



**VIRTUAL
PRIDE GUIDE 2021**
RATE CARD



Hello friends,

It's me again, Osmel, but you can call me Oz, even though we are unable to celebrate in person this year, we're excited to bring people together online through a series of free Virtual Pride events.

Due to the pandemic, Capital Pride Summer Festival will be held virtually again this year. Pride is more than a parade or a festival, Pride allows individuals in our community to be proud of living their truth in a world that at times doesn't accept them.

The 2021 Virtual Pride guide provides your organization with direct market access to the Ottawa-Gatineau 2SLGBTQ+ Communities and is the official digital publication of the region's Virtual Pride Festival, taking place August 22-29, 2021.

Advertising space is limited so book today! Need more ways to promote your organization/company to the 2SLGBTQ+ community? Join us in sending celebratory virtual messages of hope and love to the 2SLGBTQ+ community in the National Capital Region. This message can consist of a 30 second video that will be aired between Capital Pride Virtual Week Programming.

For booking information or other inquiries please don't hesitate to contact us at prideguide@capitalpride.ca

We hope you can advertise with us and we look forward to celebrating The Capital Pride Virtual Summer Pride Festival with you!

Yours in Pride,

Osmel B, Guerra Maynes
Executive Director, Capital Pride

Canada

Ontario

Ottawa

TD TD READY COMMITMENT

ADVERTISING CONTRACT 2021 • PRIDE GUIDE



COMPANY DETAILS

COMPANY	
CONTACT	
ADDRESS	
PHONE	
EMAIL	

ACCOUNTS PAYABLE / FINANCIAL CONTACT (IF DIFFERENT FROM ABOVE)

NAME	
EMAIL	
PHONE	

PAGE SIZE	DIMENSIONS	PRICE	
Full Page	5.5" wide x 8.5" tall .125" bleed	\$850	
Half Page	5" wide x 3.875" tall	\$600	
Quarter Page	2.375" wide x 3.875" tall	\$400	
Video Advertisement - Aired during Drag Pageant*	One Play, 30 Seconds	\$1000	
Banner Ad - website	Place usual size of a banner ad for web/Facebook	\$500	
		SUBTOTAL	
		HST 13%	
		TOTAL	

DEADLINES:

SPONSORSHIP - WEDNESDAY JUNE 30, 2021

PRIDE GUIDE SUBMISSIONS - FRIDAY JULY 16, 2021

VIDEO SUBMISSIONS - FRIDAY JULY 23, 2021

Please send a landscape style video to prideguide@ottawacapitalpride.ca

***PLEASE USE FREE and/or PURCHASED COPYRIGHTED MUSIC FOR VIDEO SUBMISSIONS.**

AUTHORIZED SIGNATURE

NAME (PLEASE PRINT)

SIGNATURE

DATE

TERMS AND CONDITIONS

ARTWORK REQUIREMENTS AND DEADLINE SCHEDULE

Camera-ready artwork must be in PDF, TIFF or Ai format. Files should be submitted to prideguide@ottawacapitalpride.ca. Fonts must be outlined and image resolution must be minimum 300 DPI. Please include at least 0.25in if artwork requires bleed.

Please use FREE and/or PURCHASED copyrighted music for video submissions.

Advertisers are responsible for submitting correct advertisements. Capital Pride is not responsible for reviewing or proofing advertisement and will not be held liable for errors in artwork provided.

DEADLINES:

Sponsorship: Wednesday June 30, 2021

Pride Guide Submissions: Friday July 16, 2021

Video Submissions: Friday July 23, 2021

COMMITMENT TO EQUITY AND NON-DISCRIMINATION

Pride events, including the Capital Pride Festival, exist to promote the values of equity, diversity and inclusion at festivals and more broadly in communities, across Canada and throughout the world for members of the 2SLGBTQ+ community.

Capital Pride recognizes that many organizations participate in the Capital Pride Festival in a variety of roles including as event organizers, promoters, parade participants, community fair participants, suppliers, vendors, advertisers and sponsors. Organizations that advertise in the Pride Guide are expected to provide artwork that is consistent with the celebration of pride and positive values of diversity and inclusion in the 2SLGBTQ+ community. Capital Pride reserves the right to reject artwork that, in its sole discretion, promotes discrimination on the grounds of Race, Ethnicity, National Origin, Religious or Political affiliation, Sex, Age, Personal or Family Relations, Disabilities, HIV/ AIDS, Income Restrictions, Union Affiliation, Sexual Orientation, and Gender Orientation is prohibited by and within your organization.

CAPITAL PRIDE WILL RETURN ARTWORK TO ADVERTISERS

The advertiser will either have an opportunity to provide new artwork or will receive a refund on payment received.

PAYMENT

An invoice will be issued to you following the receipt of this order form. Invoices are due within 30 days of receipt and can be paid via credit care of cheques.

Cheques should be made payable to: Capital Pride
403 Bank Street, Studio 2
Ottawa, Ontario K2P1Y6

Have further questions? Contact prideguide@ottawacapitalpride.ca



THANK YOU!

Fierté
— dans la
Capitale
Pride

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