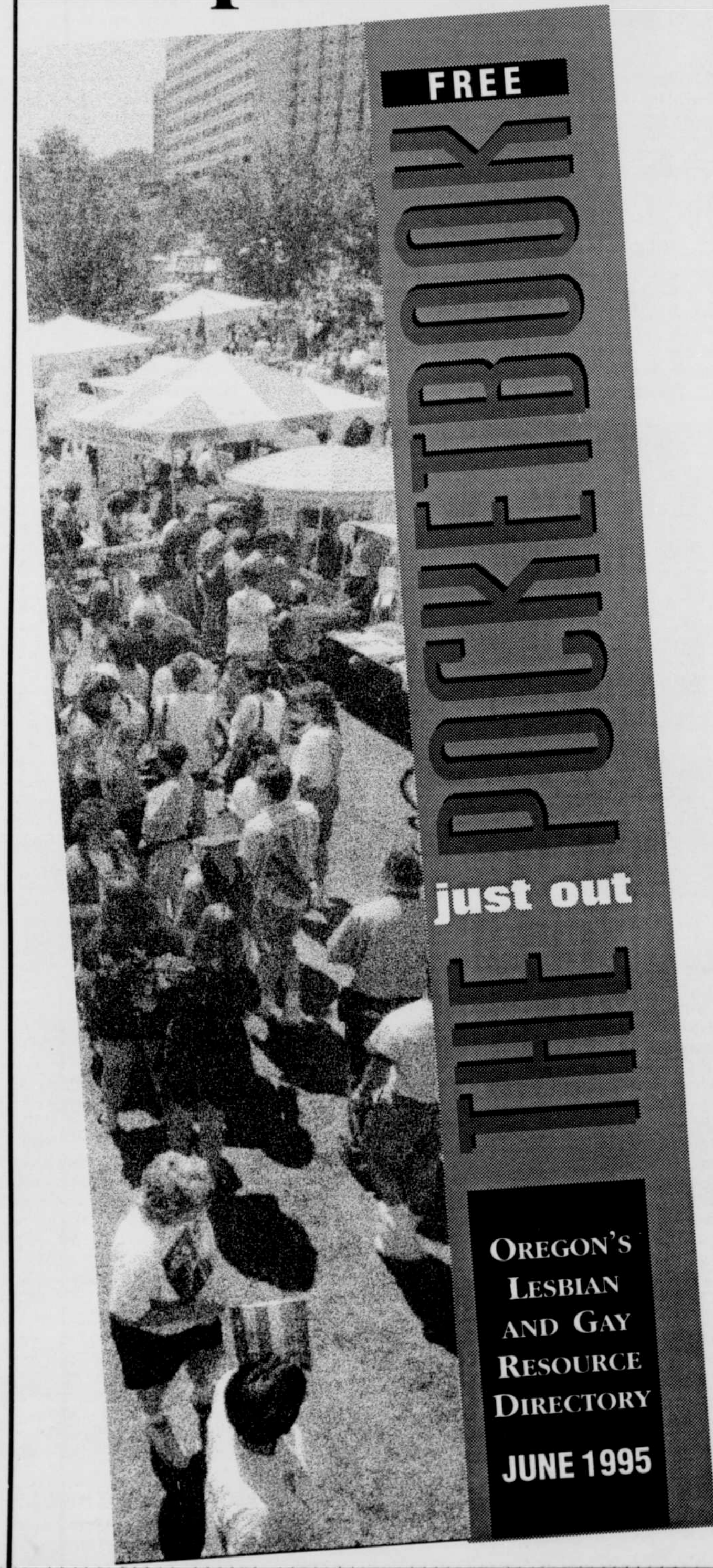


Make history.

Be part of the 10th edition.



IT'S A PROVEN IDEA.

Resource guides for gay and lesbian communities have been published for years in cities throughout the United States. They are used weekly, if not daily, by lesbian and gay consumers who are particular about where they do business.

LOOK AT THE NUMBERS.

The **just out pocketbook** is an easy-to-read, easy-to-use guide at the fingertips of more than 40,000 consumers. **pocketbook '95**, with more than 193 paid advertisers on 76 pages, contained the largest catalogue of gay and lesbian community resources ever compiled in Oregon.

THE CONSUMER DOESN'T PAY.

The **pocketbook** is distributed free, throughout the year through businesses, community groups, and special events.

A NAME YOU CAN TRUST.

Published by **just out**, Oregon's gay and lesbian newsmagazine, **the pocketbook** is backed by the best. You can rely on high standards of graphic quality and professional presentation.

WE WALK OUR TALK.

Your ad will reach consumers who have consistently demonstrated loyalty to merchants and professionals who advertise in gay and lesbian publications.

OK, MONEY TALKS.

Lesbians and gay men have a higher than average disposable income. A national survey conducted by Simmons Marketing Research Inc. found that the average annual income in a gay household is \$55,430. Over 250,000 gay men and lesbians reside in Oregon.

THE BEST ADVERTISING CHOICE.

The **just out pocketbook** and **just out** newsmagazine are the best vehicles to market your business or service to the lesbian and gay communities of Oregon.

Call your advertising representative today at (503) 236-1253 for rates, information and an order form. Published by just out