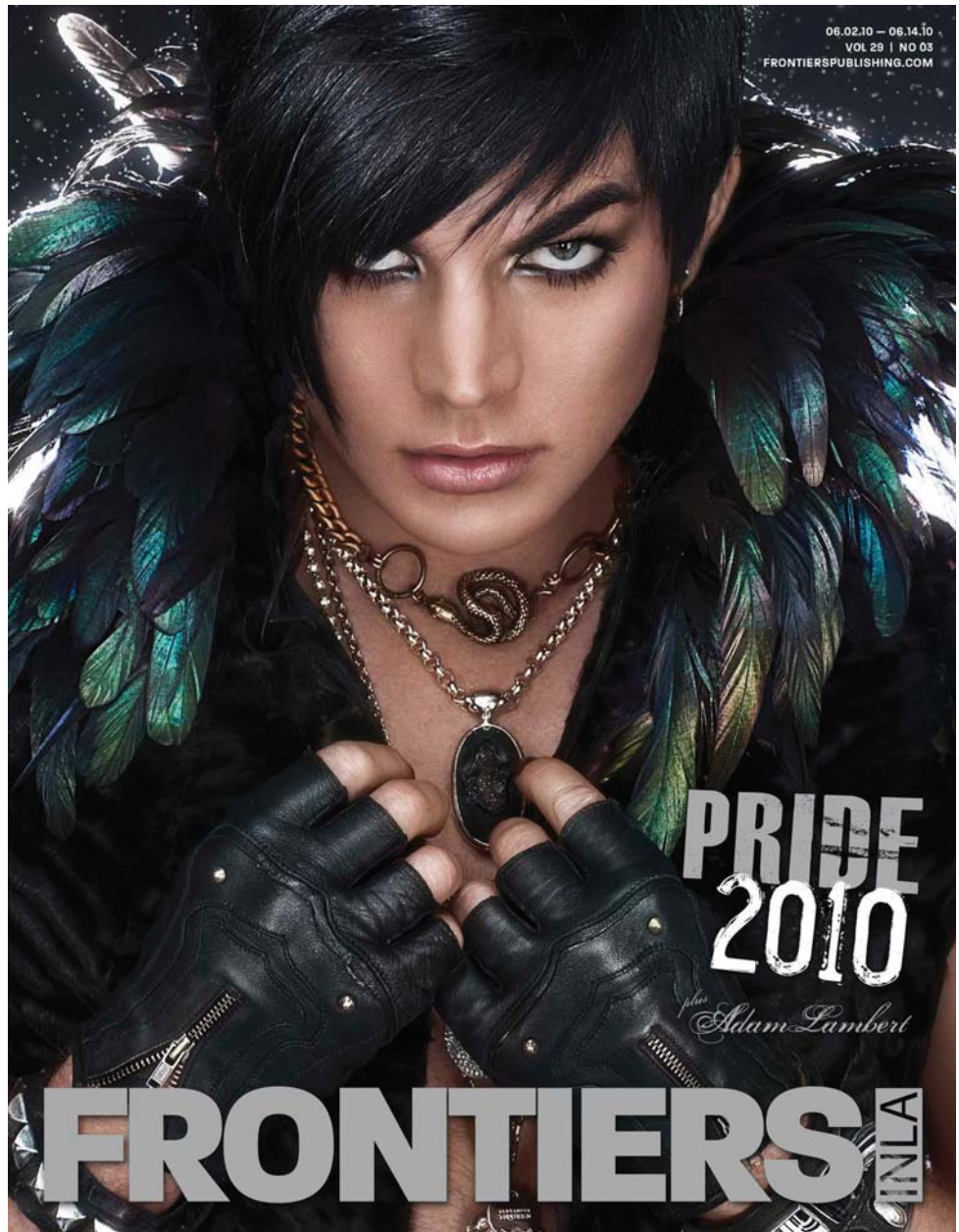
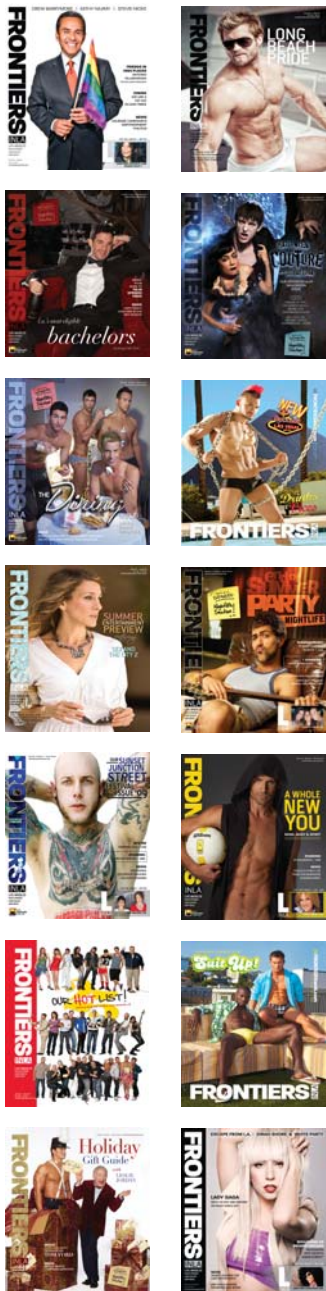


