



# TAG Approved® Accommodations Member Directory 2011

As part of your TAG membership, a text listing of each TAG Approved Hotel is included in the annual TAG Approved® Accommodations Member Directory at no additional charge. This form is used for TAG hotels wishing to include a display ad in the directory.

Every Fall, 5,000 copies are printed and then distributed throughout the year by TAG staff at LGBT trade shows and events which we attend to promote all TAG Approved properties.

*Note: this is one of two annual CMI publications that list your hotel. The other is the Gay and Lesbian Travel Directory which has broader advertising beyond just hotels and is distributed direct mail to 20,000 people.*

**STANDARD MEMBERSHIP LISTING AT NO COST:** Each hotel will receive a 10-word description in the directory. The text for this listing was submitted on your application, however you can change your text if needed. Email changes to [glen@communitymarketinginc.com](mailto:glen@communitymarketinginc.com).

**OPTIONAL DISPLAY ADVERTISING:** The directory also provides paid display advertising opportunities in addition to your free print listing.

Publication size 8.5" x 11". Co-op and corporate group ads are encouraged.

**Rates:**

- |                                              |                         |
|----------------------------------------------|-------------------------|
| <input type="checkbox"/> Full-page: \$750    | 8.5 w x 11 h plus bleed |
| <input type="checkbox"/> Half-page: \$400    | 7.5 w x 4.75 h          |
| <input type="checkbox"/> Quarter-page: \$250 | 3.5 w x 4.75 h          |
| <input type="checkbox"/> Eighth-page: \$125  | 3.5 w x 2.5 h           |

Art due October 15, 2011. Send 300 dpi, eps, tiff or pdf file to [David@CommunityMarketingInc.com](mailto:David@CommunityMarketingInc.com) or by disk to the address below. If you have existing art, small variations to ad sizes are acceptable. Publication prints approximately October 30, 2011. For more information, contact Glen Fishman at 415/437-3800 or [glen@communitymarketinginc.com](mailto:glen@communitymarketinginc.com).



**Community Marketing, Inc.**

**2011 TAG APPROVED® DIRECTORY**

(Please print) Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_ email \_\_\_\_\_

Total to be charged US\$ \_\_\_\_\_  Check  Credit Card: Visa MC Amex Cardholder: \_\_\_\_\_

Credit Card # \_\_\_\_\_ Expires \_\_\_\_\_ Cardholder 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. Thank you.**