



International Ms Leather

San Francisco, CA

May 1 – 4, 2008

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 2008! We are very excited about what this year has to offer - please visit www.IMsL.org to find out more!

International Ms Leather (IMsL) is gearing up for the 22nd annual event weekend for leatherwomen (and everyone who loves them!) which will be held in San Francisco, CA the weekend of May 1 – 4, 2008. This year, we also celebrate the 10th Anniversary of the International Ms Bootblack Contest.

With a long and distinguished history, advertising in the IMsL 2008 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 1,000 program books the weekend of our event. The program book will feature the amazing erotic photography of Midori and Janet Ryan so we expect 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! We're running out of space and time and we want to make sure you have the opportunity to reach out to and support this important market! Please contact adsales@imsl.org if you have any questions. The absolute **final** deadline for submission of your ad is February 29, 2008.

Please review the attached advertising contract and please do not hesitate to contact me if you have any questions. Sponsorship information is also enclosed for your review.

Sincerely,

Glenda Rider

Glenda Rider
Executive Producer
ExecutiveProducer@IMsL.org



International Ms Leather 2008

Program Book Advertising Contract



Name of business or organization: _____

Contact person: _____

Phone: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

I have enclosed a camera-ready ad or have emailed a digital ad to ProgramDesigner@IMSL.org: Yes ___ No ___

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

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

Ads must be emailed to: ProgramDesigner@IMSL.org by the absolute deadline of February 29, 2008.

Check	Description	Dimensions	Price
	Full Page Ad	8.5" x 11"	\$300.00
	1/2 Page Ad (Horizontal or Vertical)	3.875" x 10.5" or 8" x 5.125"	\$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 serve 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 29, 2008 – there can be **no exceptions** made to this deadline.

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

1. Fill out contract (above) and send, along with check or money order, to:

**IMsL, LLC.
PO Box 41032
Baltimore, MD
21203**

2. Send artwork to ProgramDesigner@IMSL.org

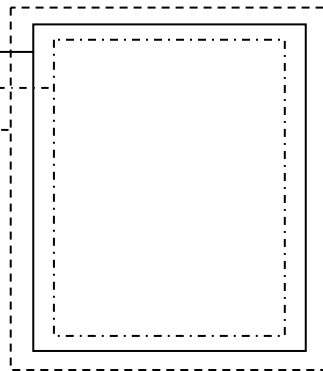
Thank you for supporting International Ms Leather!

FULL PAGE: 8.5" x 11"

Safe area 8" x 10.5"

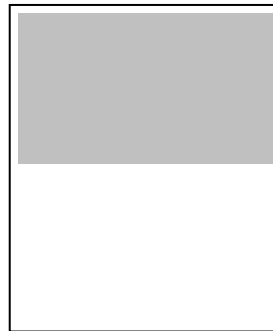
Provide 8.75" x 11.25" for full bleed

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



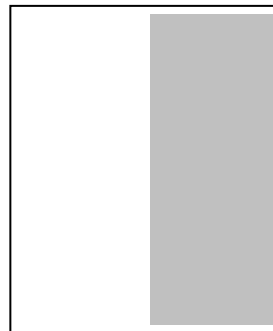
HALF PAGE Horizontal: 3.875" x 10.5"

- Interior Pages



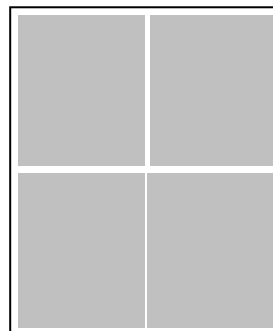
HALF PAGE Vertical: 8" x 5.125"

- Interior Pages



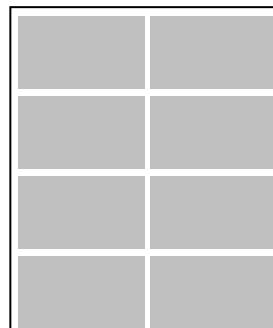
QUARTER PAGE: 3.875" x 5.125"

- Interior Pages



BUSINESS CARD: 3.875" x 2.5"

- Interior Pages



Art submission deadline Feb 29

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 ProgramDesigner@IMsL.org

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





International Ms Leather 2008 Sponsorship Contract



Name of business or organization: _____

Contact person: _____

Phone: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

I have emailed a digital logo to ExecutiveProducer@imsl.org : Yes _____ No _____

Logos must be submitted to ExecutiveProducer@imsl.org by the absolute deadline of January 25, 2008 to be included on IMsL promotional postcard and poster. Sponsorship must be finalized by February 29, 2008 to be included in the program book.

Check	Level	Benefits	Cost
	Bronze	On-Stage "Thank You" Mention on sponsor list in Program Book Free Package Stuffer Banner on Website Small logo on IMsL promotional postcard and poster Banner hung prominently in venue 10% discount on program book ad	\$500.00
	Silver	Bronze benefits plus: Medium Logo on IMsL promotional postcard and poster One Basic Package Registration	\$1,000.00
	Gold	Silver benefits plus: Large Logo on IMsL promotional postcard and poster Banner hung on main stage One Additional Basic Package Registrations (Two Total)	\$2,000.00
	Platinum	Gold benefits plus: Featured Extra Large Logo on IMsL promotional postcard and poster One Additional Basic Package Registrations (Three Total) Logo featured on Pocket Schedule	\$3,000.00
	Diamond	Platinum benefits plus: Logo on attendee name badges One Additional Basic Package Registrations (Four Total) "Special Events" sponsor naming rights (i.e. Lap-Dance-a-Thon, Welcome Reception, Brunch etc.)	\$5,000.00
Total Amount Enclosed			\$

Please remember to send your logos and payment to arrive before January 25, 2008 for inclusion on IMsL promotional poster and postcards – there can be **no exceptions** made to this deadline. **Sponsorship is not final until payment is received.** Credit card payment may be arranged by calling Glenda Rider, Executive Producer at (410) 963 – 0567. Please mail check or money order to:

**IMsL, LLC.
PO Box 41032
Baltimore, MD
21203**

Thank you for supporting International Ms Leather!