FRONTIERS MEDIA

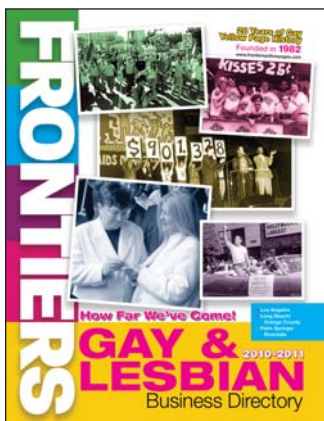


Frontiers Media LLC is the voice of Southern California's LGBT community. Now in our 29th year, our family of publications has been the **one-stop resource for gays and lesbians** looking for news, events, lifestyle, arts and entertainment coverage, as well as LGBT-friendly businesses, products and services. **Frontiers Media is everywhere our loyal, educated and affluent readers** are—in print, online, at events and through email. *We look forward to working with you to build your business with our community!*

“We are Gay L.A.!” Follow us on



FOR ADVERTISING AND SUBSCRIPTION INFORMATION
 CALL 323.930.3220
 FrontiersWeb.com | FrontiersYellowPages.com



Frontiers Media

PRINT FRONTIERS MAGAZINE

Now in our 29th year, Frontiers Magazine has been the voice of Southern California's LGBT community. We continue to set the standard for news, lifestyle, social commentary, arts and entertainment for our loyal, educated and affluent readers.

- Bi-weekly publication
- 35,000 copies printed per issue = 105,000+ readers per issue
- Serving the largest gay market in the United States

FRONTIERS GAY & LESBIAN BUSINESS DIRECTORY

We are the first gay and lesbian yellow pages in the United States! For 29 years we have been the #1 go-to resource for LGBT-friendly businesses, products and services. Our multimedia presence in print, online, on CDs and on smart phones puts your business into the hands of every generation of our community.

DIGITAL MEDIA FRONTIERSWEB.COM

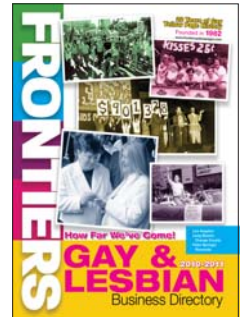
The newly reformatted *FrontiersWeb.com* allows our readers to interact and engage with our advertisers as they enjoy daily updates, national and local breaking news, blogs and the latest entertainment. *FrontiersWeb.com* gives you comprehensive integrated media.

EZINE & 'L IN LA' LEZINE

Every other Friday, we publish our Frontiers Ezine—a digital, email version of the magazine that highlights our top stories, event photos, calendar of events and other features. Banner and tower ads are available and go right into the hands of our 8,000+ subscriber list. The *Frontiers* 'L in L.A.' Lezine is for women only and is emailed to an exclusive lesbian list of 1,500+ on the same date as the Ezine.

EVENTS

Promote your business or brand at an event that complements your business. Our annual *Frontiers* Signature Events or VIP Nights Out offer a wide variety of sponsorship opportunities that put you in front of the trend-setting gay and lesbian Los Angeles set.



call
323
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The Largest Gay and Lesbian Readership in Southern California!

Every two weeks, the LGBT community eagerly picks up *Frontiers* Magazine to find out what's going on. For 29 years, we have been the first stop for everything gay. Our publication includes local and national news, social commentary, lifestyle, arts & entertainment and events.

Themed Issues

Every issue of the magazine is built around a theme that reflects the time of year and covers favorite topics of our readers.

News Box

Keeps readers up-to-date on important local, national and international news events, especially as they impact our community here and at large.

In-Depth Special Reports

Featuring our award-winning journalist Karen Ocamb, as she researches and reports on the issues that affect our community.

Calendar of Events

A fourteen-day summary of top picks of what to do and see for the LGBT community.

Nightlife

Comprehensive coverage of bars and clubs, plus top event picks, photos of people out-on-the-town and a spotlight on great food and drink spots.

Entertainment

Insightful reviews of current music, arts, theater and film.

West Hollywood

Long known as "Boystown," West Hollywood is still one of the major hubs of gay life here in Los Angeles. We cover everything from political issues to new businesses and favorite hotspots.

Health and Fitness

Columnists including AHF's Michael Weinstein and fitness guru Aaron Savvy are just a few voices that help to keep our readers healthy—mind, body and spirit.

