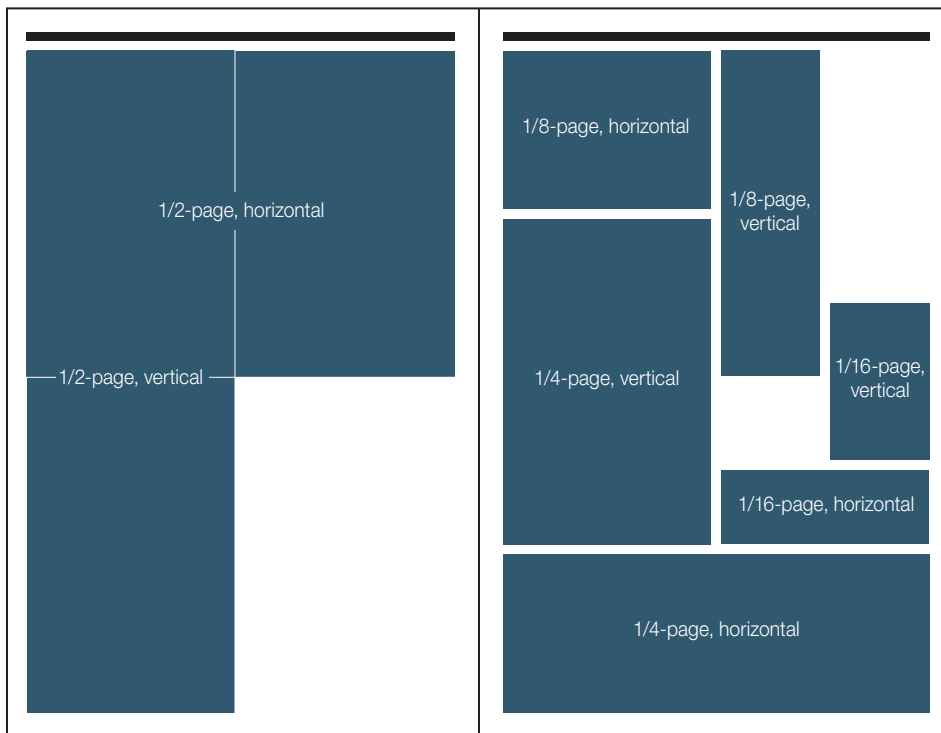


# The Empty Closet

**Advertising**  
**585 244-9030**

**The Empty Closet** – New York State’s oldest LGBT publication – serving an upscale audience of over **50,000** readers. With local, state and national news, newsmaker interviews, opinion, entertainment, columnists, event calendars, & health resource listings **To place an ad:** Phone Susan Jordan at 585-244-9030 or email: [susanj@gayalliance.org](mailto:susanj@gayalliance.org)

## Advertising Shapes & Sizes



## Advertising Sizes and Rates

Size	Height	Width	Cost		
			1 time	2 times	3+ times
1/16-page, vertical	3.75"	2.25"	\$30	\$30	\$30
1/16-page, horizontal	1.75"	4.75"	\$30	\$30	\$30
1/8-page, vertical	7.75"	2.25"	\$75	\$70	\$65
1/8-page, horizontal	3.75"	4.75"	\$75	\$70	\$65
1/4-page, vertical	7.75"	4.75"	\$120	\$115	\$110
1/4-page, horizontal	3.75"	10"	\$120	\$115	\$110
1/2-page, vertical	15.5"	4.75"	\$190	\$185	\$180
1/2-page, horizontal	7.5"	10"	\$190	\$185	\$180
Full-page, vertical	15.5"	10"	\$350	\$345	\$340
Back cover, vertical	15.5"	10"	\$420	\$415	\$410

**Ad Submissions:** PDF, JPEG or TIFF formats. A 25% design fee will be added for any ad requiring modification or design work. A 50% increase in cost for 4-color.

**Deadlines:** Ads *must* be submitted by the 15th of the month – for the following month's issue. (For the June Pride Guide: May 10; for the July Pride Guide: June 10).

**Advance Payment:** Advance payment is required by the 15th of each month.



**Gay Alliance**  
of the genesee valley  
Gay Alliance of the Genesee Valley  
875 E. Main Street, Rochester, NY 14605  
[www.gayalliance.org](http://www.gayalliance.org)

**ADvantage:** (585) 244-9030 or e-mail us at: [ECads@gayalliance.org](mailto:ECads@gayalliance.org)

# The Empty Closet

## The Empty Closet Advertising Contract

### 1. ADVERTISING POLICIES

#### PAYMENT

All ads are pre-paid.

#### AD SPACE RESERVATION

- Ad for the Pride Guide must be submitted, with payment and ad contract, by the 10th of the month (May or June). Print-ready ads must be sent as pdf or jpg formats. Ads to be designed by *The Empty Closet* must have all text and graphics provided to the *The Empty Closet* by the 10th. The designer will send proofs if requested by the advertiser.
- If an advertiser needs a deadline extension, the *The Empty Closet* editor must be notified by the 10th. We will do everything we can to accommodate the advertisers' needs. If an advertiser does not know until after the 15th that they intend to advertise in the upcoming issue, we will do what we can to include their ads, but cannot promise inclusion.

