

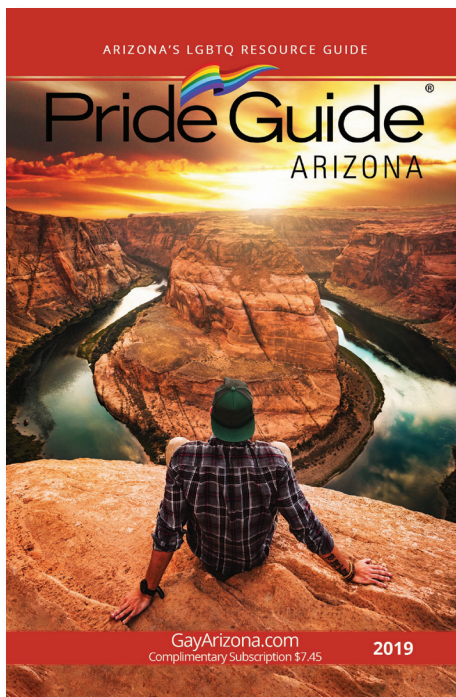
AS SEEN ON THE TRAVEL CHANNEL



A Statewide LGBTQ-Friendly Travel, Wedding & Business Resource Guide • Celebrating 14 Years

2020 ARIZONA PRINT + DIGITAL MARKETING MEDIA KIT

2020 Arizona Print Edition



GayArizona.com

Corporate Office:

MC Publishing Inc.

5229 N. 7th Ave. Ste. 107 • Phoenix, AZ 85013

P: 602.466.2501 • F: 602.283.4140 • Ads@ThePrideGuides.com

www.GayArizona.com • www.PrideGuideUSA.com

Final Deadline: **November 8, 2019**

READERSHIP + DEMOGRAPHICS

READERSHIP

• Pride Guide® readership is 480,000 for Arizona.

• Pride Guide® is available **FREE** at over 460 locations in Arizona and 16 cities nationally.

LGBTQ DEMOGRAPHICS

Did you know the LGBTQ audience:

- is incredibly brand loyal.
- tends to support brands, companies & businesses who openly support the LGBTQ community.
- oftentimes spots and sets trends well ahead of mainstream curves.

(Source: Advertising Week Social Club)

NATIONAL POPULATION AND BUYING POWER

The LGBTQ audience is projected to approach \$1 trillion dollars this year.

(Source: Community Marketing, Inc.)

TESTIMONIALS

"Pride Guide® really opens the floodgates to reaching the LGBTQ community."

-- **Nancy**
Tempe Tourism Office

We offer advertising solutions for nearly every budget!
Call today: 602.466-2501 ext. 5



RATES + DEADLINES

BUSINESS LISTINGS

- Includes contact information, promo line & web link on state & national site
- \$275 per year, additional listings \$199
- Picture or logo online for additional \$85

DIGITAL RATES (BANNERS)

- **Premium Featured Banner**
\$1750 per quarter
- **Top Banner**
\$1000 per quarter
- **Featured Partner Banner**
\$800 per quarter
- **Large Category Header**
\$1000 per quarter
- **Email Newsletter Sponsor**
\$229 per month / \$160 per month (4 or more months)
- **Solo Email Blast**
\$399 per email
- **Social Media/Facebook Posts**
\$25/post - reach 10K followers

ELECTRONIC FILES

- We accept appropriately formatted PDF, JPG or TIF files. JPG files must be converted to CMYK.
- Minimum Resolution of 300 dpi, otherwise your ad may appear blurry or pixilated.
- All color MUST be converted to CMYK. RGB colors (monitor colors) will change in printing.
- We DO NOT accept Microsoft Word, Publisher or PowerPoint files.

DISPLAY AD PRINT RATES & DEADLINES

(All display ads include listing online & in print)

STATE	EARLY BIRD DEADLINE	FINAL DEADLINE
Arizona	Oct 11 th	Nov 8 th
1/8 pg. ad	\$495	\$595
1/4 pg. ad	\$695	\$795
1/2 pg. ad	\$995	\$1,295
2/3 pg. ad	\$1,195	\$1,795
Full pg. ad	\$1,645	\$2,045

EMPLOYMENT OPPORTUNITY ADVERTISEMENTS

- Listing on GayArizona.com + Three Facebook Posts: \$295 per quarter



DIGITAL MARKETING OPTIONS - www.GayArizona.com

Pride Guide

tempe
Refreshingly
arizona

EXPLORE

[home](#) | [about us](#)

[advertise with us](#) | [contact us](#)

NORTHERN

PHOENIX

METRO

TUCSON METRO

SOUTHERN ARIZONA

Top Banner -
\$1000/quarter
10 second rotation

Premium Featured Banner
\$1750/quarter
5 second rotation

Welcome to Gay Friendly Arizona
Everything you need to know about the great state of Arizona

Advertise With Us

Reach out to hundreds of thousands of potential new gay tourism & wedding customers with Arizona Pride Guide and GayArizona.com.



