

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

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

2020 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 & 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 29	March 31, 2020	May/June 2020
April 30	June 2, 2020	July/Aug 2020
June 30	August 4, 2020	Sept/Oct 2020
August 30	September 29, 2020	Nov/Dec 2020
October 30	December 1, 2020	Jan/Feb 2021
December 30	early February 2021	March/April 2021

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*,



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 *LC* Online Ad Info sheet for details.



Connecting lesbians worldwide
Since 1974

Please circle a category for your classified ad*:

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

* 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 *LOO* and/or *W/A* 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: ____/____ CVV: _____

**Send this form & payment to EPI, PO Box 811, East Lansing, MI 48826
LC@LConline.org, (517)371-5257, fax (517)371-5200**