



International Ms Leather Weekend

San Francisco, CA

March 29 – April 1, 2012

An IMsL, LLC Production

Program Book Advertising Information

Thank you for taking a moment to look over the program book advertising information for International Ms Leather 2012! International Ms Leather (IMsL) is gearing up for the 26th annual event for leatherwomen (and everyone who loves them!) which will be held in San Francisco, CA the weekend of March 29 - April 1, 2012. The weekend will also include the 14th annual International Ms Bootblack Contest.

With our long and distinguished history, advertising in the IMsL 2012 program book will give you the opportunity to reach out to a significant number of individuals in the leather/fetish/SM community. We expect to distribute over 800 program books the weekend of our event. We expect to feature amazing erotic photography in this year's program book, so we can assure high pick-up, pass-on and retention rates.

Advertising in the IMsL program book is also a great opportunity for you to show your support for an International Ms Leather or International Ms Bootblack contestant from your local area!

Discounts for vendors, event sponsors and contestant sponsors are available.

Act now! Space is limited, and we want to make sure you have the opportunity to reach out to and support this important market! The deadline for submission of your ad is **Feb 20, 2012**.

Please contact adsales@imsl.org if you have any questions.



International Ms Leather 2012 Program Book Advertising Contract

Name of business or organization: _____

Contact person: _____

Phone: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

I have emailed my digital ad to ProgramBook@IMsL.org: Yes _____ No _____

Please see attached specifications sheet for information about sizing, format and submission procedure.

All ads except the covers will be in black & white (grayscale).

Ads must be emailed to: ProgramBook@IMsL.org by the February 20, 2012 deadline.

Check	Description	Dimensions	Price
	Full Page Ad	8.5" x 11"	\$300.00
	1/2 Page Ad (Horizontal or Vertical)	8" x 5.125" or 3.875" x 10.5"	\$150.00
	1/4 page ad	3.875" x 5.125"	\$75.00
	1/8 page ad (business card size)	3.875" x 2.5"	\$50.00
	Inside Back Cover (Full Color)	8.5" x 11"	\$500.00
	Inside Front Cover (Full Color)	8.5" x 11"	\$500.00
	Back Cover (Full Color)	8.5" x 11"	\$750.00
	Promotional Materials Stuffed Into Attendee Bags	8.5" x 11" or smaller	\$50.00
Total Enclosed			\$

Ad space is reserved on a first come, first served basis. Please call to confirm availability of full color cover pages. Discounts are available for vendors, event sponsors, and contestant sponsors. Please contact adsales@imsl.org for more information. Please remember to send your artwork and payment to arrive by February 20, 2012

Ad space reservation is not final until payment is received. Credit card payment may be arranged by calling Glenda Rider, Owner/Producer at (410) 963 – 0567.

1. Print and complete this page, scan the completed page and your check or money order, then email to adsales@imsl.org.
2. Send the completed page, along with check or money order, to:

**IMsL, LLC.
PO Box 41032
Baltimore, MD 21203**
3. Send artwork to programbook@imsl.org

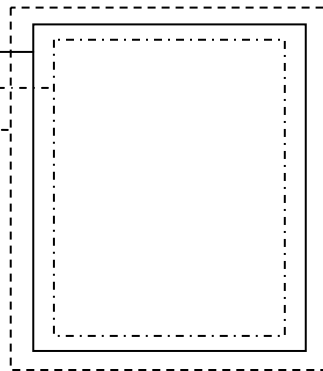
Thank you for supporting International Ms Leather and International Ms Bootblack!

FULL PAGE: 8.5" x 11"

Safe area 8" x 10.5"

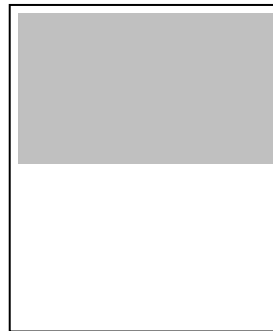
Provide 8.75" x 11.25" for full bleed

- Inside Front Cover
- Inside Back Cover
- Back Cover
- Interior Full Pages



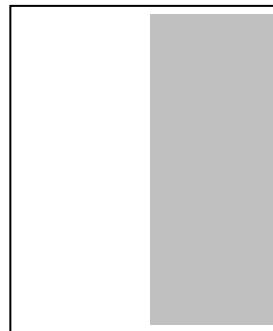
HALF PAGE Horizontal: 8" x 5.125"

- Interior Pages



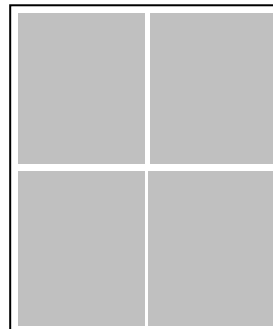
HALF PAGE Vertical: 3.875" x 10.5"

- Interior Pages



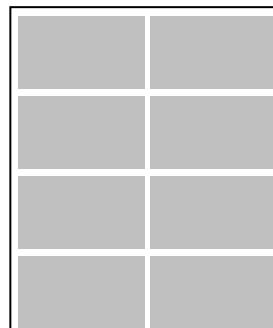
QUARTER PAGE: 3.875" x 5.125"

- Interior Pages



BUSINESS CARD: 3.875" x 2.5"

- Interior Pages



Art submission deadline Feb 20

Files must be submitted in digital format only as high resolution 300 dpi, CMYK (for covers) or Grayscale (For inside pages) Photoshop native, PDF, TIFF, EPS or Illustrator files accepted. All fonts (screen and printer) or images used in the ad must be submitted with the ad. Outline fonts in Illustrator and use NO antialiasing in Photoshop for best results.

Email zipped files and/or send questions about layout to ProgramBook@IMsL.org

Email adsales@IMsL.org for further assistance purchasing ad space.

Thank you for your support!