



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**

New Haven Pride Center (formerly New Haven Gay & Lesbian Community Center)
 14 Gilbert Street PO Box 8914
 West Haven, CT 06516 New Haven, CT 06532
 203.387.2252 nhglcc@gmail.com www.newhavenpridecenter.org

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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

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



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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 _____

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