Ambitious Amazons, PO Box 811, East Lansing, MI 48826
www.LConline.org, (517)371-5257, LC@LConline.org, fax (517)371-5200

Next LC Display Ad Deadline: Wednesday, December 30, 2026

Hi!

If you want to reach lesbians, then *Lesbian Connection* is the place for you! This is a great place for advertising your gatherings, festivals, products and resources. We mail out nearly 12,000 copies of each issue every other month and send over 400 subscriptions online. If you figure that each copy of *LC* may be seen by three women, then your ad in *LC* could reach nearly 36,000 lesbians around the world, which makes advertising in *LC* one of the best ways there is to get the word out to lesbians!

Our basic rates for display ads are: ⅛ page $175; ¼ page $298; ½ page $533; full page $890. The inside front and back covers are also available for advertising on glossy paper. The following pages contain a list of pointers for your ad and a diagram of the ad sizes. Classifieds and online listings are also available! (See separate sheets for all the details.) To place an ad in our next issue, simply fill out the next page and send it to us, along with your payment and camera-ready copy, by **Wednesday, December 30**. If you have any questions, just drop us a line or give us a call. Note: When we answer our phone we say "Elsie Publishing." The best time to catch us is weekdays between noon and 5pm ET. (If you need to leave a message after hours or on the weekend, please remember to speak slowly and clearly when you leave your name and number.) We hope that you'll decide to become part of this grassroots lesbian network!

The Ambitious Amazons

P.S. *LC* (Elsie Publishing) is a 501(c)(3) nonprofit organization, and we survive on donations from women around the world, as well as the support of our advertisers.

P.P.S. Display advertisers can also have a listing on our website! *See separate sheet for details.*

Upcoming Deadlines

Payment & Ad Copy Due	*Months on Cover*	*Mail Date*
December 30	**Mar/Apr 2027**	**Early Feb 2027**
February 28	**May/June 2027**	**Early April 2027**
April 30	**July/Aug 2027**	**Early June 2027**
June 30	**Sept/Oct 2027**	**Early Aug 2027**
August 30	**Nov/Dec 2027**	**Early Oct 2027**
October 30	**Jan/Feb 2028**	**Early Dec 2028**



Connecting lesbians worldwide
Since 1974

Lesbian Connection's Graphic/Display Ad Rates

Next Deadline: Wednesday, December 30, 2026

Simply return this entire page along with your ad copy and payment by **Wednesday, December 30, 2026** postmark. Please include a phone number and email in case we need to contact you. You can also email your ad copy to us: LC@LConline.org.

1)

Pick a size	B&W / 1-color ads	Full color ads
Mini Ad (1/8 page)	☐$175	N/A
1/4 page	☐$298	☐$375
1/2 page (horizontal or vertical - circle one)	☐$533	☐$687
1 full page	☐$890	☐$1198
Inside back cover (semi-gloss stock) **Full bleed available**	☐$1562	☐$1562
Inside front cover (semi-gloss stock) **Full bleed available**	☐$1810	☐$1810

Discounts are available for multiple insertions – for info call (517)371-5257.

Bonus *– Display advertisers can also be listed on our website! (see separate sheet for details)*			
Online listing (200-character max, including punctuation & spacing)	☐ 6 months: $30	☐ 1 year: $50	☐ Add a graphic/logo: $20

2) My ad payment of $_____ is enclosed.
Please note that all amounts are in U.S. dollars. Make checks payable to Elsie Publishing Institute.

3) Also, here is my tax-deductible donation of $ _____ to help keep *LC* alive and well.
The suggested donation for LC is $42/year, more if you can, less if you can't.

4) Please charge a total of $_____ to my credit card (in U.S.$): VISA MasterCard DISCOVER

__ __ __ __ –__ __ __ __ –__ __ __ __ –__ __ __ __ Exp Date ____/____ CVV: _____

5) Email _____ Ph ( )_____ Best time to reach me _____

6) **My Ad Copy is:** ☐enclosed ☐ coming separately ☐sending via email ☐ on file at *LC*, please rerun

7) I prefer my ad to be printed in (circle one): black ink color ink *(if available)* no preference

8) I'm willing to set out copies of *LC*. Please send me ___ extra copies of each issue (mailed in packages of 5).
Or: I'd like to set out copies of *LC* one time (for a festival, dance, conference, party, potluck, meeting, etc.). Please send me _____ copies. I need them here by _____ (date).

9) I'm willing to forward an email notice about *LC* on to my lesbian friends – you can email it to me at:

_____

***Note:** See separate sheet for details about running an ad on our website!*

Send this page, along with your ad copy and payment (checks payable to Elsie Publishing), by Wednesday, December 30, 2026 to: EPI – AD, PO Box 811, East Lansing, MI 48826

Tips for Your Ad in *Lesbian Connection*

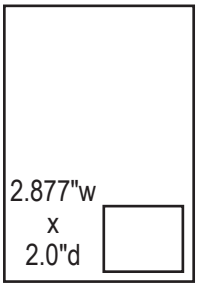
Note: If someone else is designing your ad, please give them a copy of this info.

