



## Distribution Profile

**Press Run . 12,000**

Hartford Area :	3,100
New Haven Area :	2,700
Fairfield County :	1,400
Eastern Connecticut :	1,100
Springfield / Northampton Area :	1,100
Vermont/New Hampshire :	300
Albany, NY area:	250
Maine :	1,000
Rhode Island .	200
New York City :	250
Resort Areas :	350
Subscribers :	250 (Approximately)

Metroline is a free publication, published biweekly and has over 300 drop-off locations throughout our distribution area.

We have been around for over thirty years and we are the only gay and lesbian publication serving Connecticut's gay market. We are highly regarded within the community and are an ideal source for your business to use in order to reach this market.

Many large corporations have taken advantage of surveys that show gay and lesbian people tend to have a higher disposable income than society at large and have tapped into the market.



## Advertising Rate Sheet - 2009/2010

All rates are per issue unless otherwise noted

Reduced rates apply only to ads run in consecutive issues

Ad Size	4 Color Add'l Fee	Single Issue	6 Issues	12 Issues	24 Issues	Non-Profit
2 Page Spread	Included	\$650	\$600	\$550	\$500	\$450
Full Page	\$50	\$350	\$340	\$320	\$300	\$250
1/2 Page	\$25	\$180	\$170	\$160	\$150	\$125
1/3 Page	\$20*	\$150	\$140	\$130	\$120	\$100
1/4 Page	\$10*	\$125	\$120	\$115	\$110	\$80
Boxed Card	\$5*	\$50	\$48	\$45	\$40	\$30
Special Box Ads	\$5	\$55	\$53	\$51	\$48	N/A

–1 Year Business Listing: \$190 (\$50 extra for Web Site listing)

–Calendar Listing: \$30/Issue (Up to 25 Words)

–Bleed Ads – \$25 additional fee

–Inserts per 1000: \$60–stuffed, \$80–stapled

\* Four Color Options: 4 color additional fee added to per issue cost (additional fees listed in table above). Color for smaller ads based on availability of space.

-Back Cover: \$500

-Inside Front, Inside Back: \$400

-Center Spread: \$700

Prices are based on advertisers providing film or camera ready art to size.

We do not design ads. If a submitted ad needs to be updated or redesigned, labor is billed at \$50 per hour.

*Metroline*

*495 Farmington Avenue*

*Hartford, Connecticut 06105*

*Telephone: (860) 231-8845*

*Toll Free (outside greater Hartford area): (888) 233-8334*

*Fax: (860) 233-8338*

*Email: sales@metroline-online.com*

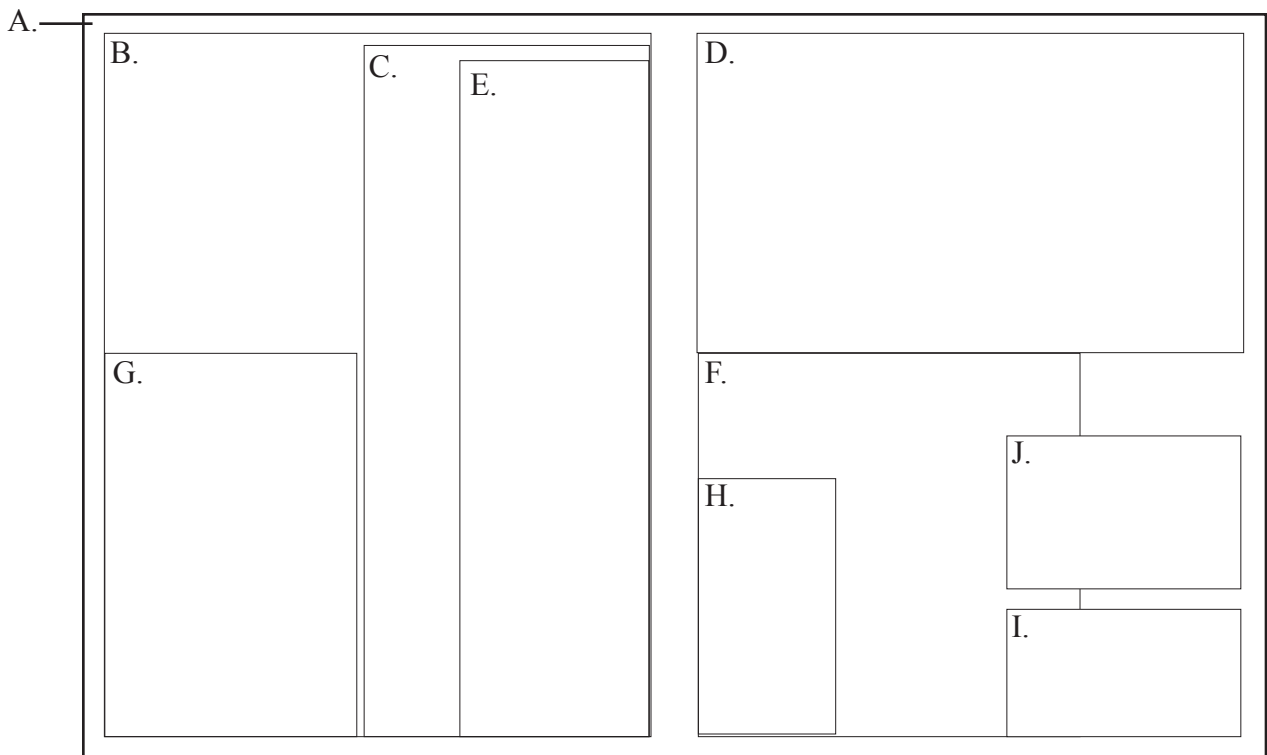


## Ad Specifications

**Page size: 8.125" x 10.75"**

**Margins: 0.5"**

Ad Size	Non-Bleed	Bleed (.125")	Bleed Live Area
A. Center Spread	15.25 x 9.75	16.25 x 11	15.25 x 9.75
B. Full Page	7.125 x 9.75	8.25 x 11	7.125 x 9.75
C. Half Page Long	3.5 x 9.75	4.125 x 11	3.5 x 9.75
D. Half Page Wide	7.125 x 4.75	8.25 x 5.375	7.125 x 4.75
E. Third Page Long	2.375 x 9.75	N/A	N/A
F. Third Page Wide	4.75 x 4.75	N/A	N/A
G. Quarter Page	3.5 x 4.75	N/A	N/A
Business Card Boxed Ads			
H. Long	1.75 x 3.25	N/A	N/A
I. Wide	3.5 x 1.50	N/A	N/A
J. Special Wide	3.5 x 1.8	N/A	N/A



Deadline for Ads and Copy is the Friday Prior to Publication

JANUARY 2009						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	<b>9</b>	10
11	12	13	14	15	16	17
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25	26	27	28	29	30	31

FEBRUARY 2009						
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MARCH 2009						
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APRIL 2009						
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31						

JUNE 2009						
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JULY 2009						
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AUGUST 2009						
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SEPTEMBER 2009						
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OCTOBER 2009						
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NOVEMBER 2009						
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DECEMBER 2009						
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FEBRUARY 2010						
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APRIL 2010						
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30	31					

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27	28	29	30			

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AUGUST 2010						
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