Surrounding Communities

- Palm Springs
- Orange County
- Long Beach
- Las Vegas

Due to the frequent and universal access to digital media, we believe distribution/circulation not only encompasses hard copies printed and the pass-on rate of those hard copies, but Web browsing by our growing online readership. This has become a substantial boost to the number of readers of our magazine. Currently, 35,000 hard copies on average are printed for each two-week run. Studies have shown each hard copy has a probable "pass-on rate" of 2 to 3 people, meaning each hard copy taken will be seen by 2 to 3 additional readers. With the pass-on rate alone, estimated pass on circulation conservatively averages roughly 55,000 to 105,000. In addition to the pass-on rate, our website, www.frontierspublishing.com, receives thousands of unique visitors. In 2007, the readers who visited us online requested to view 4,269,253 Web pages.

The Largest Gay & Lesbian Readership in Southern California

Currently **35,000** copies are printed per issue with an industry average pass-on rate of 105,000 (average 2-3 readers per issue). Our geographical distribution includes Los Angeles, Long Beach, South Bay, Orange County, Palm Springs, Central and Northern California and Las Vegas.

Established in 1982, *Frontiers* helped rally and give a face to the emerging and accepted gay culture and promoted cityhood for West Hollywood. Today, the publication continues to be a guiding voice for the LGBT community and reflects the trends and lifestyles of our Southern California readers and citizens.

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Reader Demographics

[Based on Simmons Marketing Research/Community Marketing Inc.]

MEDIA KIT

UPDATED 08.02.10



Frontiers Readers Affluent | Educated | Loyal

Brand loyal and supportive of *Frontiers* advertisers

- 85% consider advertising in LGBT publications a motivator to purchase
- 94% would purchase a product or service seen in *Frontiers*
- 27% have recommended a *Frontiers* advertiser to a friend

Highly disposable income and purchasing power

- Is 6 TIMES MORE LIKELY* to travel by plane
- Is 5 TIMES MORE LIKELY* to own a laptop
- Is 4 TIMES MORE LIKELY* to own a home theater system
- Is 5 TIMES MORE LIKELY* to book an airline ticket, hotel or rental car online

Invest for financial security

- DOUBLE the income of the Los Angeles average
- Average annual individual income of \$84,000
- Average household income (HHI) of \$121,000
- Average household net worth is over \$730,000 with 14% over \$1 million
- Is 5 TIMES MORE LIKELY* to own mutual funds
- Is 4 TIMES MORE LIKELY* to own stock
- Is 7 TIMES MORE LIKELY* to have a money market account
- Is 10 TIMES MORE LIKELY* to have an investment portfolio of more than \$100,000

* Than the average Los Angeles resident

Real Estate Statistics

- 61% own their own residence
- 37% rent their residence

Why advertise to the gay community?

- We dine out more than 10 TIMES PER MONTH!
- We are 6 TIMES MORE LIKELY** to attend a concert or live theater performance. In fact, 39% attend live theater at least monthly and 24% attend a musical performance at least once a month
- We are 3 TIMES MORE LIKELY** to go to a movie, nightclub or party
- We are educated and are 4 TIMES MORE LIKELY** to have a graduate degree
- We are 3 TIMES MORE LIKELY** to belong to a health club
- We are 2 TIMES MORE LIKELY** to travel out of the country—68% of our population has traveled internationally and 87% has travelled domestically in the past 3 years
- 88% own or lease their own automobile
- 95% make purchases online and 81% use the internet for banking and bill paying

** Than the average U.S. non-gay adult

Gay 73% | Lesbian 26% | Transgender 1%

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Advertiser Testimonials



From
Business Owners
like **you:**

"I have advertised with *Frontiers Magazine* and *Frontiers Yellow Pages* since 1998. I have found the advertising instrumental in building my practice and the most effective means of reaching my clients in the LGBT community. A big thank you to all involved at *Frontiers* in making this happen."

— Ally Bolour, Esq.

"Our advertising dollars are tight and [you've] given us the biggest bang for our buck. Not only the response but the class of people has been excellent!"

— Russ Fowler
Web Sales Manager
Century West BMW

"Our consistent return on investment makes advertising in *Frontiers* very worthwhile."

— Serenity Laser Center

"*Frontiers* has provided me with 60% of my client base. I am an appreciative advertiser of *Frontiers* and will continue to market my business with the magazine and the *Yellow Pages*."

— Dr. Gary London

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Frontiers Magazine Retail Rates 2010

Printed Copies: 35,000 every two weeks!