What's Happening?

2018 Compete Sports Diversity Awards
Posted on Friday, October 26th, 2018

FOR IMMEDIATE RELEASE
Compete Sports Diversity Awards Arizona
Diamondbacks, Arizona Coyotes, Arizona Cardinals, National Football League (NFL) and Out former NFL Player Ryan O'Callaghan, Las Vegas Convention & Visitors Authority and Richmond Region

Are You Listed?



Featured Partner Banner
\$800/quarter
10 second rotation

to sign up today & reach the LGBTQ market.

Our Featured Partners

BISHOPS
CUTS / COLOR

GET A FREE HAIR CUT

DIGITAL MARKETING OPTIONS - www.GayArizona.com

[home](#) | [about us](#)

[advertise with us](#) | [contact us](#)

NORTHERN ARIZONA

PHOENIX METRO

TUCSON METRO

SOUTHERN ARIZONA



Tucson Metro Area Real Estate Services



RADEK POMYKAJ

REALTOR®, ABR®, AHWD® • 520.401.1083

Arizona Daily Star Readers' Choice Favorite



"Your **LGBTQ** Relocation Specialist"



E-mail: Radek@TierraAntigua.com



Large Category Header
\$1000/quarter

Pick a category for all your Real Estate needs:

- [APARTMENTS](#)
- [REALTORS](#)
- [MORTGAGES](#)
- [RETIREMENT COMMUNITIES](#)

APARTMENTS

HSL Properties

3901 E. Broadway

Tucson, AZ 85711

(520) 322-6994

www.HSLProperties.com

Live & Work With Pride. Arizona's
Premier Apartment Communities.
Proud recipient of the Pride of Arizona
Award.



Business Listing
\$275 + logo add \$85
Logo is online only

REALTORS

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Tucson, AZ 85701

520-873-7600

www.CXTRealty.com



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Nova Home Loans, America's #1 mortgage company and CXT
Realty, Tucson's top producing real estate brokerage.


DIGITAL MARKETING OPTIONS - Monthly + Solo E-News Sponsorships

Option 1: Monthly Pride Guide® E-News Sponsor

- \$229 per month
- \$160 per month (when sponsoring 4+ months)

Pride Guide® Arizona December, 2018





E-News Sponsor

Don't miss out on Tempe's gorgeous weather and fun holiday festivities. Mark your calendars for these exciting upcoming events in Tempe. For more information on Tempe visit www.LGBTinTempe.com.

Celebrate the Holidays in Tempe
There are enough fun holiday happenings in Tempe to entice even the grougiest Grinches into celebrating all the joys of the season. Our mild, sunny days and pleasantly crisp evenings are perfect for enjoying all the outdoor festivities.



VIEW OUR FLIPBOOK HERE

Order Your Copy Now!

Pride Guide®
5229 N. 7th Ave. Suite 107B
Phoenix, AZ 85013
Office: 602-466-2501
Fax: 602-283-4140


Photo: Adam Rodriguez

Option 2: Solo E-News Sponsor


- Exclusively promote your business, organization or event**
- \$399 per standalone email

Pride Guide® Arizona November 14, 2018





Solo E-News Sponsor



Maybe your family now is just you and your spouse or partner. Maybe there is already the laughter of children in your house. Whatever the composition of your family, you want it to be bigger.

The decision to become a foster or adoptive parent starts with the question: "Do I have room in my heart for a child?"

Even with a quick "YES," more practical questions follow:

VIEW OUR FLIPBOOK HERE

Order Your Copy Now!

Pride Guide®
5229 N. 7th Ave. Suite 107B
Phoenix, AZ 85013
Office: 602-466-2501

- Reach nearly 10,000 subscribers • 300 word limit + 2 images or submit a 350 pixel x 700 pixel JPG or PNG
- Content due no later than the 15th of the month prior to your sponsorship • Space is limited. Call for availability