

Our 12th Year of Publishing the Leading Gay & Lesbian Travel Trade Directory

Gay & Lesbian Travel Industry Directory 2011

Increase Your Sales & Distribution Network of Enthusiastic Gay and Gay-friendly Travel Agents, Meeting Planners, Travel Professionals & Press

For the 12th year, Community Marketing, Inc. will publish the *Gay & Lesbian Travel Industry Directory 2011*. Our distribution is targeted to reach travel professionals most interested in serving the gay and lesbian travel consumer, saving you money!

A total of 15,000 directories will be published and distributed as follows:

- **4,000 by Direct Mail to Gay and Gay-Friendly Agents.** Twice (January 2011 and July 2011), we will mail a directory and cover letter to TAG's highly qualified list of the top 2,000 travel agents serving the LGBT community. We do this twice to remind these gay-friendly agents about your product mid-year.
- **4,500 by Direct Mail to the American Association of Travel Agents Members (ASTA).** ASTA has the top agents in North America. During February 2011, we geo-target their larger member list to distribute to agents living in regions with high numbers of gay men and lesbians.
- **2,000 at Gay & Lesbian Events and Promotions** - Community Marketing, Inc. distributes the directory at over 15 gay and lesbian trade events, conferences and workshops every year.
- **2,000 Meeting Professionals** - The directory will be distributed to key meeting planners across North America during February 2011.
- **1,000 Gay & Lesbian Press** - The directory will be distributed to key newspapers and press representing the gay and lesbian community during January 2011.
- **1,000 Tour Operators** - The directory will be distributed to TAG's list of marketing and sales staff of airlines, cruiselines, tour operators and more during February 2011.

Four-color Display Ad Full Page - \$2,400 (8.5 w x 11.0 h + bleed) Half Page - \$1,400 (8.0 w x 5.0 h)
with free Logo Listing: Quarter Page - \$900 (4.0 w x 5.0 h) Eighth Page - \$500 (4.0 w x 2.5 h)
Logo Listing Only: \$100 - All logo listings must be prepaid (Logo, company name, tele., URL and 15 words)

Art and reservation deadline: November 20, 2010. **Specifications:** Send 300 dpi, CMYK eps, tiff or pdf file to David Paisley at David@CommunityMarketingInc.com or by disk to the address below.



(Please print) Company Name _____

Contact Name _____

Address _____ City _____ State/Province _____ Zip Code _____

Tel _____ Fax _____ email _____

Size of Gay & Lesbian Travel Industry Directory ad to be reserved: _____

Total: US \$ _____ Please Invoice Check Enclosed Charge (Circle): Visa MasterCard Amex

Name on Card _____ Credit Card # _____

Expires _____ Signature _____

To order, mail check with form to: Community Marketing, Inc., 584 Castro St. #834, San Francisco, CA 94114 - Tel 415/437-3800

Or mail or fax with credit card information to 415/552-5104.