



**** Revised June 1, 2008 ****

<p>Third Annual South Carolina Black Pride Regular Advertising Rates for Pride Guide</p>

We thank you very much for your interest in the Third Annual South Carolina Black Pride. By the week of June 23rd, we will produce a Pride Guide which will be a souvenir program quality. Our target is to publish at least 1,000 of these booklets and distribute them to pride sponsors, participants, and guests. Please remit **all** payments to:

South Carolina Black Pride
P.O. Box 8191
Columbia, SC 29202
info@southcarolinablackpride.com
www.southcarolinablackpride.com

New Deadline: June 18, 2008

Rates

Back Cover, 1 Full Page Color Ad --- 8.5 x 5.5 inches
\$500.00

Back Inside Cover, 1 Full Page Color Ad --- 8.5 x 5.5 inches
\$400.00

Full Page, Color Ad --- 8.5 x 5.5 inches
\$250.00

Full Page, Black & White --- 8.5 x 5.5 inches
\$150.00

Half Page Horizontal, Black & White --- 4.25 x 5.5 inches
\$75.00

Business Card Size, Black & White --- 3.5 x 2 inches
\$50.00

Patron: Only Name Listed
\$25.00

NEW SC Black Pride Promoters Discount

The SC Black Pride Committee has decided that if a group, promoter, business, or club wants to advertise to advertise in our Pride Guide, we will give them a 25% discount on any ad rate if they can and do comply with 2 conditions no later than June 25, 2008, at 5:00 PM:

- (1) distribute SC Black Pride promotional materials (30 or more items) during *at least* 1 of their large meetings or pre-Pride events, and;
- (2) send out 2 e-mail blasts to their members, patrons, supporters, or listservs, whereas this ad only comes from the SC Black Pride Committee (and is not bundled with any other ad or text not authorized by the SC Black Pride Committee.)

We ask you to not post any of our ads on your websites, facebook, myspace pages, etc. given the wide variance of what such pages look like and of course we do not have a right to edit your page. We will decide if certain links to our internet page are permissible.

The rationale of this policy is that in order to promote unity, we've decided that during Pride to not officially endorse any particular group, social event, party, *per se*, but to provide a means to get the word out to our Pride participants interested in patronizing such groups, events, businesses, clubs, etc.

Discount Rates

Back Cover --- \$500 - \$125 = \$375.00
Back Inside --- \$400 - \$100 = \$300.00
Full Page, Color --- \$250 - \$62.50 = \$187.50
Full Page, B& W --- \$150 - \$37.50 = \$112.50
Half Page, B & W --- \$75 - \$18.75 = \$56.25
Business Card, B & W --- \$50 - 12.50 = \$37.50
Patron Name --- \$25 - \$6.25 = \$18.70

Disclaimer: *Groups certainly may opt to not take the above discounted rate and instead donate the otherwise discounted portion as a sponsorship of the SC Black Pride. We will discuss a reimbursement with those who previously paid the regular rate and want to and can comply with this discount policy.*

Agreement: By signing below, I certify that I/my group can and shall comply with this discount policy by no later than 5:00 p.m. on Wednesday, June 25, 2008. If for any reason I/my group does not comply with this discount policy, than I agree the SC Black Pride Committee has the authority to revert back to the regular advertising rates and will remit the full amount to the SC Black Pride.

Print Name: _____ Group Name: _____

Signature: _____ Date: _____

E-mail Address: _____ Telephone: _____

Address: _____

Send to: *South Carolina Black Pride / P.O. Box 8191 / Columbia, SC 29202*