

AS SEEN ON THE TRAVEL CHANNEL

# Pride Guide®

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: **December 13, 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



Follow on IG @goodbog



Photo: Slaven Gujic



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Photo: Slaven Gujic



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# 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.

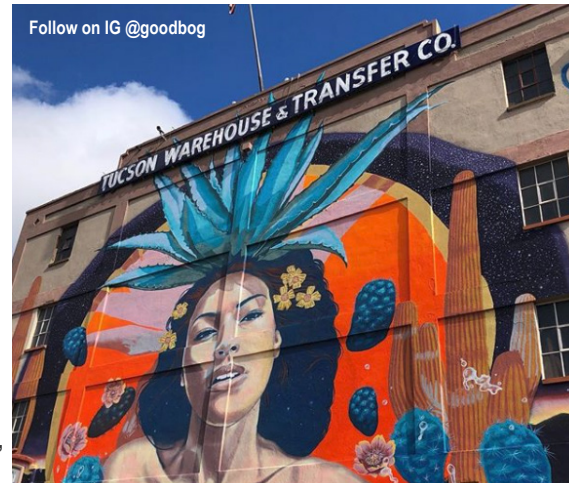
## DISPLAY AD PRINT RATES & DEADLINES

(All display ads include listing online & in print)

STATE	EARLY BIRD DEADLINE	FINAL DEADLINE
Arizona	Nov 15 <sup>th</sup>	Dec 13 <sup>th</sup>
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



Follow on IG @goodbog



# 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

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

Premium Featured Banner  
\$1750/quarter  
5 second rotation

## 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 Racing

## Are You Listed?



Featured Partner Banner  
\$800/quarter  
10 second rotation

to sign up today & reach the LGBTQ market.

## Our Featured Partners





# DIGITAL MARKETING OPTIONS - [www.GayArizona.com](http://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](mailto: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](http://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

#### RESIDENTIAL

#### Avi Erbst of CXT Realty

120 N Stone Ave., #200

Tucson, AZ 85701

520-873-7600

[www.CXTRealty.com](http://www.CXTRealty.com)



**Avi Erbst  
REALTOR®**  
(520) 873-7600  
[Avi@CXTRealty.com](mailto:Avi@CXTRealty.com)

The "AVI-ous" Choice for Your Real Estate Needs

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](http://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.



Photo: Adam Rodriguez



**E-News Sponsor**

VIEW OUR FLIPBOOK HERE

Order Your Copy Now!



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Fax: 602-283-4140

## 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**

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Order Your Copy Now!



VIEW OUR FLIPBOOK HERE

Order Your Copy Now!

**aask** Relationships Matter:  
Ensuring every child has someone who cares



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:

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