

Your Business Name (required): _____

- I AM A RETURNING ADVERTISER AND I WANT TO ORDER THE EXACT SAME PRINT and/or ONLINE AD(s) USING THE EXACT SAME AD AS LAST YEAR
If you check this box, then skip to the last page (page 4)!

BOOK PRINT Ad Selection - Complete this section if you are purchasing a Book Ad

		Commercial	Non-Profit	Using Same Art as Last Year?	Emailing New Art to Us?
Cover Ads ①	Outside Back Cover	\$2410 <input type="checkbox"/>	\$2410 <input type="checkbox"/>	yes <input type="checkbox"/>	yes <input type="checkbox"/>
	Inside Front Cover	\$1355 <input type="checkbox"/>	\$1355 <input type="checkbox"/>	yes <input type="checkbox"/>	yes <input type="checkbox"/>
	Inside Back Cover	\$1355 <input type="checkbox"/>	\$1355 <input type="checkbox"/>	yes <input type="checkbox"/>	yes <input type="checkbox"/>
Display Ads	Full Page ②	\$950 <input type="checkbox"/>	\$500 <input type="checkbox"/>	yes <input type="checkbox"/>	yes <input type="checkbox"/>
	1/2 Page Tall ②	\$620 <input type="checkbox"/>	\$335 <input type="checkbox"/>	yes <input type="checkbox"/>	yes <input type="checkbox"/>
	1/2 Page Wide ②	\$620 <input type="checkbox"/>	\$335 <input type="checkbox"/>	yes <input type="checkbox"/>	yes <input type="checkbox"/>
	1/4 Page Tall ③	\$400 <input type="checkbox"/>	\$225 <input type="checkbox"/>	yes <input type="checkbox"/>	yes <input type="checkbox"/>
	1/4 Page Wide ③	\$400 <input type="checkbox"/>	\$225 <input type="checkbox"/>	yes <input type="checkbox"/>	yes <input type="checkbox"/>
	1/8 Page ③	\$285 <input type="checkbox"/>	\$170 <input type="checkbox"/>	yes <input type="checkbox"/>	yes <input type="checkbox"/>
Basic Listing ④		\$165 <input type="checkbox"/>	\$100 <input type="checkbox"/>		
Coupon ⑤	1 Coupon	\$20 <input type="checkbox"/>	\$20 <input type="checkbox"/>	yes <input type="checkbox"/>	yes <input type="checkbox"/>
	4 Coupons (full page)	\$65 <input type="checkbox"/>	\$65 <input type="checkbox"/>	yes <input type="checkbox"/>	yes <input type="checkbox"/>

How will you provide your graphic print ad art to us (if applicable)?

Same as last year Will email Request Design Service

Design Service is quoted on a per request basis at an additional cost

PRINT ADS - FREE EXTRAS!

- | | |
|--|---|
| ① Cover Ads include:
Print Full Page Ad
Online Showcase Listing | ② Full Page and 1/2 Page Ads include:
Online Showcase Listing |
| ③ 1/4 Page and 1/8 Page Ads include:
Online Showcase Listing | ④ Featured Listing and Basic Listing include:
Online Standard Listing |
| ⑤ Coupon(s) include:
Online Coupon(s) | |

PRINT Ad Listing

Complete this section if you are buying ANY **Print Book Ad**.

This information will be published in the book!

The order of information cannot be changed and the order is the same for all text listings in the book.

Same as Last Year (check if yes)

All information is optional except the Business Name

Business/Organization Name

Marketing Message in 30 words or less

Website URL

Contact Email

Contact Phone

Contact Fax

Contact Name

Business Physical Address

Listing Example:

Stonewall Columbus

Stonewall Columbus serves the Central Ohio LGBTQ community by providing a community center and offering services that enhance the well-being of our diverse community.

www.stonewallcolumbus.org

info@stonewallcolumbus.org

614-299-7764

614-299-4408

Jane Smith

1160 N. High Street

Columbus, OH 43201

ONLINE Ad Selection

Select the Ad Option(s) you would like. Complete this section if you are purchasing only an Online Ad or if you are purchasing an Online Ad which is not already included with your Print Ad purchase. All prices shown are for 1 Year unless otherwise indicated.

