

GAES Magazine

235 Lark Street Albany, NY 12210

Founded in 2009, GAES Magazine is the premiere arts, entertainment and lifestyle magazine for the LGBTQ communities of the greater Capital District, Hudson Valley, & Western Mass. The only gay owned, locally owned, full color glossy magazine and online portal serving the 196,000 gay persons in its coverage area.

GAES Magazine is widely read by both the Gay and Straight communities. Distributed free in over 200 locations plus totally free to read online, GAES Magazine reaches an audience with an average annual income of over \$85,000 with interesting and thought provoking articles on Gay living, spirituality, economics, travel, entertainment and local and national news. Regular features include the nationally syndicated EarthTalk® column, HealthTalk, an extensive Regional Arts and Cultural Calendar, Regional Gay Fun Guides, as well as other columns and features of varied interest. We truly believe GAES Magazine is 'OUT' of the ordinary!

GAES magazine is a responsible member of the community. At the end of each issue's cycle, each left over copy is picked up for recycling. In 2009/2010, GAES Magazine has sponsored or will sponsor Capital Pride, Black and Latino Gay Pride, Dining Out For Life®, The Adirondack Theater Festival, monthly fund raising events at local venues, a local sports teams, and other good causes as the opportunity arises.

When you partner with GAES Magazine, you aren't just running an ad, a GAES Magazine executive tailors a program to best fit your needs. Could a link to your website from the GAES Magazine Online Portal assist you in attracting new customers? It's included. Could a wall post on the GAES Magazine Facebook Page highlighting something special about your business enhance the experience? It's included. Could a GAES Magazine Fundraising event held at your location improve your visibility to the community? It's included. Could co-sponsoring an event with GAES Magazine in the community increase your sales? It's included. Could a specifically tailored article in GAES Magazine help highlight your services? It's included.

There are a myriad of ways GAES Magazine can tailor your partnership with us to propel you to the forefront of the community's consciousness.

Could all of this be yours, starting at only \$280? Absolutely. There is no better or less expensive way to reach out to the members of the area's LGBTQ community, and the additional 2,000,000 persons exposed to GAES Magazine and the GAES Magazine Online Portal through our collaboration with Cyber-FM radio in NYC.

For full details on this special offer, and to reserve your space please call us at 1-877-770-GAES(4237) Ext. 129 or email us at info@gaesmagazine.com.



P.O. Box 284 Cohoes, NY 12047

Gay Arts Entertainment & Shopping Magazine

ADVERTISING CONTRACT

Please complete the information below and send the completed form, along with payment to the above address.

Ad	Dimensions (WxH)	Pricing	Discount (if any)	2010 Issues	Free Add-ons
Fun Guides	3.9 Sq. In.	4 Months- \$125.00		<input type="checkbox"/> January <input type="checkbox"/> February <input type="checkbox"/> March <input type="checkbox"/> April <input type="checkbox"/> May <input type="checkbox"/> June <input type="checkbox"/> July <input type="checkbox"/> August <input type="checkbox"/> September <input type="checkbox"/> October <input type="checkbox"/> November <input type="checkbox"/> December	<input type="checkbox"/> Directory Listing (\$25 Value) <input type="checkbox"/> WebSite Link (\$65 Value) <input type="checkbox"/> FaceBook Promo (\$65 Value) <input type="checkbox"/> Article (\$250 Value) <input type="checkbox"/> Event Hosting* (\$300 Value) <input type="checkbox"/> Fundraiser* (\$300 Value) * Dependant on scheduling. See Page 3 for Add-On Rules.
1/8 Page	2.75" x 2.15"	\$155.00			
1/4 Page	2.75" x 4.25"	\$280.00			
1/2 Page	5.5" X 4.25"	\$470.00			
Full Page *Best Value*	5.5" x 8.5"	\$800.00			
Inside Cover Front or Back	5.5" x 8.5"	\$975.00			
Outside Back Cover	5.5" x 8.5"	\$1250.00			
EarthTalk	2" X 1.8"	\$75.00			
CenterFold	11" X 8.5"	\$1875.00			

Amount Enclosed: \$ _____

Business/Organization : _____

Address: _____

City, State, Zip _____

Contact Name & Title _____

Day Phone: _____ Email: _____

As an authorized representative for the above named organization, I hereby agree to all terms & conditions as listed on page 3 of the press kit. I understand that payment is due with receipt of the signed ad contract and that ads will not be placed without contract and payments.

Date: _____ Printed Name: _____

Authorized Representative Signature: _____

Please submit ads via email with your business name in the subject line to office@albanygaes.com. We also accept ads on CD via standard mail sent to the above address.

TERMS & CONDITIONS:

Placement ads must be submitted in PDF or JPG format.

Ads submitted in Microsoft Word, Publisher or any other format will be subjected to a \$25 design fee.

Full Graphic design also available - please contact.

All Advertisements will be printed in full color.

Submissions must be received by the 12th of the month prior to printing.

Display ads received after the above deadlines will be placed only if space is available and in the acceptable design format.

Ad placement will be made at the discretion of the Publisher.

All Ads have a 1/4" trim, except for the covers, which have full bleed.

See Page 2 for Ad Sizes and Rates.

(For Current Specials see the website or call 1-877-770-4237.)

PAYMENT & LIABILITY:

Payment is required with signed contract prior to ad publication. We accept cash, check or money order. Payments are non-refundable; credit will be issued for errors in which the Publisher is responsible. The liability of the Publisher for any error for which the Publisher can be held legally responsible will not exceed the cost of the advertising space. Advertiser owns or controls all intellectual property rights to the advertisement and agrees to indemnify and to hold GAES Magazine, its agents and assigns, harmless from all liabilities, claims, losses or damage of any kind arising out of the publication of any advertising submitted to GAES on behalf of the advertiser.

FREE ADD-ONS:

1/4 page Ad size is entitled to 1 Free Add-On, of first 4 listed.

1/2 page Ad size is entitled to 2 Free Add-Ons, of which only 1 can be from last 2 listed.

Full Page ad is entitled to 3 Free Add-Ons, of which only 1 can be from last 2 listed.

Inside Cover as is entitled to 4 Free Add-Ons, of which only 1 can be from last 2 listed.

Outside Cover is entitled to 5 Free Add-Ons.

Centerfold Ad is entitled to all 6 Free Add-Ons.