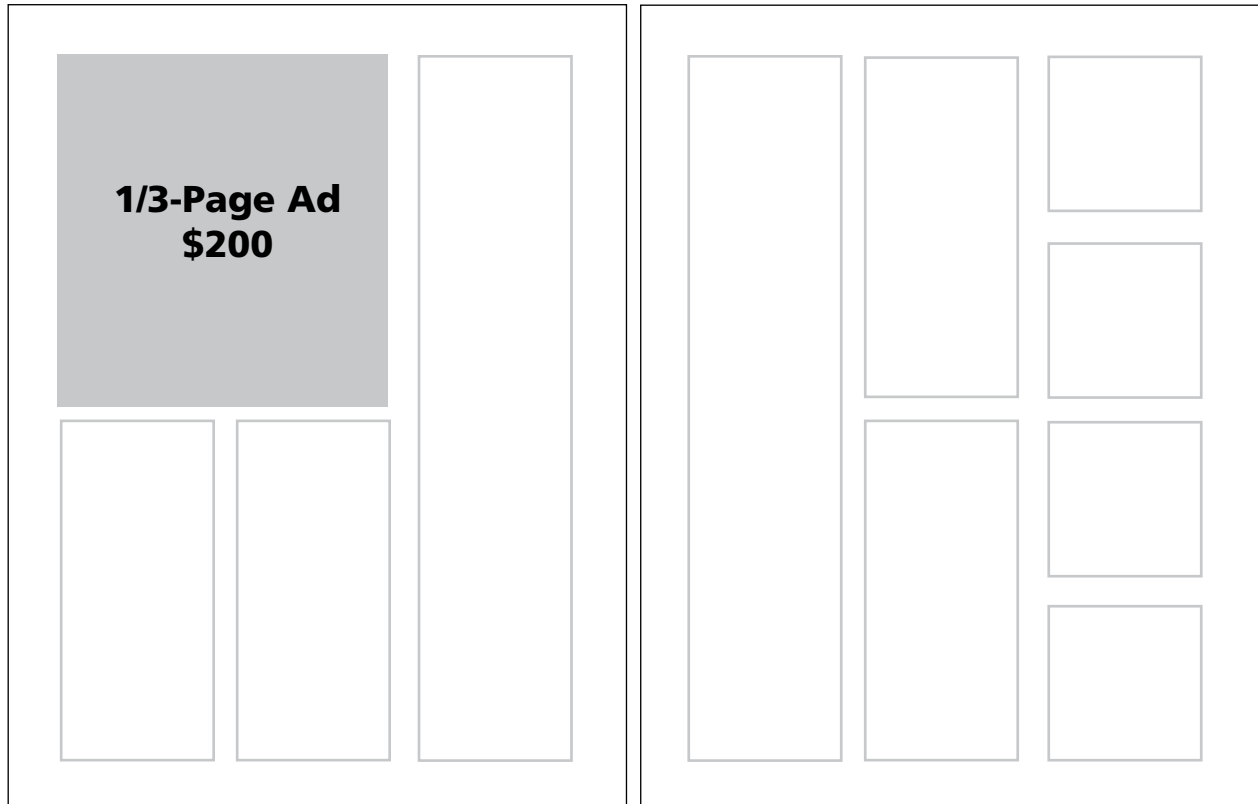
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1/3-Page Ad Specifications



1/3-Page Ad:

(no bleed) 4.5" (width) x 4.75" (height)

Artwork Requirements:

Ads can be submitted electronically and e-mailed to advertising@justfundky.org as a PDF (preferred) or a JPEG. All image files will be printed in color and should be 300 dpi for best reproduction. Custom design of your ad is available, free of charge. Camera-ready art is acceptable; please provide the best original artwork possible.

Ad Submission Deadlines:

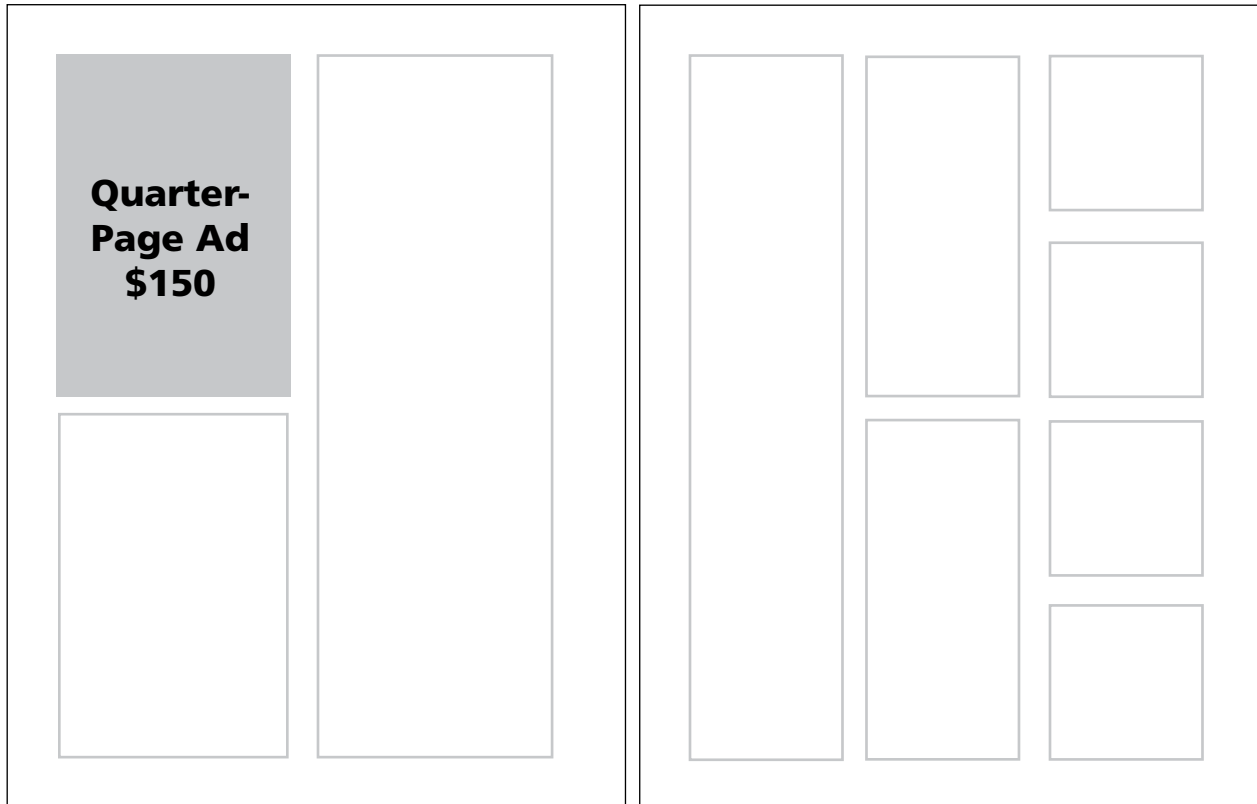
Custom ad design request and content must be submitted by: AUGUST 21, 2009

Electronic submission or camera-ready submission due: AUGUST 31, 2009

Submission Checklist

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Quarter-Page Ad Specifications



Quarter-Page Ad:

(no bleed) 3.25" (width) x 4.75" (height)

Artwork Requirements:

Ads can be submitted electronically and e-mailed to advertising@justfundky.org as a PDF (preferred) or a JPEG. All image files will be printed in color and should be 300 dpi for best reproduction. Custom design of your ad is available, free of charge. Camera-ready art is acceptable; please provide the best original artwork possible.

Ad Submission Deadlines:

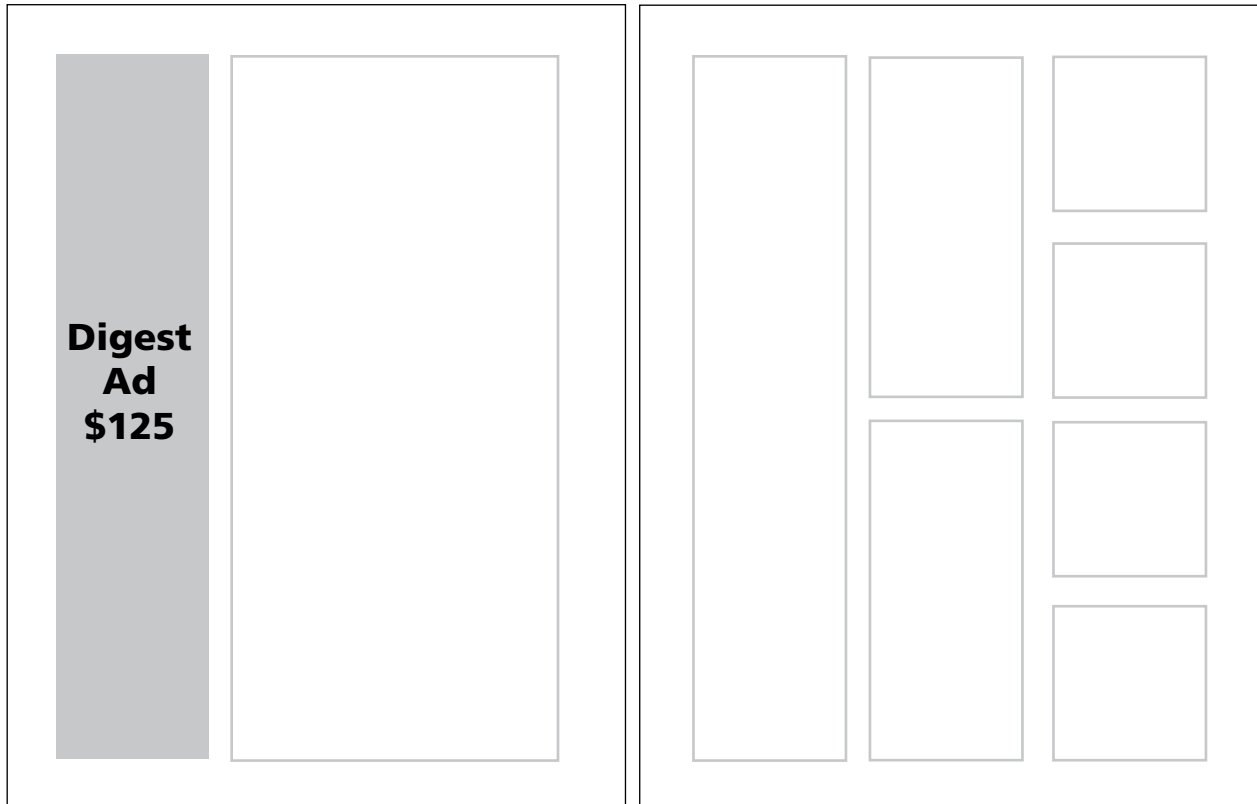
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Electronic submission or camera-ready submission due: AUGUST 31, 2009

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Digest Ad Specifications



Digest Page Ad:

(no bleed) 2.125" (width) x 9.75" (height)

Artwork Requirements:

Ads can be submitted electronically and e-mailed to advertising@justfundky.org as a PDF (preferred) or a JPEG. All image files will be printed in color and should be 300 dpi for best reproduction. Custom design of your ad is available, free of charge. Camera-ready art is acceptable; please provide the best original artwork possible.

Ad Submission Deadlines:

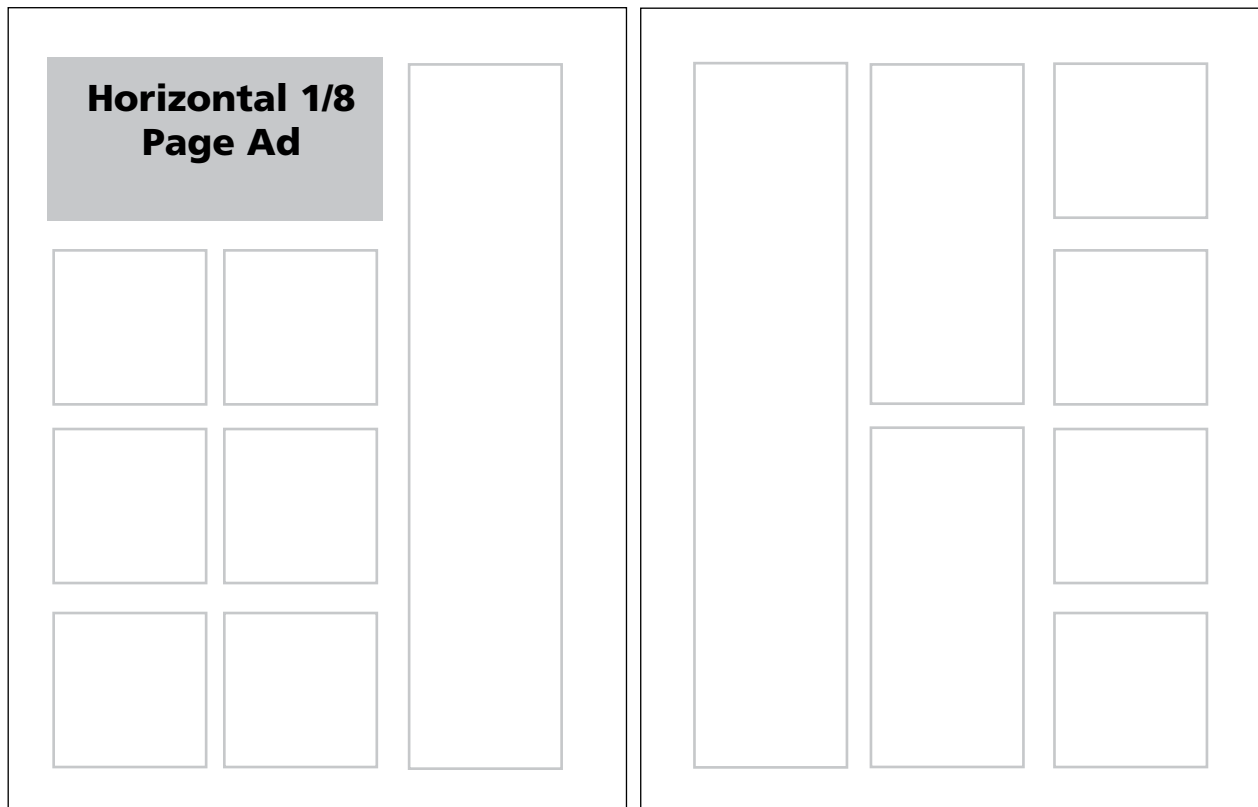
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Electronic submission or camera-ready submission due: AUGUST 31, 2009