	Commercial	Non-Profit	Using Same Art as Last Year?	Emailing New Art to Us?
Leaderboard Ad	\$300 <input type="checkbox"/>	na	yes <input type="checkbox"/>	yes <input type="checkbox"/>
Showcase Plus Listing	\$250 <input type="checkbox"/>	na	yes <input type="checkbox"/>	yes <input type="checkbox"/>
Showcase Listing	\$180 <input type="checkbox"/>	na	yes <input type="checkbox"/>	yes <input type="checkbox"/>
Standard Listing	\$100 <input type="checkbox"/>	na	na	na
Coupon	\$25 <input type="checkbox"/>	na	yes <input type="checkbox"/>	yes <input type="checkbox"/>
SWC eNewsletter Featured Business (LIMIT 2 appearances per year)	\$20 <input type="checkbox"/>	na	yes <input type="checkbox"/>	yes <input type="checkbox"/>
Classified Ad	free <input type="checkbox"/>	na	na	na
Article	free <input type="checkbox"/>	na	na	na
Event Calendar Post	free <input type="checkbox"/>	na	na	na

ONLINE Ad Listing

Complete this section for ANY **Online Ad**. This is the information you want to have published online!

Same as Last Year (check if yes)

Same as Print Book Ad (check if yes)

All information is optional except the Business Name

Business/Organization Name

Website URL

Email

Phone

Fax

Business Physical Address

Summary **(limit 250 characters)**

Description **(for Showcase Listing only – no word limit – attach additional sheet as needed)**

CATEGORY SELECTION - This section is required for all Print & Online Ads**1st Category is Free****\$10 for each Additional or New Category**

- | | | |
|--|--|--|
| <input type="checkbox"/> Accounting & Tax Services | <input type="checkbox"/> Electronics | <input type="checkbox"/> Nursery & Greenhouse |
| <input type="checkbox"/> Adoption & Foster Care | <input type="checkbox"/> Employment | <input type="checkbox"/> Office Supplies |
| <input type="checkbox"/> Adult Interests | <input type="checkbox"/> Entertainment & Culture | <input type="checkbox"/> Optometrists |
| <input type="checkbox"/> Advocacy & Activism | <input type="checkbox"/> Entertainment Services | <input type="checkbox"/> Painting/Decorative Finishing |
| <input type="checkbox"/> Air Duct Cleaning | <input type="checkbox"/> Event Facilities & Event Planning | <input type="checkbox"/> Performing Arts |
| <input type="checkbox"/> Air Quality Testing | <input type="checkbox"/> Eyewear | <input type="checkbox"/> Pest Control |
| <input type="checkbox"/> Animal Shelters | <input type="checkbox"/> Festivals | <input type="checkbox"/> Pet Care & Supplies |
| <input type="checkbox"/> Answering Service | <input type="checkbox"/> Film | <input type="checkbox"/> Pet Grooming |
| <input type="checkbox"/> Apartments | <input type="checkbox"/> Financial Services/Investments | <input type="checkbox"/> Pharmacy |
| <input type="checkbox"/> Art & Galleries | <input type="checkbox"/> Fitness & Wellness | <input type="checkbox"/> Photography & Videography |
| <input type="checkbox"/> Atheist | <input type="checkbox"/> Flooring & Floor Coverings | <input type="checkbox"/> Picture Framing & Hanging |
| <input type="checkbox"/> Attorneys | <input type="checkbox"/> Floral/Florists | <input type="checkbox"/> Plumbing |
| <input type="checkbox"/> Automotive Sales & Repair | <input type="checkbox"/> Food & Dining | <input type="checkbox"/> Printing & Promotional |
| <input type="checkbox"/> Bakeries | <input type="checkbox"/> Funeral & Cremation Services | <input type="checkbox"/> Psychologists (see note 1) |
| <input type="checkbox"/> Banks | <input type="checkbox"/> Furniture Sales & Repair | <input type="checkbox"/> Psychotherapy (see note 1) |
| <input type="checkbox"/> Bars & Nightclubs | <input type="checkbox"/> Gifts | <input type="checkbox"/> Radio & TV |
| <input type="checkbox"/> Baths & Sauna | <input type="checkbox"/> Hair Salons | <input type="checkbox"/> Real Estate |
| <input type="checkbox"/> Beauty Spa & Salon | <input type="checkbox"/> Handyman | <input type="checkbox"/> Religious Organizations |
| <input type="checkbox"/> Bed & Breakfast | <input type="checkbox"/> Healthcare Agencies | <input type="checkbox"/> Restaurants |
| <input type="checkbox"/> Beer/Wine/Spirits | <input type="checkbox"/> Healthcare Clinics | <input type="checkbox"/> Roofing |
| <input type="checkbox"/> Body Piercing | <input type="checkbox"/> Heating & Cooling | <input type="checkbox"/> Schools |
| <input type="checkbox"/> Business Services | <input type="checkbox"/> HIV Services | <input type="checkbox"/> Security Systems/Personal Safety |
| <input type="checkbox"/> Cable-Internet-Phone Provider | <input type="checkbox"/> Home Health Care | <input type="checkbox"/> Senior Services |
| <input type="checkbox"/> Call Centers | <input type="checkbox"/> Home Improvement & Repair | <input type="checkbox"/> Shopping |
| <input type="checkbox"/> Carpet | <input type="checkbox"/> Home Inspections | <input type="checkbox"/> Social Groups & Organizations |
| <input type="checkbox"/> Catering | <input type="checkbox"/> Hotels & Motels | <input type="checkbox"/> Sound Systems |
| <input type="checkbox"/> Chauffeured Driven Transportation | <input type="checkbox"/> Hypnotherapy | <input type="checkbox"/> Specialty Shops |
| <input type="checkbox"/> Chiropractic | <input type="checkbox"/> Inns & Resorts | <input type="checkbox"/> Spiritual & Humanist Organizations |
| <input type="checkbox"/> Cleaning Services | <input type="checkbox"/> Insurance | <input type="checkbox"/> Sports |
| <input type="checkbox"/> Clothing | <input type="checkbox"/> Jewelry & Watches | <input type="checkbox"/> Telephone Systems |
| <input type="checkbox"/> Communication/IT Services | <input type="checkbox"/> Landscape Lighting | <input type="checkbox"/> Travel Agencies |
| <input type="checkbox"/> Community Organizations | <input type="checkbox"/> Landscaping & Lawn Services | <input type="checkbox"/> Travel Information |
| <input type="checkbox"/> Computer Sales & Service | <input type="checkbox"/> Magazines | <input type="checkbox"/> Tree Service |
| <input type="checkbox"/> Construction | <input type="checkbox"/> Marketing | <input type="checkbox"/> Vacation Spots & Rentals |
| <input type="checkbox"/> Consulting | <input type="checkbox"/> Massage Therapy | <input type="checkbox"/> Veterinarians |
| <input type="checkbox"/> Cosmetic Surgery & Procedures | <input type="checkbox"/> Member Organizations | <input type="checkbox"/> Volunteer Opportunities |
| <input type="checkbox"/> Counseling (see note 1) | <input type="checkbox"/> Mental Health | <input type="checkbox"/> Wedding & Commitment Ceremonies |
| <input type="checkbox"/> Cultural Diversity | <input type="checkbox"/> Mortgage | <input type="checkbox"/> Window Treatments |
| <input type="checkbox"/> Dentists | <input type="checkbox"/> Moving/Storage | <input type="checkbox"/> Youth |
| <input type="checkbox"/> Doctors | <input type="checkbox"/> Museums & Collections | <input type="checkbox"/> New Category (write below) |
| <input type="checkbox"/> Drug & Alcohol Recovery (see note 1) | <input type="checkbox"/> Music | <input type="checkbox"/> New Category (write below) |
| <input type="checkbox"/> Education | <input type="checkbox"/> Nails | |
| <input type="checkbox"/> Electrical | <input type="checkbox"/> Networking | |

