



2012 PRINT ADVERTISEMENT RATES

Frequency: Gay Parent magazine is published bi-monthly, on the first day of the first month of the issue.

Circulation: 10,000 print copies distributed nationally at no charge (52% northeast, 30% western, 12% central and 6% southeast). Commit to two years and take an additional 10% discount. Rates as of 1/24/12.

Issue	Space reservation deadline	Material deadline	Themes (subject to change)					
January-February	November 21	December 10	Money & Legal Tips/Camps for Kids					
March-April	January 21	February 10	Assisted Reproduction/Money & Legal Tips					
May-June	March 21	April 10	Married With Children/Foster Care					
July-August	May 21	June 10	Travel/Teens					
September-October	July 21	August 10	Private Schools Listing					
November-December	September 21	October 10	Adoption/Private Schools Listing/Holiday Gifts					

Size	Dimensions	1 issue (2 months)	2 issues	*3 issues (6 months)	*4 issues	*5 issues	*6 issues (one year)	Ad typeset (optional)
Full Page (non bleed only)	7-1/4"w x 9-3/4"h	\$1275 B/W \$1771 4-Color	\$2474 \$3438	\$3596 \$4996	\$4643 \$6451	\$5613 \$7797	\$6507 \$9035	\$50

The following rates are for black and white ads. To add one color add \$25, for full color add \$100 per issue insertion.

One-half page	7-1/4"w x 4-5/8"h (horizontal) 4-3/4"w x 7-1/4"h (vertical)	\$735	\$1427	\$2076	\$2678	\$3239	\$3751
One-third page	4-3/4"w x 4-5/8"h (horizontal) 2-1/4"w x 9-3/4"h (vertical)	\$491	\$955	\$1387	\$1792	\$2163	\$2509
One-quarter page	7-1/4"w x 2-1/4"h (horizontal) 3-1/2"w x 4-5/8"h (vertical)	\$370	\$721	\$1047	\$1351	\$1632	\$1891
One-sixth page	4-3/4"w x 2-1/4"h (horizontal) 2-1/4"w x 4-5/8"h (vertical)	\$248	\$482	\$701	\$906	\$1096	\$1266
One-eighth page	7-1/4"w x 1-1/8"h	\$175	\$339	\$494	\$638	\$772	\$896
One-twelfth page	2-1/4"w x 2-1/4"h	\$127	\$247	\$361	\$465	\$566	\$655

* Two, three, four, five, and six issue rates cannot be paid per issue. To receive the multiple insertion discount, all insertions must be paid in full in advance. Multiple issue advertisers who wish to pay per issue will be charged the one issue rate per insertion.



Frequency: Gay Parent magazine - New York is published annually.

Publication date: May 1

Material deadline: April 10 (space reservation required)

Circulation: 5,000 print copies distributed in NY, NJ and CT. Rates as of 11/1/11.

Size (see Gay Parent magazine above for dimensions)	Cost	Ad typeset (Optional)
Full Page	\$746 B/W \$1050 4-color	\$50

The following rates are for black and white ads. To add one color add \$25. For full color add \$100

One-half page	\$432
One-third page	\$281
One-quarter page	\$212
One-sixth page	\$175
One-eighth page	\$148
One-twelfth page	\$122

Commit to two years and take an additional 10% discount.

2012 WEB SITE ADVERTISEMENT RATES
www.gayparentmag.com

Size	Dimensions/Description	2 months	4 months	Banner Ad typeset (optional)
Premium Banner Ad	10.33" wide x 2.05" high (744 x 148 pixels) • Rotates at top of home page, only 4 spots available • First come first served basis, payment insures time slot	\$275	\$520	\$50
		2 months	6 months	1 year
Banner Ad	6.5" wide x .833" high (468 x 60 pixels) • Placed on Banner Ads/Links page Banner on additional page -	\$111	\$296	\$524
		\$25 per page (editorial pages only)		
Text Ad	Description, contact info, and link • Placed on Text ads/Links page	\$69	\$169	\$264
Text Link	Name and URL with a direct link to your web site • Placed on Text ads/Links page	\$47	\$106	\$138

Inserts

10¢ per insert for literature weighing up to .5 ounces. Inserts must be received by the ad material deadline.

Unclassified Advertisements

\$25 minimum for 50 words or less. More than 50 words is 50¢ per word. Ads are published in Gay Parent magazine print only, for web site see Text Ads. Place your ad in more than one issue, one issue is distributed for two months. Submit typed ad along with payment.

Advertising Material and Payment Requirements

- Print ads should be submitted as a pdf, jpg or tif file. Print ads with photos or halftone art should be prepared at 200-300 dpi resolution. Web site Banner ads should be submitted as jpg or gif files with 72 dpi resolution.
- Gay Parent magazine is not responsible for spelling and grammatical errors and design judgements on ads that are submitted by advertisers. Please proofread your ad.
- Prepayment is required on all ad insertions in order to reserve your space. Payments are due by the ad space reservation deadline, material deadline, or 30 days from the order date, whichever comes first. Make check payable to Gay Parent magazine and mail to GPM, PO Box 750852, Forest Hills, NY 11375. Or pay by Visa, MasterCard, American Express, Discover or PayPal.
- No refunds, all ad space sales are final. Credit will be given.
- Advertiser will be charged \$25 for each returned check.
- Advertiser assumes all responsibility and liability for claims arising from their ads.
- Rates subject to change without notice.
- Questions? Contact Angeline Acain at 718-380-1780 or angie@gayparentmag.com.

"We've had a great response from our readers."

- Neily Jennings, Common Ground Center

"The ad looks great and I think your publication is wonderful."

- Fran M., The Center for Reproductive Medicine and Fertility

"We don't do much advertising, but we are happy to advertise in such a wonderful and progressive magazine!"

- Ariel D. Edwards, Director of Admissions, Woodside International School, San Francisco, California

"It has been such a pleasure to work with you and after our fiscal year ends, we hope to do more advertising with you in upcoming issues!"

- Sally Magaziner, Development Assistant, Lansdowne Friends School, Pennsylvania

"I'm grateful for Gay Parent magazine and very impressed with how it is so reliable."

- Terry Boggis, Former Executive Director,

Center Kids the family program of the Lesbian, Gay, Bisexual and Transgender Center of New York City

GPM

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www.gayparentmag.com

