



# Gay & Lesbian Travel Directory 2012

**Increase Your Sales Network of Enthusiastic LGBT Consumers,  
Travel Agents, Meeting Planners, Travel Professionals & Press**

For the 13th year, Community Marketing, Inc. (CMI) will publish the *Gay & Lesbian Travel Directory 2012*. The 2012 publication will grow to over 160 pages! Our distribution is targeted to reach consumers and travel professionals most interested in serving the gay and lesbian travel consumer, saving you money!

**A total of 20,000 directories will be published and distributed as follows:**

- **10,000 LGBT Consumers** - CMI will rent lists of key LGBT travel consumers and mail the publication to their home.
- **4,000 at Gay & Lesbian Events and Promotions** - Community Marketing, Inc. distributes the directory at over 15 LGBT consumer and trade events, festivals conferences and workshops every year.
- **3,000 by Direct Mail to Gay and Gay-Friendly Agents.** We will mail the directory to 3,000 travel agents on CMI's travel agent list and 2,000 American Society of Travel Agents Members (ASTA) members doing business in major cities
- **1,000 Meeting Professionals** - The directory will be distributed to key meeting planners across North America using lists from MPI.
- **1,000 Gay & Lesbian Press** - The directory will be distributed to key newspapers and press representing the gay and lesbian community.
- **1,000 Tour Operators** - The directory will be distributed to TAG's list of marketing and sales staff of airlines, cruises, tour operators and hotel brands.
- **Bonus** - A downloadable pdf version of the publication will be created, and downloadable from the CMI website.

**Four-color Display Ad:** Full Page - \$2,900 (8.5 w x 11.0 h + bleed)    Half Page - \$1,600 (7.5 w x 5.0 h)  
 Quarter Page - \$900 (3.5 w x 5.0 h)    Eighth Page - \$500 (3.5 w x 2.5 h)

**Advetorial Full Page:** Full Page - \$2,900 (send 600 words, 3 or 4 high res pictures, logo, phone and URL)

**Distribution:** March 2012

**Art and reservation deadline:** February 28, 2012. **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.**