



Rate Card GLBT COUPON BOOK

Out In Minnesota launched Minnesota's best GLBT community and resources website in 2008. The www.outinminnesota.com website features GLBT bars, organizations and businesses across Minnesota. It also features hotels, transportation resources, news, maps, free classifieds and personals. Our goal is to help GLBT residents and visitors finding their way around Minneapolis, St. Paul and the rest of Minnesota. The Out In Minnesota GLBT coupon book will help residents and visitors find new GLBT friendly businesses and save money. Advertisers of the GLBT coupon book will promote their business to a very niche solid market, the gay community.

Advertising Size and Rates:

Size	Width	Height	Price
Coupon (black)	4.5 inches	2 inches	\$200
Advertising inside front cover page (color)	5 inches	2.5 inches	\$800
Advertising inside back cover page (color)	5 inches	2.5 inches	\$550

Coupon book size is 5.5"x2.5".

10,000 Hard copies will be distributed free of charge at the Twin Cities Gay Pride June 27th & 28th 2009 among 450,000 people.

Your coupon will also be listed for download at our website www.outinmn.com for the 4 months of July through October.

Advertising posters will be placed throughout Minneapolis and St. Paul at GLBT friendly businesses.

25% Discount on a second or third coupon or advertisement.

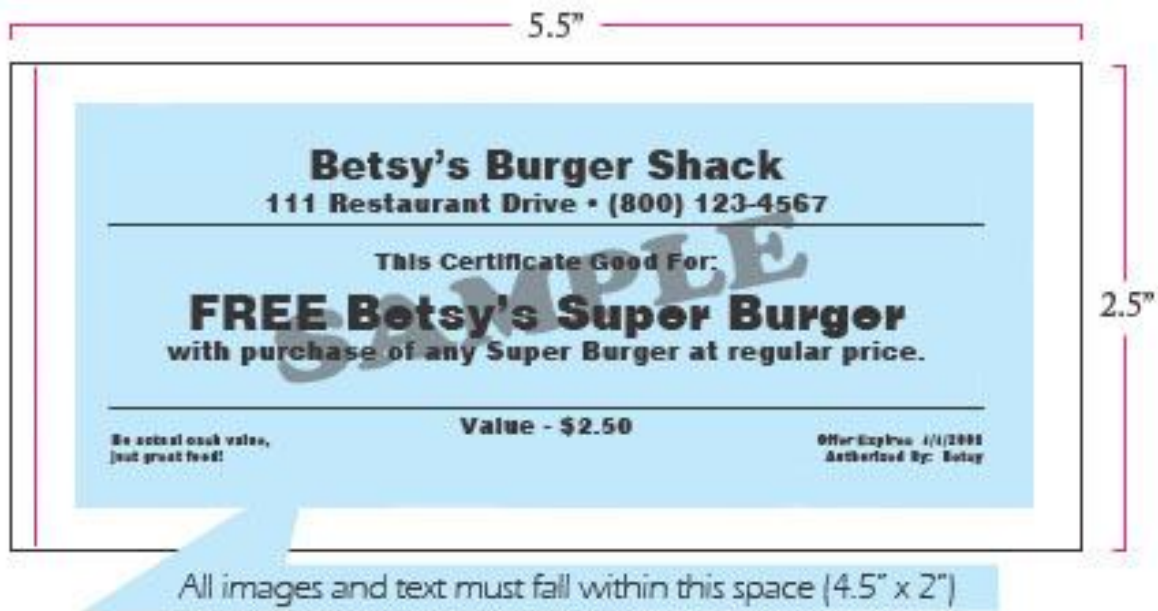


Coupon Book Front Page:



Approximately actual size of the coupon book: 5.5" x 2.5"

Coupon Sample & Size:



Coupon (images and text) size must not exceed 4.5" x 2". Inside front and back advertising must not exceed 5" x 2.5". Feel free to contact us if you have any questions:
Phone: (612) 245-2355
Email: admin@outinmn.com

General

The first edition coupon book will be launched at the Twin Cities Gay Pride June 27th & 28th, 2009 in Loring Park, Minneapolis. 10,000 copies will be distributed among over 300,000 people locals and visitors and 370 vendors attending the festival over a 2 day period.

Remaining coupon books will be placed at GLBT friendly establishments around the Twin Cities. Out In Minnesota plans on releasing 4 issues per year.