FOUR-COLOR	1X	3X	7X	13X	26X
Full	\$2,445	\$2,350	\$2,270	\$2,115	\$1,810
1/2	\$1,465	\$1,430	\$1,415	\$1,280	\$1,095
3/8	\$1,195	\$1,160	\$1,120	\$1,045	\$900
1/4	\$900	\$880	\$850	\$800	\$695
1/8 (Horizontal Only)	\$640	\$620	\$580	\$570	\$510
PREMIUM FULL-PAGE POSITIONS					
Inside Front Cover (2)	\$3,760				
Inside Back Cover (3)	\$3,495				
Back Cover (4)	\$4,070				
First 10% or Center Spread	\$3,265				
FRONTIERS4MEN INSERT PREMIUM FULL-PAGE POSITIONS					
Inside Front Cover (2)	\$3,495				
Inside Back Cover 3	\$3,495				
Back Cover (4)	\$3,760				

*“We are
Gay L.A.!”*

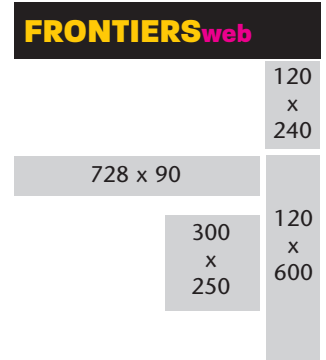
10% additional cost for guaranteed right-hand placement.

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Digital Rates & Specs 2010

FrontiersWeb.com

WEB (Home + Run of Site)	SIZE IN PIXELS	PRICE/2 WEEKS
BANNER AD	728 x 90	\$750
RECTANGLE AD	300 x 250	\$500
TOWER AD	120 x 240	\$500
TOWER AD	120 x 600	\$750
COLOR: RGB RESOLUTION: 72 DPI FORMAT: PNG, JPG, GIF, PDF, SWF*		



STATS

20,000 unique monthly visitors.

350,000 page views per month.

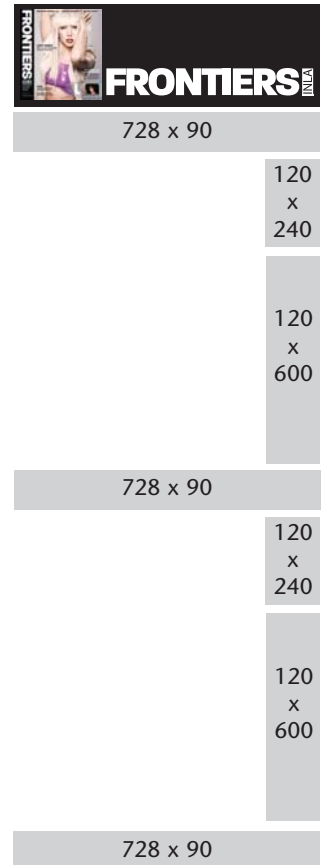
Each ad is linked directly to your website.

Your website URL must be submitted along with completed banner/tower ad.

*You must embed a link in the file, if you are submitting an SWF file.

Weekly Newsletter

NEWSLETTER	SIZE IN PIXELS	PRICE PER WEEK
BANNER AD (Limit 3 per EZINE)	728 x 90	\$750
TOWER AD (Limit 2 per EZINE)	120 x 600	\$750
TOWER AD (Limit 2 per EZINE)	120 x 240	\$500
COLOR: RGB RESOLUTION: 72 DPI FORMAT: JPG, GIF, PDF		



STATS

NEWSLETTER emailed to our mailing list of 8,000+ opt-in subscribers.

NEWSLETTER sent every Wednesday of the week.

Each ad is linked directly to your website.

Your website URL must be submitted along with completed banner/tower ad.

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Distribution by Zip Code 2010

Los Angeles		San Fernando Valley		South Bay	
West Hollywood	90046	Glendale	91203	Torrance	90501
	90069	Burbank	91502		90504
Beverly Hills	90048		91505	Redondo Beach	90278
	90211	North Hollywood	91605		
Mid-Wilshire	90036	Studio City	91604	Inland Empire	
	90057	Valley Village	91607	Azusa	91702
Miracle Mile	90019	Reseda	91335	Claremont	91711
Hollywood	90028	Van Nuys	91401	Pomona	91766
	90029		91411	Upland	91786
	90038	Panorama City	91402	San Bernardino	92401
Koreatown	90004	Sherman Oaks	91403		92404
	90005		91423		92405
Silver Lake/Los Feliz	90026	San Fernando			92408
	90027	Lancaster	93535	Riverside	92410
	90039		93536		92501
Downtown/East L.A.	90013	Ventura	93001	Glendora	92506
	90014		93003	Vista	91741
	90021				92084
	90022	Long Beach		Palm Springs	92262
Eagle Rock	90041		90802		92264
			90803		92234
Brentwood	90025		90804		
Santa Monica	90401		90805	San Diego	92101
	90404		90806		92103
	90405		90813		92104
Venice	90291		90814		92116
Mar Vista	90066		90840		
Culver City	90035	Carson	90745	San Francisco	94103
					94114
Bellflower	90706	Orange County			94115
Wilmington	90744	Laguna Beach	92651		
Lennox/Inglewood	90304	Irvine	92614	San Jose	95126
Compton	90003	Costa Mesa	92626		
San Gabriel Valley		Fountain Valley	92708	Las Vegas	89102
Pasadena	91104	Huntington Beach	92648		89104
	91105	Garden Grove	92643		89109
	91106		92644		89169
	91107	Santa Ana	92701		
Montebello	90640	Anaheim	92805		
		Orange	92868		

