

TransWeek²⁰²²

The "Original" Fantasia Fair

Since 1975

Advertising Agreement

Transgender Week 2022 - FanFair #48, October 16-23, 2022

The world's longest-running transgender event offers businesses and organizations the opportunity to reach our attendees through print and online advertising.

Advertising space is available on our official website and in our full-color glossy Participant's Guide.

Your electronic ad is shown on our website's pages and in rotation on the front page, www.fanfair.info. Your artwork will be displayed through the end of the NEXT calendar year. The sooner you start your ad, the longer it will work for you.

Your print advertisement allows you to reach our conference attendees through our annual program book, called *FanFair Participant's Guide*. This full-color glossy publication is given to each registered attendee and advertisers as a printed magazine and is available for download as a PDF document from our website. Guides from previous years are available—with ads still included. Your ad continues to work for you!

TransWeek is a nonprofit organization, so charges only cover our expenses. Our advertising rates are a fraction of what you will see elsewhere.

| Print Ads | Size (h x w) | Price | Quantity | Online Ads | Size (h x w) | Price | Quantity |
|--------------------|-----------------|-------|-------------|------------|---------------|-------|----------|
| Full Page | 8 1/2" x 5 1/2" | \$150 | _____ | Website | 100px x 500px | \$100 | _____ |
| Half Page | 4.25" x 5 1/2" | \$120 | _____ | | 250px x 500px | \$140 | _____ |
| Quarter Page | 4.25" x 2 3/4" | \$ 75 | _____ | | | | _____ |
| Outside Back Cover | 8 1/2" x 5 1/2" | \$225 | Sold | | | | _____ |
| Inside Back Cover | 8 1/2" x 5 1/2" | \$175 | Sold | | | | _____ |
| Inside Front Cover | 8 1/2" x 5 1/2" | \$200 | Sold | | | | _____ |

Special Offer: One Full-Page Ad Plus Website Ad: \$180 (Best Value)

Double Super Special Offer: 10% Discount for Renewing Advertisers

- All ads are full color
- Print ads should be submitted as high-resolution, press-optimized PDF with 0.5" bleeds
- Please send all digital images to advertising@fantasiafair.org
- **Print ad payment and press-quality artwork must be received to secure ad space. We cannot start your ad until you have submitted your artwork and payment.**

Payment methods include check or Paypal at paypal@fantasiafair.org

Checks should be made payable to: ITEO/Fantasia Fair and sent to:

Fantasia Fair, P.O. Box 293, East Bridgewater, MA 02333.

Business Name: _____ Total \$ _____

Mailing Address: _____

Contact Name: _____ Telephone: _____

Contact E-mail: _____ Website: _____

Signature: _____ Date: _____

Questions? Contact us at: advertising@fantasiafair.org.