Protective Clause

By submitting an ad, the advertiser asserts he has the right to publish that ad and he agrees to the terms of this rate card. Advertisers and advertising agencies assume all liabilities for all content of all advertisements printed and also assume all liability for any claims arising there from made against the publisher.

The publisher reserves the right to reject any advertisement that does not conform to his publication standards. Publisher is not liable for errors in key numbers.

Any ad that simulates Out In Minnesota's format is not permitted, and the publisher reserves the right to place the word "advertisement" when, in the publisher's opinion, the ad resembles editorial matter.

General Conditions

The publisher may change conditions and rates without notice. If a rate change becomes necessary, an advertiser may cancel his commitment without short rate adjustment, providing the contract rate has been earned on space already run.

Out In Minnesota shall not be liable for any costs or damages if, for any reason, it fails to publish an advertisement.

No conditions other than those listed in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher.

Issuance and Closing Dates

Out In Minnesota's coupon book will be published 4 times a year. Ad materials must arrive by the closing date that is stated on the contract.

Late Advertising

Out In Minnesota strives to provide its advertisers with as much flexibility as possible. However, the publisher reserves the right to publish the latest advertisement if new material isn't received by the closing date. Cancellations or changes cannot be made after the closing date.

Position

Advertisements will be positioned at the discretion of the publisher unless special positions have been ordered by the closing date and are available.

Multiple Pages An advertiser who runs more than one full page in the same issue is entitled to a discount of 25% off space, color and position charges of the 2nd ad.

Payment

Prepayment is required with all advertisements. Invoices are due when received. Both the advertiser and its agency shall be responsible for all charges associated with publishing an ad.

Two or more businesses may not share the same advertising program to earn a better discount. The rates shown on this card are net rates. The advertiser shall pay any bank or transaction charges incurred in paying for an ad.

Mechanical Requirements

Size of Material: Files must be submitted as a single document in PDF, JPG or TIF form with all pages measuring 5.5" x 2.5" and all text and images within the margins specified. All images and text must fall within 5"x2".

Proofs: The publisher accepts no responsibility for the appearance of color ads that are supplied without an industry- standard proof.

Bleeds: Available on front and back page ads only.

Production Services

Out In Minnesota will accept non-camera-ready advertisements for publication and perform any typesetting, layout or camera work necessary to publish them. Cost of preparation will be billed to the advertiser.

The cost of such preparation can be estimated in advance. Approximately \$35 to design the layout of a coupon.

Photos used are best supplied as PDF, JPG or TIF files.

Files smaller than 5 Mb may be emailed, but larger ones should be FTPed or supplied on a CDROM.

Storage

All files, film, art and photographs will be held for six months and then destroyed unless otherwise requested in writing.

Although Out In Minnesota takes reasonable care of such materials, it cannot accept responsibility for the safety of any material it receives.

Mailing Instructions

Send orders and material to:

Out In Minnesota

5845 Pillsbury Avenue South

Minneapolis, MN USA 55419

Telephone: (612) 245-2355

(Mon. – Fri., 10am – 5pm)

Fax: (612) 866-8058

Files of 5Mb or less may be emailed to

admin@outinmn.com but larger ones should be FTPed or supplied on CDROM.

Inserts

No inserts will be available.

Subscriptions

Minnesota: Free copies can be obtained at friendly GLBT establishments. A list of locations will be provided soon.

Advertisement Contract Out In Minnesota's GLBT Coupon Book

Company: _____ Phone: (____) _____ - _____

Contact: _____ Fax: (____) _____ - _____

Position: _____ Mobile: (____) _____ - _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Website: _____

Advertisement Type

Regular: (Black & White)

Specialty: (Color)

Coupon \$ 200

Inside Front Cover \$800

Inside Back Cover \$550

Extra or 2nd Coupon \$150

Payment Type:

Check Cash Amount: \$ _____

Deadlines:

Contract: June 1st, 2009 Artwork: June 5th, 2009

I _____ authorize this advertising contract and agree to abide by the terms and conditions of this 4 page agreement.

Signed: _____

Position: _____ Date: _____

Please fax, mail or email this signed contract to us:

Out In Minnesota, 5845 Pillsbury Avenue South, Minneapolis MN 55419

Phone: (612) 245-2355 Fax: (612) 866-8058 Email: admin@outinmn.com

This contract for advertising is between the company above (the advertiser) and Out In Minnesota.