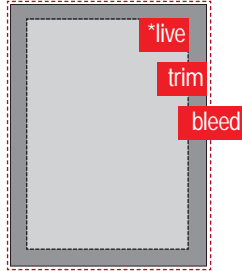
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5657 Wilshire Blvd., Suite 470, Los Angeles, CA 90036 • Fax: 323.857.0560

FRONTIERS
FRONTIERS
Business
Directory

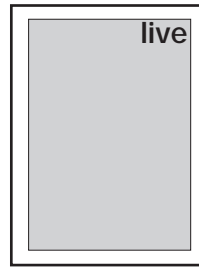
***Full Page Ads:**

Please keep all text and images in live area only, not trim size.



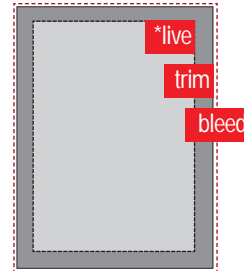
FULL-PAGE BLEED

*Live: 7.625 x 10.125
Trim: 8.375 x 10.875
Bleed: 8.875 x 11.375



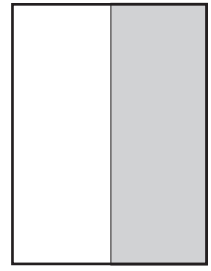
FULL-PAGE FLOAT

7.625 x 10.125



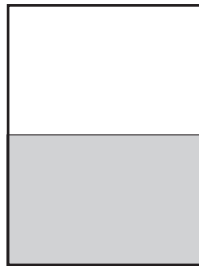
F4M FULL-PAGE BLEED
[FRONTIERS4MEN ONLY]

*Live: 7.5 x 10.25
Trim: 8.125 x 10.875
Bleed: 8.625 x 11.375



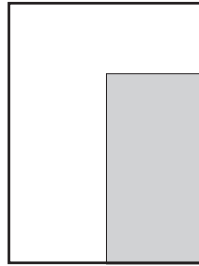
1/2 PAGE VERT

3.719 x 9.875



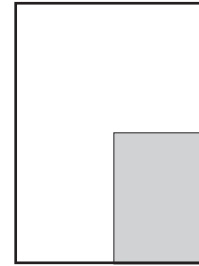
1/2 PAGE HORIZ

7.625 x 4.843



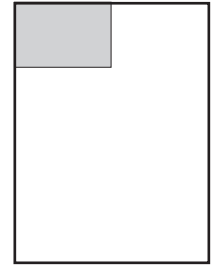
3/8 VERT

3.719 x 7.358



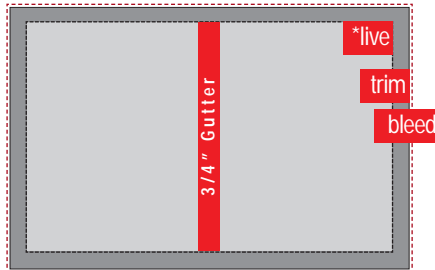
1/4 PAGE

3.719 x 4.843



1/8 PAGE H

3.719 x 2.328



DOUBLE TRUCK

*Live: 16 x 10.125
Trim: 16.75 x 10.875
Bleed: 17.25 x 11.375
3/4" Safety in the center for text

[Measurements are provided in inches]

Templates available at
www.frontiersweb.com/channels/mediakit/home.aspx

Email ART to
artwork@frontierspublishing.com

FTP ART using
www.yousendit.com

5657 Wilshire Blvd., Suite 470, Los Angeles, CA 90036 • Fax: 323.857.0560

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Ad Specs • Details

for electronic submissions

Ad Dimensions *[Measurements are provided in inches]*

	Width	Height
Double Truck (Bleed)	17.25	11.375
Trim	16.75	10.875
LIVE AREA	16.0	10.125
<i>3/4" Safety in the center for text</i>		
Full-Page Bleed	8.875	11.375
Trim	8.375	10.875
LIVE AREA	7.625	10.125
<i>Due to printer constraints, please keep all text and images within the LIVE AREA, NOT THE TRIM SIZE (Trim Size: 8.375 x 10.875).</i>		
Full-Page	7.625	10.125
1/2 Vertical Page	3.719	9.875
1/2 Horizontal Page	7.625	4.843
3/8 Vertical Page	3.719	7.358
1/4 Page	3.719	4.843
1/8 Horizontal Page	3.719	2.328
SPECIAL SIZES FOR CLASSIFIED ADS ONLY		
Full-Page Bleed	8.625	11.375
LIVE AREA	7.5	10.25
Trim	8.125	10.875

WIDTH

HEIGHT

Files that do not fit the specifications listed below will have to be re-submitted. Problematic files delay production and may jeopardize your placement. We are not responsible for the quality of the final ad if the files submitted do not match our specifications.

