



boston prideSM

Board of Directors

Linda J. DeMarco
President

Keri A. Aulita
Vice President

Pierce Durkin
Clerk

Sylvain Bruni
Malcolm Carey
Kristie Helms
Wilfred Labiosa

398 Columbus Ave. #285
Boston, MA 02116

P: (617) 262-9405
F: (617) 261-1844
bostonpride.org

BostonPride.Org – Online Advertisement Rate Sheet

DEFINITIONS

Your advertisement may be displayed on BostonPride.Org or the Boston Pride Newsletter in four Types:

- **Leaderboard:** rectangle at top of page, above all bostonpride.org content
- **Banner:** rectangle inserted into page content
- **Skyscraper:** vertical banner on the side of page
- **Logo:** your logo and tagline on the side of page

BostonPride.Org pages are categorized in three Tiers:

- **1st Tier:** highest traffic – Calendars, Parade, Festival, Club Nights
- **2nd Tier:** higher traffic – Other events, Media, Volunteers, Visitors
- **3rd Tier:** regular traffic – Sponsors, Home, Forms, ...

For maximum impact and optimal viewing, your advertisement may also be displayed on our **Homepage** or in our **Newsletter**.

RATES

Pricing corresponds to a 6-month display period on BostonPride.Org or in the Boston Pride Newsletter. Pricing for the website is per page. Pricing for the Newsletter is for all editions during a 6-month period. Contact us for single issues (webmaster@bostonpride.org).

Type	Size	Homepage	1 st Tier	2 nd Tier	3 rd Tier	Newsletter
Leaderboard	Full: 700x100px	\$2,000	\$1,500	\$1,000	\$750	\$2,500
	Half: 350x100px	\$1,000	\$750	\$500	\$375	\$1,250
Banner	Full: 500x100px	\$1,500	\$1,125	\$750	\$500	\$2,000
	Half: 250x100px	\$750	\$550	\$375	\$250	\$1,000
Skyscraper	Full: 120x600px	\$1,500	\$1,125	\$750	\$500	\$2,000
	Half: 120x300px	\$750	\$550	\$375	\$250	\$1,000
Logo	Large: 120x120px	\$1,000	\$750	\$500	\$300	\$1,000
	Regular: 120x60px	\$500	\$375	\$250	\$150	\$500

SPECIAL

For even greater impact on your target audience, Boston Pride offers the following exceptional advertisement opportunities:

- **Dedicated newsletter:** \$5,000 per blast (reaches 5,000+ subscribers)
- **Dedicated webpage:** \$2,500 (includes link from homepage events menu)

Note: you are responsible for providing the content for this material. Language and visuals must be approved by Boston Pride.

WEBSITE STATISTICS PRIDE 2008

(September 1st, 2007 to August 31st, 2008)

- 100,000 visits
- 350,000 page viewed
- 3.5 pages per visit (average)
- 70% new visitors
- 70,000 unique visitors