Elsie Publishing, PO Box 811, East Lansing, MI 48826
(517)371-5257, fax (517)371-5200, LC@LConline.org

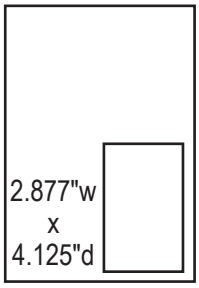
1) Ads can be sent electronically via email or on a CD as a PC-compatible tif, jpg, pdf or psd. Please include the fonts for any ads you send electronically. Note: If you want help designing your ad, we charge just $40/hour ($20 minimum).
2) In addition to a website or email, we recommend including a phone number and location/mailing address in your ad.
3) Please proofread your ad before you send it to us. Make sure all contact information is correct, names are spelled correctly, etc. Also, don't forget that your ad, including the border, must fit the dimensions given below. We're happy to make any necessary corrections or size changes to your ad copy, and we only charge $40/hour ($20 minimum).
4) If your ad arrives after the deadline, we'll try our best to get it in – no guarantees though.
5) FONTS: Thin italic lettering or type doesn't print well, especially if the type is small (8pt or smaller). Lots of extremely small type is hard to read. We suggest using no more than three fonts in one ad.
6) All ad copy is kept on file for future use.
7) We reserve the right to refuse any ad that we deem inappropriate for *LC*. Elsie Publishing shall not be liable for any damages beyond the cost of the ad if, for any reason, we fail to publish an ad or there is a mistake in any ad. We may also add borders to ads.
8) Due to postal regulations, ads for cruises, insurance products, or credit cards will be charged an extra $2000.
9) Inside covers and centerfolds are printed on 80 lb semi-gloss stock; the rest of *LC* is on 50 lb white offset paper.

Sizes & Rates **(for single issue)**

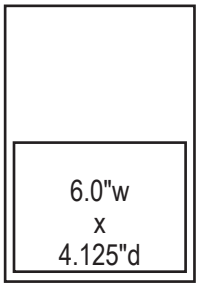
For info about discounts on multiple runs, inserts or placing a centerfold ad, please call Angie at (517)371-5257.



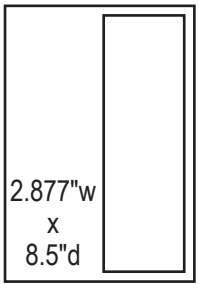
Mini 1/8 Page
B&W: $175
Sorry, color not available



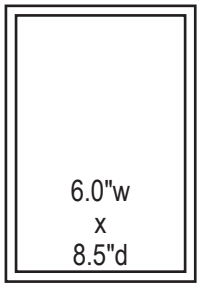
1/4 Page
B&W or 1 color: $298
Full color: $375



1/2 Page Horizontal
B&W or 1 color: $533
Full color: $687



1/2 Page Vertical
B&W or 1 color: $533
Full color: $687



Full Page
B&W or 1 color: $890
Full color: $1198

Inside Back Cover*
$1562

Inside Front Cover*
$1810

** Full bleed option available*

What some of our advertisers have said about Lesbian Connection…

"We feel very positive about advertising in *LC*. We receive several calls after each mailing. We like the national exposure, and supporting a *LOO* business with our ad dollars. The *LC* staff is wonderful to work with – helpful and accommodating. Don't hesitate to use *LC* for advertising!"

Barbara Bingham & Maya Kollman,
Getting the Love You Want,
Pennington, NJ

"Thanks for helping me find two wonderful lesbians to buy my trailer."

Janis, Harwich, MA

"From a former business owner (Dreams and Swords): I placed ads in many media. The ONLY response I ever got was from *LC* ads, and that response was great.

Harriet Clare,
Dreams and Swords,
Indianapolis, IN

"Of all of the ads I purchased, *LC*'s pulled in by far the greatest number of participants. So a great big thanks to you and your team for designing such great eye-catchers!"

Melissa St. Pierre,
University of Windsor-Research,
Pickering, ON, Canada

"We have found running the ad in *LC* to be very helpful in renting our rooms, which helps us pay the expenses to run our community center."

Mary Alice Stout,
Alapine Village,
Mentone, AL

"Advertising in *LC* has proven to deliver the biggest bang (so to speak) for my buck. ... I believe *LC* has the widest and deepest reach to my generation of 1st Wave Lesbian Feminists because *LC* is our community center where we find each other." *Alix Dobkin, Woodstock, NY*

"I've already gotten three responses (actual jobs!) from [my] display ad. Thank you for encouraging me to take one of these out!"

Jerise Fogel, Lettering and Artwork, New York, NY

"I have had a great response to my ad. Best of all, I have met so many wonderful people who have loved their Gulfport visit. Thank you *LC*!!!"

Melissa Zodda, Gulfport, FL

"As the organizers at the first-ever North American Gathering of Older Lesbians here in Vancouver, we made sure to ask our participants how they heard about the event. We were truly amazed to hear how many of them said *Lesbian Connection.* You can be sure that we got our ads into *LC* early this time around! Thanks for your great work in spreading da nooz!" *Claire Robson & Pat Hogan,*
Sounds & Furies Productions,
Vancouver, BC, Canada

"It has been so wonderful to communicate with so many lesbians invested in going to Costa Rica and to be able to help facilitate their travels."

Sandy & Ana,
www.journeyweavers.com

What kind of response have *you* gotten from your ads in *LC*?

Tell us and we may include your comment the next time we update this page.
Just drop us a line at EPI - CAT, PO Box 811, East Lansing, MI 48826,
email LC@LConline.org, fax 517-371-5200.

A special note for all B&B and Guesthouse owners:

Would you like to have extra copies of *LC* available for your lesbian guests to pick up? Just let us know how many you'd like and we'll send them to you every other month.

Not interested in receiving info about advertising anymore?

Just let us know and we will remove you from this list.

EPI, PO Box 811, East Lansing, MI 48826, (517)371-5257, fax (517)371-5200,
LC@LConline.org, www.LConline.org, www.facebook.com/LConline