File Formats

Adobe Photoshop: *Flattened 300 dpi CMYK Tif • Flattened & minimally compressed 300 dpi CMYK JPG*

Adobe PDFs: Embed all fonts, include all images and crop off excess information from the pasteboard.

Adobe Illustrator: Please convert all fonts to outlines and save as an EPS or PDF.

NO QUARK documents • NO MS WORD documents • NO InDesign documents

Full-Page Bleed ads: Please make sure to include the bleed when creating the PDF. It is NOT necessary to provide crop marks, color bars, registration or any other information that you do not want to appear in print.

Resolution: **300 dpi**. Ads that are received with anything less than 300 dpi will appear blurry in final printing.

Color: All 4/C Ads must be sent as **CMYK** color. **NO RGB** files please! Send B&W photos as Grayscale.

Templates: To help construct your ad, Frontiers Media provides templates that can be downloaded here:

www.frontiersweb.com/channels/mediakit/home.aspx

Send: If your file is less than 5 megabytes, e-mail it to us directly at:

artwork@frontierspublishing.com

If you would like to submit files via FTP, we recommend <http://www.yousendit.com>

This is a free (for files under 100 MB) reliable service that requires no membership.

In the subject line of your e-mail, include your company name.

Please name the attached art file with **YOUR COMPANY NAME**, not "Frontiers" or "Ad." *This is important!!!*

If mailing artwork, send to:

5657 Wilshire Blvd., Suite 470, Los Angeles, CA 90036 • Fax: 323.857.0560
ATTN: Production Coordinator

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Frontiers Magazine Publication Schedule 2010

MEDIA KIT
UPDATED 08.02.10

Issue #	Themes	[Friday] Ad Space Deadline	[Monday] Digital Art Due	[Wednesday] Street Date
28.19	Health & Fitness	Dec 31	Jan 4	Jan 13
28.20	Online / Jobs & Careers	Jan 15	Jan 18	Jan 27
28.21	Sex / Valentine's Day	Jan 29	Feb 1	Feb 10
28.22	Hollywood Guide / Oscars	Feb 12	Feb 15	Feb 24
28.23	Fashion	Feb 26	Mar 1	Mar 10
28.24	Escape from L.A. / Dinah Shore	Mar 12	Mar 15	Mar 24
28.25	White Party / Nightlife—L.A. After Dark	Mar 26	Mar 29	Apr 7
28.26	Best of Gay L.A. / <i>Frontiers</i> Anniversary	Apr 9	Apr 12	Apr 21
29.01	Long Beach Pride / Downtown L.A. Guide	Apr 23	Apr 26	May 5
29.02	Summer Entertainment Preview / Pets	May 7	May 10	May 19
29.03	L.A. Gay Pride	May 21	May 24	Jun 2
29.04	SoCal Hot 25	Jun 4	Jun 7	Jun 16
29.05	Outfest / 4th of July	Jun 18	Jun 21	Jun 30
29.06	Swimsuit Spectacular / San Diego Pride	Jul 2	Jul 5	Jul 14
29.07	Drinks & Vices	Jul 16	Jul 19	Jul 28
29.08	Sunset Junction / East Side Guide	Jul 30	Aug 2	Aug 11
29.09	L.A.'s Most Eligible Bachelors	Aug 13	Aug 16	Aug 25
29.10	Fall Entertainment & Fashion	Aug 27	Aug 30	Sept 8
29.11	Activism / Abbot Kinney Festival	Sept 10	Sept 13	Sept 22
29.12	Real Estate / Life Starts at 40	Sept 24	Sept 27	Oct 6
29.13	Halloween / Fall Dining Guide	Oct 8	Oct 11	Oct 20
29.14	Palm Springs Pride / Desert Guide	Oct 22	Oct 25	Nov 3
29.15	Travel & Automotive	Nov 5	Nov 8	Nov 17
29.16	Holiday Gift Guide	Nov 19	Nov 22	Dec 1
29.17	Holiday Parties & Last Minute Gifts	Dec 3	Dec 6	Dec 15
29.18	2010—Year in Review	Dec 17	Dec 20	Dec 29

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Frontiers Magazine Publication Schedule 2011

