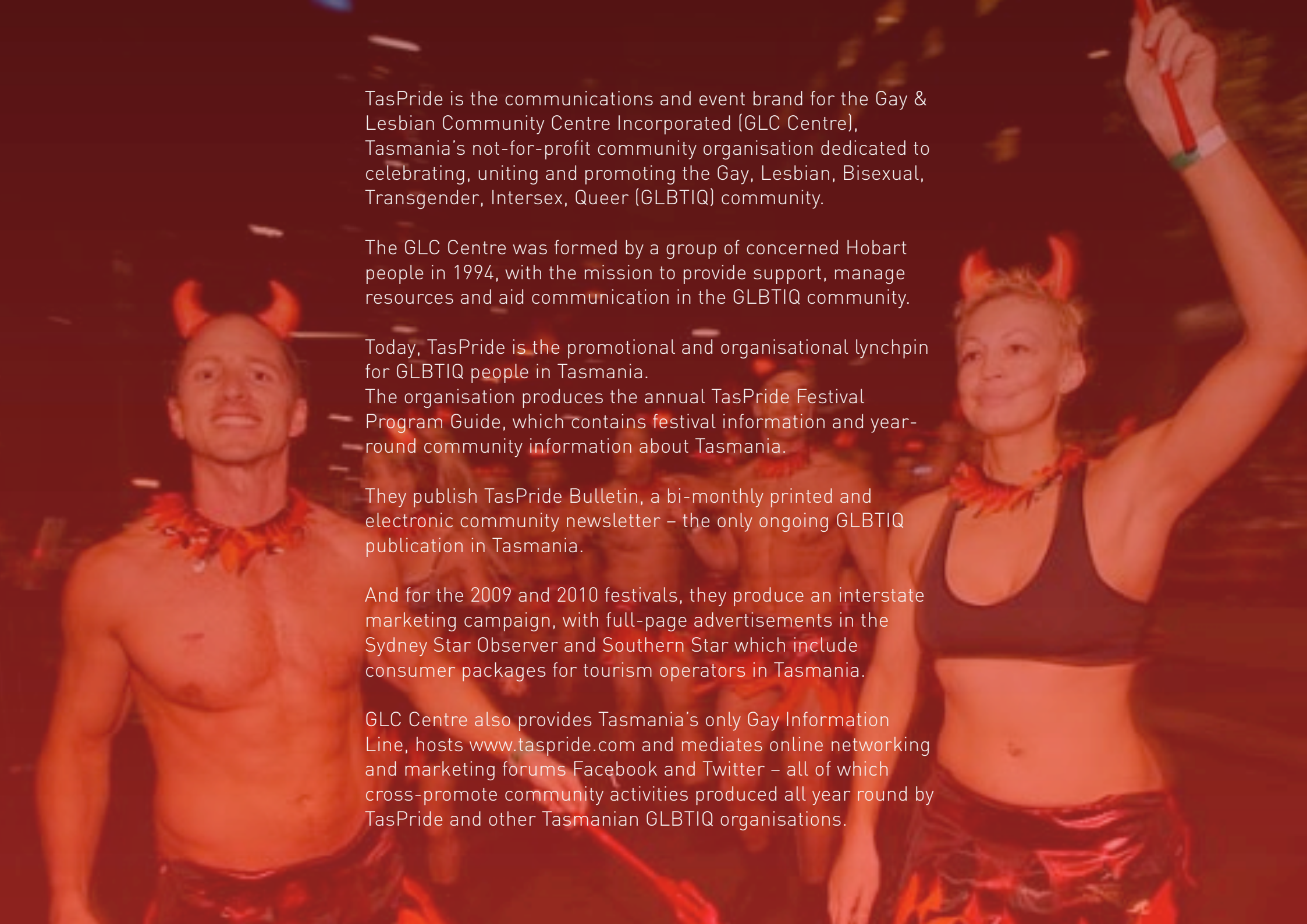




TasPride
Rate Card

Taspride Bulletin &
Taspride Festival Program Guide



TasPride is the communications and event brand for the Gay & Lesbian Community Centre Incorporated (GLC Centre), Tasmania's not-for-profit community organisation dedicated to celebrating, uniting and promoting the Gay, Lesbian, Bisexual, Transgender, Intersex, Queer (GLBTIQ) community.

The GLC Centre was formed by a group of concerned Hobart people in 1994, with the mission to provide support, manage resources and aid communication in the GLBTIQ community.

Today, TasPride is the promotional and organisational lynchpin for GLBTIQ people in Tasmania.

The organisation produces the annual TasPride Festival Program Guide, which contains festival information and year-round community information about Tasmania.

They publish TasPride Bulletin, a bi-monthly printed and electronic community newsletter – the only ongoing GLBTIQ publication in Tasmania.

And for the 2009 and 2010 festivals, they produce an interstate marketing campaign, with full-page advertisements in the Sydney Star Observer and Southern Star which include consumer packages for tourism operators in Tasmania.

GLC Centre also provides Tasmania's only Gay Information Line, hosts www.taspride.com and mediates online networking and marketing forums Facebook and Twitter – all of which cross-promote community activities produced all year round by TasPride and other Tasmanian GLBTIQ organisations.

Taspride Festival Program Guide

TasPride Festival is a state wide Tasmanian celebration showcasing cultural and social events presented by, and for, members of the GLBTIQ community, their families and friends.