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Horizontal 1/8-Page Ad Specifications



Horizontal 1/8-Page Ad:

(no bleed) 4.5" (width) x 2.125" (height)

Artwork Requirements:

Ads can be submitted electronically and e-mailed to advertising@justfundky.org as a PDF (preferred) or a JPEG. All image files will be printed in color and should be 300 dpi for best reproduction. Custom design of your ad is available, free of charge. Camera-ready art is acceptable; please provide the best original artwork possible.

Ad Submission Deadlines:

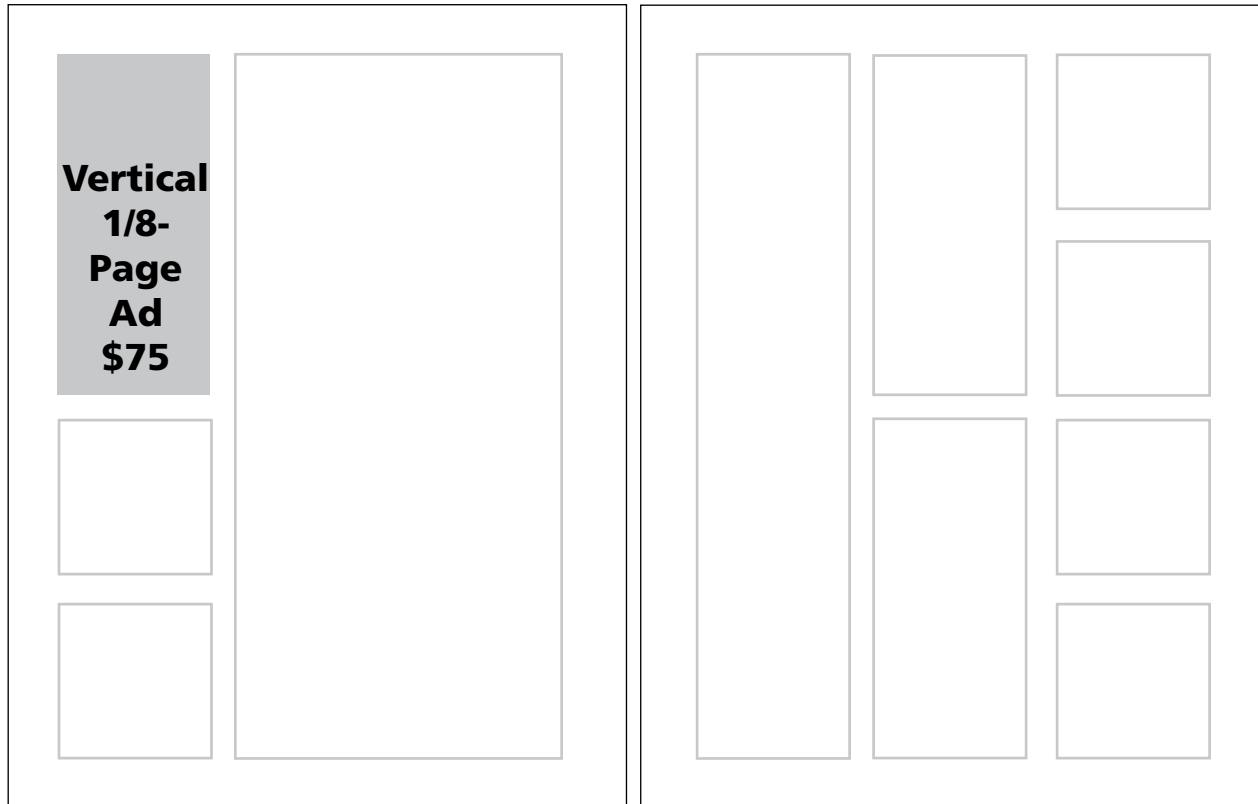
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Vertical 1/8-Page Ad Specifications