MEDIA KIT
UPDATED 08.02.10

Issue #	Themes	[Friday] Ad Space Deadline	[Monday] Digital Art Due	[Wednesday] Street Date
29.19	Health & Fitness	Dec 31 THURSDAY	Jan 3	Jan 12
29.20	Travel / Escape From L.A.	Jan 14	Jan 17	Jan 26
29.21	Sex / Valentine's Day	Jan 28	Jan 31	Feb 9
29.22	Hollywood Guide / Oscars	Feb 11	Feb 14	Feb 23
29.23	Spring Fashion	Feb 25	Feb 28	Mar 9
29.24	Best of Gay L.A. / Dinah Shore	Mar 11	Mar 14	Mar 23
29.25	White Party / Nightlife—L.A. After Dark	Mar 25	Mar 28	Apr 6
29.26	Frontiers 30th Anniversary	Apr 8	Apr 11	Apr 20
2011-12	Frontiers Annual Business Directory Supplement	Apr 8	Apr 11	May 4
30.01	Long Beach Pride / Downtown L.A. Guide	Apr 15	Apr 25	May 4
30.02	Summer Entertainment / L.A. Guide	May 6	May 9	May 18
30.03	L.A. Gay Pride	May 20	May 23	Jun 1
30.04	SoCal Hot 25	Jun 3	Jun 6	Jun 15
30.05	Outfest / 4th of July	Jun 17	Jun 20	Jun 29
30.06	Swimsuit Spectacular / San Diego Pride	Jul 1	Jul 5 TUESDAY	Jul 13
30.07	Drinks & Vices	Jul 15	Jul 18	Jul 27
30.08	Sunset Junction / East Side Guide	Jul 29	Aug 1	Aug 10
30.09	L.A.'s Most Eligible Bachelors	Aug 12	Aug 15	Aug 24
30.10	Fall Entertainment & Fashion	Aug 26	Aug 29	Sept 7
30.11	Activism / Abbot Kinney Festival	Sept 9	Sept 12	Sept 21
30.12	Real Estate / Life Starts at 40	Sept 23	Sept 26	Oct 5
30.13	Halloween / Fall Dining Guide	Oct 7	Oct 10	Oct 19
30.14	Palm Springs Pride / Desert Guide	Oct 21	Oct 24	Nov 2
30.15	Travel & Automotive	Nov 4	Nov 7	Nov 16
30.16	Holiday Gift Guide	Nov 18	Nov 21	Nov 30
30.17	Holiday Parties & Last Minute Gifts	Dec 2	Dec 5	Dec 14
30.18	2011—Year in Review	Dec 16	Dec 19	Dec 28

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FRONTIERS Business Directory

MEDIA KIT

UPDATED 08.02.10

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FrontiersWeb.com

FrontiersYellowPages.com

INTRODUCING a brand new **SHOW & TELL** platform for you to tell **YOUR STORY**.

We **match** whatever size **display ad** you choose with **advertorial** of the **same size**, so you can **tell your story**.

- *Twice the space for one price!*
- *Your business, your voice!*

When you buy a print ad, you receive **one full year FREE digital listing** on *Frontiersweb.com*.

Plus, your digital ad goes up **immediately!**

The new **FRONTIERS Business Directory** offers advertisers an opportunity to reach their audience in a more personable way, to create a bond between client and customer for a longer-lasting relationship. **All-gloss high quality magazine featuring you & your story.**



Show everyone!

- **Your display ad**, whether we build it for you or you provide it.
- **Photos** to include in your advertorial—after all, a picture can speak a thousand words.
- **Your sleekly designed layout**, or help us help you create an amazing layout that will attract your customer base.

Tell everyone!

- **Who** you are as a company.
- **Why** your product or service is unique.
- **How** you support the LGBT community.
- **ABOUT** your exclusive insider offers.
- **YOU WRITE.** We design.

This is YOUR chance to show your customers what sets YOU apart from the next guy down the list.

Print

WHEN YOU NEED RELIABLE LEGAL ADVICE...
By Cynthia Juno

...Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam nisi moris, fermentum et pharetra non, lacus non eros. Donec cuba nisi, cursus teneantem fringilla id, blandit at pulvis. Suspendisse scelerisque fringilla nisi, eget vestibula nisi venenatis sit amet. Sed vitae nisi eget neque suscipit ullamcorper. Aliquam id condimentum turpis. Morbi ut arcu ornare ligula tincidunt eros.

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JUNO LAW OFFICES

Cynthia Juno
Attorney at Law

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(323) 466-4114
Larchmont Village
Los Angeles

Take it to the web!

FRONTIERSweb beta

NEWS ENTERTAINMENT NIGHTLIFE FEATURES COLUMNS REGIONAL HEALTH GAY L.A. ARCHIVES

CATEGORIES

- General Businesses
- Allyship Guide
- Dining Guide
- Physicists
- Resources
- Emergency
- Advisors

FRONTIERS Business Directory

DININGGUIDE

- Cafe iEcole
8041 1/2 Santa Monica Blvd
West Hollywood (310) 278-1011
www.cafeicole.com
- Cafe la Boheme
8400 Santa Monica Blvd
West Hollywood (323) 949-2390
www.bohemaguidetodonga.com

POLL/QUESTION

What do you read most in Frontiers magazine?