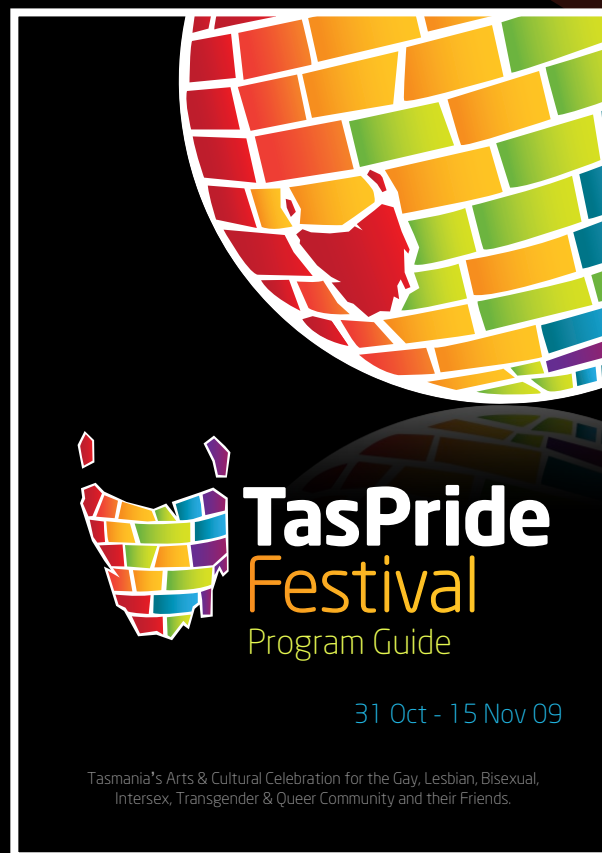
The festival is a unique community project that unites people from across Tasmania, and attracts visitors from around Australia and the world each November.

The TasPride Festival Program Guide is an ideal opportunity to advertise your business directly to the Tasmanian GLBTIQ community, as well as to interstate markets that have an interest in travelling to the Island State.

In the absence of a Tasmanian GLBTIQ magazine or newspaper, the Program Guide offers advertisers exclusive access to this lucrative and targeted market.

The Program Guide is a 36-page, full-colour, A5 booklet that showcases events in the festival, and provides a wealth of information about Tasmania and the island's GLBTIQ community.

Booking Deadline: Friday 27 August 2010
Artwork Deadline: Monday 30 August 2010
Publication Date: Monday 27 September 2010



The Program Guide is released on Friday 17 September 2010, following the Tasmanian media launch for the festival.

15,000 copies of the Program Guide are distributed across Tasmania, and to Sydney and Melbourne. 15% are direct distributed by mail to GLBTIQ mailing lists, 85% distributed through GLBTIQ venues and point-of-sale.

Initial life of the Program Guide is eight weeks, focussed towards the festival in November. However thanks to a significant amount of year-round community information in the guide, the booklets are likely to be kept as a reference long after the event, as well as distributed by key partners in 2011.

Specifications & Rates

GLC Centre Inc. is not registered for GST

- these are the total prices charged.



Full Page \$950
Back Cover \$3500
Inside Front / Inside Back \$1250
210mm (H) x 148mm (W). 5mm bleed.



Half Page \$550
100mm (H) x 142mm (W) No bleed



Quarter Page \$280
100mm (H) x 74mm (W) No bleed.



Quarter Page Strip \$280
50mm (H) x 142mm (W) No bleed.

Taspride Bulletin

TasPride Bulletin is Tasmania's GLBTIQ community newsletter, published six times each year by GLC Centre.

When your business wants to communicate directly with the GLBTIQ community in Tasmania – and with visitors to the 'heart-shaped island' – TasPride Bulletin offers the targeted and cost-effective conduit to this audience.

Over fifteen years, GLC Centre has established their newsletter as the key communication channel for the Tasmanian GLBTIQ community. The new-look TasPride Bulletin was launched at the beginning of 2009, and has received positive feedback from the community, and escalating advertising sales ever since.

TasPride Bulletin is a professionally designed magazine of twelve A4, full-colour pages, With a print run of 400, and a readership estimated to be significantly higher, TasPride Bulletin is the only Tasmanian publication specifically by and for the GLBTIQ community.

It has a high percentage of editorial and information content, with advertising ratios capped at 30%. It is distributed free-of-charge by mail to GLC Centre members and a wide range of key stakeholders, and to the wider community through placement in key GLBTIQ venues.

There is also the special TasPride Festival Special Issue, which is 20 pages and 800 copies, and expands the information published in the Program Guide, specifically for the Tasmanian audience.



Publication Schedule

Issue	Booking	Artwork	Published
Sep/Oct 10	Fri 16 Aug	Wed 18 Aug	Fri 27 Aug
Nov/Dec 10	Fri 1 Oct	Fri 8 Oct	Fri 22 Oct
Jan/Feb 11	Fri 10 Dec	Wed 15 Dec	Fri 24 Dec

Specifications & Rates

GLC Centre Inc. is not registered for GST – these are the total prices charged.

There is a 20% loading for the TasPride Festival Special Issue.

Back Cover \$550
200mm (W) x 285mm (H)

Full Page \$400
200mm (W) x 285mm (H)

Half Page Vertical \$280
93mm (W) x 285mm (H)

Half Page Horizontal \$280
200mm (W) x 140mm (H)

Quarter Page \$150
93mm (W) x 140mm (H)

Quarter Page Strip \$150
200mm (W) x 65mm (H)

Sixth Page Strip \$90
65cm (W) x 140cm (H)

Finished artwork (Taspride Festival Program Guide & Taspride Bulletin): JPG (resolution: 300 dpi), PDF (press optimised), TIFF (resolution: 300 dpi), Illustrator EPS (including placed files @ 300 dpi, all fonts outlined). Artwork supplied in any other format will not be accepted. TasPride can accept files via email or on CD/DVD-ROM.