



*Serving the needs of the Gay, Lesbian, Bisexual and Transgender community for over 10 years*

# 2011 New Haven Pride Center Ad Rates Sheet

## Tiers - Website Ad

## Rates

**1 mo.      6 mo.      12 mo.**

### Tier 1

Website Banner Ad

\$50

\$275

\$500

Dimensions (pixels)

728 x 90, 336 x 280 or 160 x 600

### Tier 2

Website Button Ad

\$20

\$110

\$200

Dimensions (pixels)

125 x 125 or 180 x 150

### Tier 3

Link on "Links" Page

\$10

\$55

\$100

**FREE with Tier 1 or Tier 2 purchase**

## Supplement Your Website Ad With:

### An Ad in our Dorothy Awards Program

Full Page      \$300

Half Page      \$200

Quarter Page      \$125

Business Card      \$75

### Or An E-mail Blast to our Opt-In List

Rates start at \$50; call or e-mail for more details.

**For more information, contact Josh at  
203.387.2252 or [nhglcc@gmail.com](mailto:nhglcc@gmail.com)**

**New Haven Pride Center (formerly New Haven Gay & Lesbian Community Center)**  
 14 Gilbert Street  
 West Haven, CT 06516  
 203.387.2252

PO Box 8914  
 New Haven, CT 06532  
[www.newhavenpridecenter.org](http://www.newhavenpridecenter.org)

[nhglcc@gmail.com](mailto:nhglcc@gmail.com)

# 2011 New Haven Pride Center Ad Rates Sheet

## Sample Sizes

Tier 1 728 x 90 - Banner

Tier 1  
336 x 280 -  
Large Rectangle

Tier 2  
125 x 125 -  
Square  
Button

Tier 2  
180 x 150 -  
Rectangle

[www.newhavenpridecenter.org](http://www.newhavenpridecenter.org)

Site statistics:

Average unique  
visitors/month - 650

Average page  
views/month - 2,750  
(and climbing!)

Benefit of links from other  
websites like:

Yale, UrsaMen, Triangle  
Community Center,  
Matthew Shepard  
Foundation, City of New  
Haven, In the Life, New  
Haven Advocate, York  
Street Café, New Haven  
Independent, Lambda  
Business, GLBT National  
Help Center, True Colors,  
Connecticut Outreach  
Society and many more.

Tier 1  
160 x 600 -  
Skyscraper

## Please Note:

- Rates are introductory local business rates only
- Special rates are available for non-profit organizations
- Premium rates are available for inclusion in e-mail newsletter
- Production assistance is available for a fee



# NEW HAVEN PRIDE CENTER

Formerly the New Haven Gay & Lesbian Community Center

*Serving the needs of the Gay, Lesbian, Bisexual and Transgender community for over 10 years*

## 2011 New Haven Pride Center Ad Order Form

Business Name (Bill to) \_\_\_\_\_

Business Address \_\_\_\_\_

Business Phone \_\_\_\_\_

Business Website \_\_\_\_\_

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

Contact Address \_\_\_\_\_

Contact Phone \_\_\_\_\_

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

### Type of Ad(s) (Check appropriate box)

Tier 1  Tier 2  Tier 3  Custom \_\_\_\_\_

### Length of Ad Run

1 mo.  6 mo.  12 mo.  Custom \_\_\_\_\_

Start Date for Ad Run \_\_\_\_\_

End Date for Ad Run \_\_\_\_\_

**Total Cost** \_\_\_\_\_

**New Haven Pride Center (formerly New Haven Gay & Lesbian Community Center)**  
 14 Gilbert Street  
 West Haven, CT 06516  
 203.387.2252

PO Box 8914  
 New Haven, CT 06532  
[www.newhavenpridecenter.org](http://www.newhavenpridecenter.org)

[nhglcc@gmail.com](mailto:nhglcc@gmail.com)