- Feature articles
- News
- Nightlife
- Film Reviews
- Music Reviews
- Theater Reviews
- Sex Ed

Web

Advertorial ↔ Display Ad



FRONTIERS Business Directory

MEDIA KIT
 UPDATED 08.02.10
 CALL 323.930.3220
 FrontiersWeb.com
 FrontiersYellowPages.com

Print buy includes

Digital "Show & Tell"

- **Immediate Live Listing.** Once your information is processed, your digital listing* goes live on Frontiersweb.

*Digital listing includes:

- **Advertorial.** 100-800 words of advertorial depending on the size of print display ad purchased.
- **Photos.** Up to three images, one of which will be your main default photograph.
- **Business Information.** All pertinent contact and location information including your URL linked to your own website.

Digital Extras:

- **Video.** Display your own video! Up to two minutes. \$500 (Video must be supplied).
- **Promos.** Add special offers, coupons, weekly promos and other incentives to your listing.
- **Photo Gallery.** If you've got a lot more than three photos to share with the world, take advantage of our sophisticated photo gallery.

For the aforementioned extras and other details, **please call your Advertising Manager** at (323) 930-3220.

Print Solutions

Ad Size	Word Count
A full page	800 words
B 1/2 vertical	400 words
C 1/2 horizontal	400 words
D 3/8	250 words
E 1/4	200 words
F 1/8 horizontal	100 words



B

1/2 Vertical



C

1/2 Horizontal



D

3/8



E

1/4



F

1/8 Horizontal

Frontiers Business Directory Retail Rate Card 2011

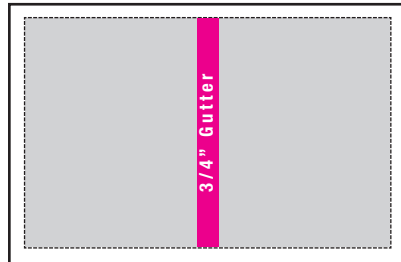
FOUR-COLOR	SIZE	1x
2 Page Spread	16 x 10.125	\$7,135
Full Page	7.625 x 10.125	\$3,565
1/2 Page Vertical	3.719 x 9.875	\$2,595
1/2 Page Horizontal	7.625 x 4.843	\$2,595
3/8 Page	3.719 x 7.358	\$1,605
1/4 Page	3.719 x 4.843	\$1,335
1/8 Page	3.719 x 2.328	\$1,080

SPECIALTY ADS	
Back Cover	\$15,285
Inside Front Cover	\$8,915
Page 1 (includes Page 2)	\$7,640
First 20%	\$6,370
Inside Back Cover	\$6,945

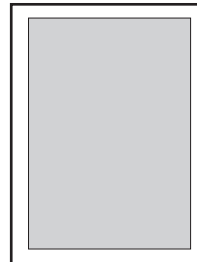
LISTINGS (Does not include advertorial)	
4 HC (2" Column, Vertical Box Color)	\$840
4 HS (2" Column, Vertical Box)	\$620
Regular Listing	\$290
Anchor Regular Listing	\$160
Extra Line	\$50

call
3 2 3
9 3 0
3220

Frontiers Business Directory Retail Rate Card 2011



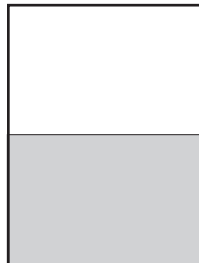
DOUBLE TRUCK
16 x 9.875
3/4" Safety in the center for text



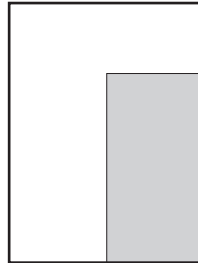
FULL PAGE
7.625 x 9.875



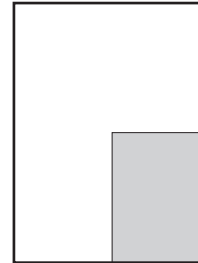
1/2 PAGE VERT
3.719 x 9.875



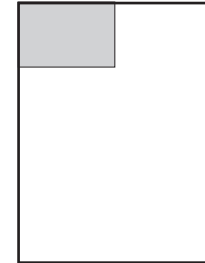
1/2 PAGE HORIZ
7.625 x 4.843



3/8 VERT
3.719 x 7.358



1/4 PAGE
3.719 x 4.843



1/8 PAGE H
3.719 x 2.328

[Measurements are provided in inches]

CROP TO ART
FLATTEN ART
OUTLINE
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