Note 1:

These categories will be listed in the index but all of them will refer the reader to the Mental Health category like this example: **Counseling (see Mental Health)**

ADVERTISING CONTRACT - This section is required for all Ads

AD REVIEW AND APPROVAL

Advertisements must be proofed by the advertiser and a proof approval must be received by Stonewall Columbus for the ad to be published.

BILLING AND PAYMENT

Payment is due when invoice is received. You may receive your invoice via email. No ad will run in Lavender Listings without payment in full and a signed contract.

CONTRACT AND COPY REQUIREMENTS

1. A contract must be signed by the advertiser.
2. All advertising is subject to approval by publisher.
3. Advertisers assume full responsibility and liability for any claims arising from the advertisement.
4. The publisher shall not be liable for errors in proofs approved by the advertisers.
5. The publisher shall not be subject to any liability, whatsoever, for any failure to publish or circulate all or any part of issue or issues because of circumstances not within the control of the publisher.
6. All advertisers must be in good financial standing with Stonewall Columbus in order to appear in Lavender Listings.
7. No special requests for positioning of print advertisements other than contracted can be accepted since publication is alphabetized by type, category and size.
8. Layout, format and structure of all advertisements in the book and online website are solely determined by the publisher.
9. Category placement of all listings is at the discretion of the publisher for clarity and length considerations.
10. Presentation of the Lavender Listings website is at the discretion of the publisher. The appearance of the website and ad order, placement, sizes, etc. on the site may change from time to time without notice.
11. For Stonewall Columbus eNewsletters, you must schedule at least 2 weeks in advance. Subject to availability. Limit 2 newsletters per business per year.

PLEASE NOTE: Failure to provide print and online ad art according to the published Lavender Listings Art Specifications may result in UNPREDICTABLE OR DISAPPOINTING print or online display of your advertising, or the OMISSION of your ad.

I Agree to the above Terms and Conditions and Agree to pay the Approved Invoiced Amount by the Invoice Due Date.

Information below is NOT published!

Business/Organization	Date
Signature of Authorized Representative	Print Name
Email Address (required)	