

The LOFT LGBT Services Center

252 Bryant Avenue,
White Plains, NY 10605
(914) 948-2932 - Fax: (914) 682-7827



**LOFT COMMUNITY NEWS
and BANNER ADVERTISING AGREEMENT**

ADVERTISER INFORMATION:

Business Name: _____

Contact Person: _____

Address: _____

Phone: _____

It is agreed that _____ will place an advertisement
in *The LOFT Community News* and/or *The LOFT Website* beginning _____ and ending on _____.

The advertisement (Please check off your ad in the box provided)

<p>All Rates Per Insertion</p> <p>Classified Ad \$25. per 30 word ad (\$5 for each additional 5 words).</p> <p>Banner Advertising (Tower) 170W x 350H pix \$75. 1 X Month \$60. 6 X Months \$50. Annual Rate \$50. We'll design an attention grabbing ad for you that you can use elsewhere, too!</p> <p>Business Card (3.5" X 2") \$75. 1 X Rate \$50. Annual Rate (5 issues), and throw in a Banner Ad for just \$25 more a month! Check this box</p>	<p>Display Ads</p> <p>¼ Page Ad (3.5" X 4.5") \$150. 1 X Rate \$100. (per insertion) Annual Rate (5 issues), and throw in a Banner Ad for just \$25 more a month! Check this box</p> <p>½ Page Ad (7" X 4.5") \$200. 1 X Rate \$150. (per insertion) Annual Rate (5 issues) and throw in a Banner Ad for just \$25 more a month! Check this box</p> <p>Full Page Ad (7" X 9.75") \$350. 1 X Rate \$225. (per insertion) Annual Rate (5 issues), and receive a FREE Banner Ad for the same period!</p> <p>Please see terms and deadline dates below.</p>
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**Now with Banner Advertising
on The LOFT's New Website!**

**PLEASE RETURN THIS SIGNED CONTRACT WITH
PAYMENT INFORMATION.**

Enclosed is my Check Visa Master

Name on Card: _____

Card Number: _____ Exp. Date: _____

Signature: _____ Total Amount \longrightarrow

Please make checks payable to **The LOFT** and send with form to:
The LOFT, 252 Bryant Ave, White Plains, NY 10605

Ad Amount \$ _____ = Total \$ _____
Banner Special \$25x _____ = \$ _____
Design my Ad! \$50 = \$ _____
Total Due \$ _____
LOFT Business Members Only: Please remember to subtract your 20% Advertising Discount!

X _____
Authorized Advertiser Signature Date

X _____
LOFT Advertising Manager Date

Terms:

1. Camera ready art (or electronic files) must be received by the 1st of the month for the following month's issue.
2. Banner Ads must be 170W and 350H in pixels, and submitted in 72 DPI resolution JPEG files. Again, we can design the ad for you (see flat design rate on reverse)
3. Ads must be PAID for in advance. **Ads will not appear without payment.**
4. The publisher retains the right to reject any advertisement if the content thereof is deemed offensive.
5. The Advertiser is entitled to a one-time discount when extending ads past the original agreed upon number of issues