



Advertising Agreement

Fantasia Fair 43 October 15 – 21, 2017

The longest annually-running transgender event in the world, Fantasia Fair, offers businesses and organizations the opportunity to reach our attendees through print and online advertising.

Advertising space is available on the Fair website, in our monthly newsletter, and in our full-color glossy Participant's Guide.

Banner ad shown on our website's "Advertisers" page as well as in constant rotation on other pages on the Fair's website, www.fantasiafair.org. Your online banner starts within 10 days from the receipt of your payment and artwork and will be displayed through December 2017. The sooner you start your banner ad, the longer it will work for you. You can also display this banner ad in our monthly newsletter which is distributed by emailed and online.

Print advertisement allows you to reach our conference attendees through our annual program book, called our Participant's Guide. This full-color publication is given to each registered attendee as a printed magazine and made available to everyone for download as a PDF document from our website.

Fantasia Fair runs as a non-profit organization so charges only enough to cover expenses. Our advertising rates are a fraction of what you will see elsewhere:

Print Ads	Size (h x w)	Price	Quantity Desired	Banner Ads	Size (h x w)	Price	Quantity Desired
Full Page	7½" x 5"	\$ 125		Website	110px x 500px	\$ 100	
Half-Page	3¾" x 5"	100		Newsletter	at 72 dpi	\$ 25 per month	
Quarter Page	3¾" x 2¾"	75					

Special Offer

One Full-Page Ad plus Website Banner Ad: \$150 (Best Value)

- All ads are full color
- The front covers of the Participants Guide is not for sale
- Print ads should be submitted as high-resolution , press-optimized PDF files or as PNG or JPG files with a minimum of 300 dpi resolution and with 0.5 inch bleeds
- Online banners must be 72 dpi resolution; we accept animated GIFs but not Flash ads; the recommended animation length for all ads is 15 seconds and should be no larger than 40K
- Please send all digital images to advertising@fantasiafair.org
- **Print ad payment and press-quality artwork must be received by August 31st to secure ad space**
Payment methods include check, VISA or MasterCard, or through PayPal using paypal@fantasiafair.org;
Checks should be payable to "Fantasia Fair" and sent to:

Fantasia Fair, 1643 Warwick Ave PMB# 243, Warwick RI 02889-1525

Business Name: _____ Total \$: _____

Mailing Address: _____

Contact Name: _____ Telephone: _____

Contact e-Mail: _____ Website: _____

Signature: _____ Date: _____

Questions? Special Instructions? Contact us at advertising@fantasiafair.org