#### CONTENT POLICY

*The Empty Closet* does not print advertisements that include any kind of graphics depicting genitalia, or make any reference to illegal sexual activities. Advertisements which are homophobic, sexist or racist will be refused, as will advertisements from businesses or organizations that are homophobic, sexist or racist.

### 2. BUSINESS INFORMATION

Name of Advertiser: \_\_\_\_\_

Legal/Business name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact person: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Fax: \_\_\_\_\_

Type of business (check one):

- Corporation
- Partnership
- Proprietorship (dba)
- Other

### 3. AD INFORMATION:

Requested Ad Size:

1/16  1/8  1/4  1/2  Full-page  Back-cover

Ad Orientation:

Horizontal  Vertical

Ad Color:

4-color  Black & White

Print-ready?

Yes  No

Month/s of publication: \_\_\_\_\_

### 4. BILLING INFORMATION

Accounts Payable Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Billing address: \_\_\_\_\_

E-mail: \_\_\_\_\_

### 5. FINANCIAL INSTITUTION INFORMATION

Financial institution name: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

### 6. AUTHORIZATION:

The undersigned is authorized to provide the above information, certifies that it is correct and understands it is for the purpose of establishing a new account and/or credit from *The Empty Closet*/Gay Alliance of the Genesee Valley. The undersigned authorizes the financial institution listed above to supply information to *The Empty Closet*/Gay Alliance of the Genesee Valley. Further, should credit be granted, *The Empty Closet* will render statements of charges and payments each month. All legal fees, court costs and collection fees will be paid by the applicant, in case of default on the terms of this agreement. A \$15 service charge will be assessed on all returned checks.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_



Gay Alliance of the Genesee Valley  
875 E. Main Street, Rochester, NY 14605  
www.gayalliance.org

**ADvantage:** (585) 244-9030 or e-mail us at: ECads@gayalliance.org

# The Empty Closet

**Don't Just Take  
Our Word On It**



**Mark Siwiec, ReMax realtor:**  
"I've used The Empty Closet for over 15 years and find it an incredibly efficient and inexpensive way to market to a targeted audience."



**Cindy Geller, A Step Apart**  
"I have been

advertising in *The Empty Closet* for about 10 years now, and have enjoyed great exposure to the community and much success as a result. I also very much enjoy receiving monthly copies for my reading pleasure!

## Mr. Jean Thibodeau, CPA

**Jean Thibodeau, CPA:**

"I have advertised in *The Empty Closet* for over 15 years now and I am very happy with the results. It is very economical advertising and I have received many new clients from the ads. I highly recommend that any gay-owned or gay-friendly business consider placing an ad in the E.C."



**Randy Raetz, DDS:**

"*The Empty Closet* is **the source** to go to – to advertise to the LGBTQ community in the Rochester area and

surrounding counties. It is widely read by a great deal of the community, who are loyal supporters of gay and lesbian businesses and also gay friendly businesses. I am pleased to have had the opportunity to advertise with them now for over a decade, and I plan to do so for many more years to come."



## Brighton Securities

*Insights. Investments. Income.*

**Susan Light and Brighton Securities:**

"We are proud to support *The Empty Closet* as part of our commitment to Rochester's LGBT community."



**Mark Ellenwood, Electrician:**

"I have advertised exclusively in *The Empty Closet* continuously since the establishment of my electrical contracting business over 25 years ago. Not only has this advertising generated a reliable influx of new business, it also helps keep me in touch with my loyal customer base."



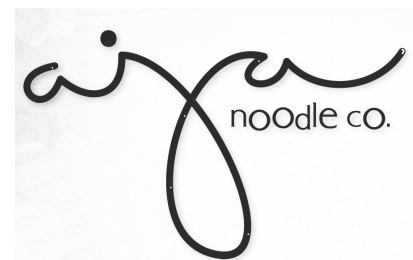
**Outlandish Videos & Gifts:**

"Advertising in *The Empty Closet* has been an invaluable resource in promoting our business and reaching our target audience. By advertising in *The Empty Closet* we have expanded our geographic reach. With multiple options to choose from, there are advertising packages/price levels available that have fit our various budgetary needs. We have been advertising with *The Empty Closet* for nearly a decade and have been thrilled with the results."



**Tim Tompkins Enterprises:**

"*The Empty Closet* – tried and true advertising for the Rochester Spa & Body Club for over 25 years."



**Aja Noodles:**

"Aja has advertised with *The Empty Closet* since opening our doors in 2001. Our experience has been profitable and easy to manage. Aja will continue to advertise in *The Empty Closet*."



**Feldman Heating & Cooling:**

"Thank you to our customers reached via *The Empty Closet* for your many years of business!"



Gay Alliance of the Genesee Valley  
875 E. Main Street, Rochester, NY 14605  
www.gayalliance.org

**ADvantage:** (585) 244-9030 or e-mail us at: ECads@gayalliance.org