



## About TasPride

For over two decades **TasPride** has provided a voice and community activities for LGBTQIA+ Tasmanians and their friends. Today, we are stronger than ever – passionate about and dedicated to celebrating, uniting and promoting our community.

We do this by providing opportunities for everyone to come together and share our collective pride, such as the TasPride Festival, Artfully Queer and one-off events throughout the year.

**TasPride Inc.** is a not-for-profit community organisation which relies on grants and fundraising and the generosity of organisations like yours to be able to connect the LGBTQIA+ community. With your support, we will be able to effectively promote our 2022 Festival to our community, allies and beyond.

## TasPride Festival

The TasPride Festival is Tasmania's annual Queer Cultural Festival and next year will be held from 11-14 February 2022 around the Island.

Our **FESTIVAL GUIDE** provides a rare opportunity for your organisation to reach out to the LGBTQIA+ community and allies. When you book advertising space in the **FESTIVAL GUIDE**, you will be both promoting your organisation and its values and supporting the production of the **FESTIVAL GUIDE** through your ad spend, making it accessible to our community, and promoting festival events and activities.

## Distribution

The **FESTIVAL GUIDE** is distributed in five ways:

- Print and distribution to retail outlets across Tasmania;
- Direct mail to TasPride members (200) and our partner mailing list (400)
- Published online as an easy-to-read ISSUU magazine;
- EDM promotion to TasPride members and partners;
- Paid posts on Facebook and Instagram driving online readership.

## Specifications and Advertising

- The **FESTIVAL GUIDE** is an A5 booklet.
- Ads are to be created by the advertiser and supplied as a high-resolution JPEG or PNG file.
- TasPride is not GST registered, cannot charge GST, and prices overleaf are GST free.

If you wish to be part of the program, please contact the TasPride team at [info@taspride.com](mailto:info@taspride.com). Booking deadline is Friday 9 December, and all ads must be submitted by Friday 16 December.

**Full Page:** ads bleed to the edges – page size including bleed 154mm wide by 216mm high, trimmed to A5 booklet – 148mm wide by 210mm high.

Back Cover	\$2,000
Inside Front Cover	\$1,500
Inside Back Cover	\$1,200

**Half Pages:** horizontal only with no bleed, placed either as the bottom half of a content page, or with another half-page ad.

Half Page	\$ 550	128mm wide / 90mm high
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**Quarter Pages:** vertical quarter pages and strips which are placed at the bottom of content pages are available.

Quarter Page Strip	\$ 300	128mm wide / 50mm high
Quarter Page Vertical	\$ 275	59mm wide / 90 high