Vertical 1/8-Page Ad:

(no bleed) 2.125" (width) x 4.5" (height)

Artwork Requirements:

Ads can be submitted electronically and e-mailed to advertising@justfundky.org as a PDF (preferred) or a JPEG. All image files will be printed in color and should be 300 dpi for best reproduction. Custom design of your ad is available, free of charge. Camera-ready art is acceptable; please provide the best original artwork possible.

Ad Submission Deadlines:

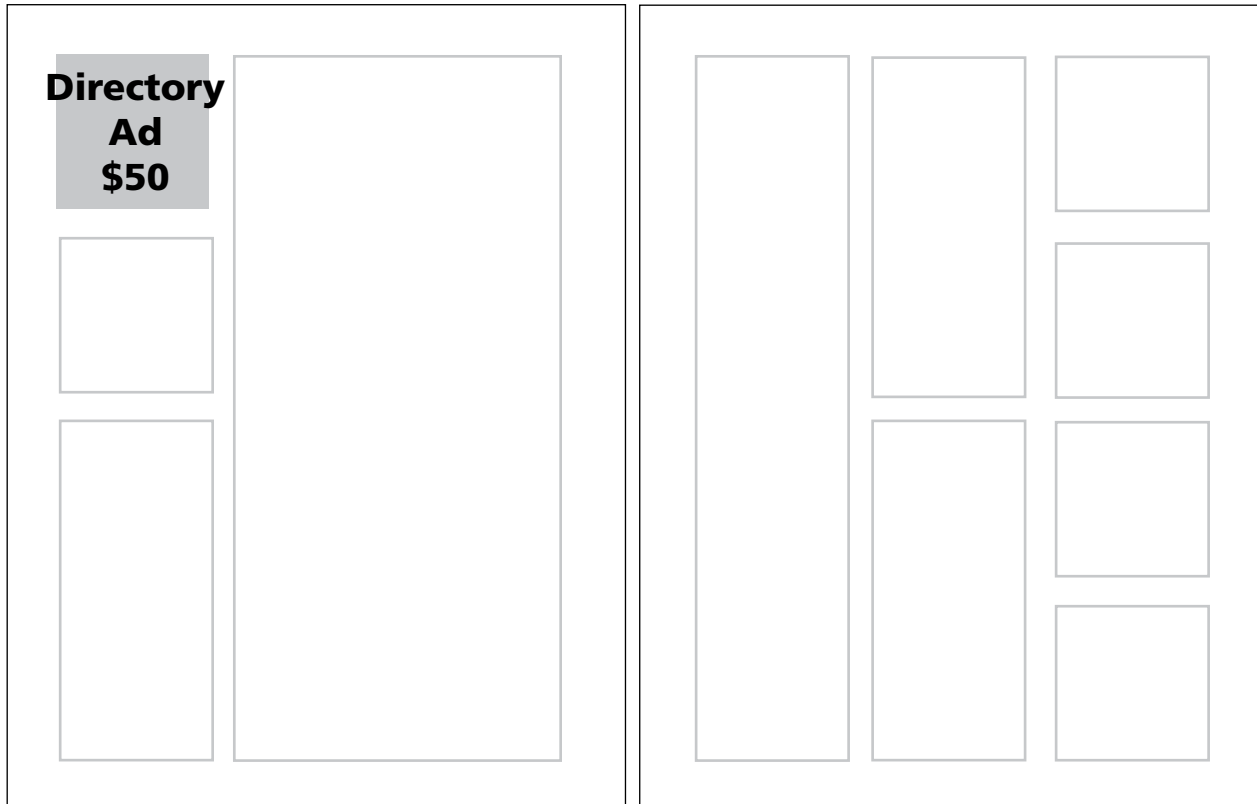
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Directory Ad Specifications



Directory Ad:

(no bleed) 2.125" (width) x 2.125" (height)

Artwork Requirements:

Ads can be submitted electronically and e-mailed to advertising@justfundky.org as a PDF (preferred) or a JPEG. All image files will be printed in color and should be 300 dpi for best reproduction. Custom design of your ad is available, free of charge. Camera-ready art is acceptable; please provide the best original artwork possible.

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