

# Ambitious Amazons, PO Box 811, East Lansing, MI 48826

(517)371-5257, fax (517)371-5200, LC@LConline.org, www.LConline.org

## 2018 LC Classified Ad Info

Hi!

If you want to reach lesbians, then *Lesbian Connection* is the place for your ad. We currently mail out nearly 15,000 copies of each bimonthly issue (6 issues/year). If you figure that each copy may be seen by three women, then your ad in *LC* could be read by nearly 45,000 lesbians around the world!

The rate for a one-time classified is \$24.20 per line (or partial line). If you'd like to run your ad in 3 consecutive issues (6 months), you can take advantage of our special reduced rate of \$21.75 per line. And if you run your classified in 6 consecutive issues (1 year), the price drops to just \$18.25/line!

Each line of copy in *LC* is about 80 characters across, and the first few words in your ad will appear in all CAPITALS and underlined. When figuring out the length of your ad, please remember to include the punctuation and spacing in your count. You should also know that ads are often edited for space, clarity and formatting.

### Upcoming Deadlines

Deadline	Mail Date	Months on Cover
February 28	March 29, 2018	May/June 2018
April 30	June 1, 2018	July/Aug 2018
June 30	August 2, 2018	Sept/Oct 2018
August 30	September 27, 2018	Nov/Dec 2018
October 30	November 30, 2018	Jan/Feb 2019
December 30	January 31, 2019	March/April 2019

**Important Notes:** If an ad is sent to us after the deadline we'll try to get it in the current issue, but if we can't, we'll hold it for the following issue. (Please note that if you send in less than the amount due, your ad may be edited for length, or we may not include it.)

If you have any questions, just drop us a line (LC@LConline.org) or give us a call (517-371-5257). The best time to catch us is Monday-Friday from noon-5pm (ET). Hope to hear from you soon!

For *Lesbian Connection*,

Jesse

P.S. Anyone running a continual classified ad in *LC* (3 or more consecutive issues) can also run the ad on our website for a small additional fee! See separate sheet for details!



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Connecting lesbians worldwide  
Since 1974

**Please circle a category for your classified ad\*:**

- |                                   |   |                                  |
|-----------------------------------|---|----------------------------------|
| 1) Festivals, Gatherings & Events | 9) Stores, Shops & Galleries                                    | 15) Lesbians & Land              |
| 2) Adventures                     | 10) On The Net  | 16) Real Estate Professionals    |
| 3) Retreats & Workshops           | 11) Sportswomen   | 17) Places to Live, Rent or Buy  |
| 4) Services & Organizations       | 12) Special Occasions (weddings, anniversaries, births, etc.)** | 18) Camping                      |
| 5) Calendars & Publications       | 13) Correspondence Publications &/or Dating Services            | 19) Looking For...***            |
| 6) Health & Well-Being            | 14) Arts, Crafts & Potpourri                                    | 20) Opportunities                |
| 7) Books, Music & Films           |   | 21) Guesthouses, B&Bs & Cottages |
| 8) Wedding Services               |   |                                  |

\* We reserve the right to make the final decision about which section is most appropriate for your ad.

\*\* Announcements for Special Occasions (for individuals) are half price – just \$12.10 per line.

\*\*\* If you are "Looking For" a friend, we will not print her full last name, only her first name and last initial.

The following abbreviations are listed and explained in the intro to each issue's Ads section: *SASE* = self-addressed stamped envelope; *ppd* = postage is included in the price; *LOO* = lesbian-owned and -operated; and *W/A* = wheelchair accessible. **(If either of the last two apply to your business or event, please try to include them.)**

Here's my listing: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Questions about my ad? Call/email: \_\_\_\_\_

**Figuring the Cost of your Ad:** One line of copy is about 80 characters, including spaces and punctuation. Partial lines cost the same as whole lines (e.g., 1½ lines of copy would be considered 2 lines). All ads, including continuals, must be **prepaid in full**. Please note that all amounts are in **U.S. dollars**.

- I'd like to run my ad in **one (1) issue** of *Lesbian Connection*.  
 At 80 characters/line, my ad is (#) \_\_\_\_\_ lines x \$24.20 per line = \$\_\_\_\_\_ TOTAL for 1 issue

**Reduced Rate for Continual Ads** (changes between issues are subject to a \$10 fix fee):

- I'd like to run my ad in **three (3) consecutive issues** (6 months).  
 At 80 characters/line, my ad is (#) \_\_\_\_\_ lines x \$21.75/line = \$\_\_\_\_\_ x 3 issues = \$\_\_\_\_\_ TOTAL for 3 issues
- I'd like to run my ad in **six (6) consecutive issues** (1 year).  
 At 80 characters/line, my ad is (#) \_\_\_\_\_ lines x \$18.25/line = \$\_\_\_\_\_ x 6 issues = \$\_\_\_\_\_ TOTAL for 6 issues
- I'd like my ad to also appear on **LC's website!** (Must be a continual ad, unless it's a dated event – see *LC Online Ad Info sheet* for details)
- 6 months** for an extra **\$30**
  - 1 year** for an extra **\$50**
  - Please add my small **logo/graphic** to my online listing for an extra **\$20**

**Payment & Mailing List Info:**

- I'm already on **LC's mailing list**     Please add me to **LC's mailing list**




Name(s): \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

- I'm also including a donation of \$\_\_\_\_\_ to help keep *LC* alive & well (tax-deductible in the U.S.).  
 (The suggested donation for *LC* is \$42/year, more if you can, less if you can't.)

- Enclosed is my check (payable to Elsie Publishing Institute) in the amount of \$\_\_\_\_\_ (total).

- Please charge a **total** of \$\_\_\_\_\_ to my credit card (circle one):   

# \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Exp Date \_\_\_\_/\_\_\_\_