

THE 2011
History Maker
AWARDS



ADVERTISING OPPORTUNITIES

THE HISTORY PROJECT, INC.
29 STANHOPE STREET
BOSTON, MA 02116

617-266-7733 | andrew.elder@historyproject.org



ON SEPTEMBER 22, 2011, The History Project invites you to celebrate Boston and Massachusetts' gay, lesbian, bisexual, and transgender history and to join us in honoring the community members that make history every day. At this ceremony, reception, and fundraiser, we will present 2 awards to locally-based history-makers. **Jared Bowen**, the Emmy-winning reporter from WGBH-TV's *Greater Boston*, will emcee the festivities.

THURSDAY, SEPTEMBER 22, 2011

Goethe-Institute Boston

170 Beacon Street | Boston, MA 02116

6:00 pm Cocktails and hors d'oeuvres

7:00 pm Awards Program

8:00 pm Dessert

THE HISTORY PROJECT

The History Project's mission is to research, document, restore, and preserve the history of Boston and Massachusetts' GLBT communities, and to share that information with GLBT organizations, individuals, allies, and the public.

We research, document, and present this history in order to help Boston and Massachusetts' GLBT communities explore and understand who we are, to find out how we got here, to discover our social and historical contributions, and to highlight the unique role that Massachusetts has played and continues to play in these communities.

To this end, The History Project (THP) participates in dozens of events each year, regularly collaborating with organizations as diverse as Historic New England, Beth Israel Deaconess Medical Center, the American Historical Association, the Boston Athenaeum, and the Boston Alliance of GLBT Youth (BAGLY).

THP maintains an extensive archives of GLBT history, which we share with the public through exhibitions, research services, and presentations for community and corporate groups.

THE HISTORYMAKER AWARD

The HistoryMaker Award has been presented annually since 2009 to an individual or organization whose lifetime achievements have had a significant and positive effect on Boston and Massachusetts' GLBT communities. Past recipients of this award include Congressman Barney Frank and the *Gay Community News* Collective. The History Project is pleased to announce that the 2011 recipient of the HistoryMaker Award is **Mary L. Bonauto**, Civil Rights Project Director at Gay & Lesbian Advocates & Defenders (GLAD).



THE LAVENDER RHINO AWARD

The Lavender Rhino Award is presented annually to an emerging activist or organization in the Boston area. The 2011 recipient is **Maggie Cee** – artist, activist, dancer, educator, and the founder and artistic director of The Femme Show.





ADVERTISING OPPORTUNITIES

The **2011 HISTORYMAKER AWARDS** offers a unique opportunity to reach an educated, involved, and discerning segment of Boston and Massachusetts' gay, lesbian, bisexual, and transgender community via advertisements in the awards ceremony's Program Book.

SCHEDULE

Program copy deadline	<i>September 5, 2011</i>
Ad deadline	<i>September 10, 2011</i>
Program to press	<i>September 20, 2011</i>

TECHNICAL SPECS

All artwork must be 300 DPI.

PDFs are preferred, though PSD, JPG, and TIF files also accepted .

Please convert all fonts to outlines.

BACK COVER

5.5 X 8.5 \$1,500

DOUBLE PAGE SPREAD

11 X 8.5 \$1,200

INSIDE BACK COVER

5.5 X 8.5 \$1,000

FULL PAGE

5.5 X 8.5 \$700

HALF PAGE (HORIZONTAL)

5.5 X 4.25 \$400

QUARTER PAGE

2.25 X 4.25 \$200

BUSINESS CARD

3.5 X 2 \$125

HISTORY PROJECT SUBSCRIBERS BY THE NUMBERS

Mailing List Subscribers: 1,468

Email Subscribers: 792

Facebook Subscribers: 941

- 53% male, 40% female, 7% unspecified
- Age Groups:
 - 13-24 (9.54%)
 - 25-34 (25%)
 - 35-44 (22.9%)
 - 45-54 (21.5%)
 - 55+ (13.3%)

Twitter Followers: 251

Most subscribers are concentrated in the Boston area, across Massachusetts, and in major metropolitan areas across the country.

BACK and BACK COVER ads subject to availability. Email andrew.elder@historyproject.org or call 617.266.7733.

Please see next page for ad payment information.

*The History Project is a 501(c)3 nonprofit organization.
Contributions are tax-deductible as allowed by law.*



ADVERTISING RESPONSE FORM

SPECIFY ADVERTISEMENT SIZE REQUESTED: _____ COST: _____

IF PAYING BY CREDIT CARD, PLEASE LIST BILLING ADDRESS FOR CARD. ALL FIELDS ARE REQUIRED.

NAME

COMPANY (IF ANY)

ADDRESS

CITY/STATE/ZIP CODE

EMAIL (IF ANY) & PHONE

METHOD OF PAYMENT

- CHECK ENCLOSED (Make check payable to "The History Project")
- CREDIT CARD
 - Visa*
 - MC*

CREDIT CARD #

AMOUNT OF PAYMENT

CVV2/CID Code

EXPIRATION DATE

AUTHORIZED SIGNATURE

DATE

RETURN FORM AND PAYMENT TO: THE HISTORY PROJECT | 29 STANHOPE STREET | BOSTON, MA 02116



THE HISTORY PROJECT'S SUBSCRIBERS BY THE NUMBERS

The **2011 HISTORYMAKER AWARDS** offers a unique opportunity to reach an educated, involved, and discerning segment of Boston and Massachusetts' gay, lesbian, bisexual, and transgender community.

Here's an overview of The History Project's subscriber and donor base:

Mailing List Subscribers:	1,468
Email Subscribers:	792
Twitter Followers:	251
Facebook Subscribers:	941
○ Facebook Subscribers by gender:	53% men 40% women 7% unspecified
○ Facebook Subscribers by age:	13-24 (9.54%) 25-34 (25%) 35-44 (22.9%) 45-54 (21.5%) 55+ (13.3%)

Most subscribers are concentrated in the Boston area, across Massachusetts, and in major metropolitan areas across the country.

Number of community members (from the Boston area) who attend events sponsored by The History Project annually (estimated): **2,000**

Number of visits per month (on average) to www.historyproject.org: **2,500**

For more information about the impact and reach of The History Project, contact Andrew Elder at 617-266-7733 or andrew.elder@historyproject.org.

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