

Use this handy guide to create your ad files! Remember, all files MUST be CMYK color, PDF or JPG at 300ppi. We cannot control color for RGB files.

2013 Media Kit

Full Page
5.62" x 8.62"

Your final file size will be 5.62" x 8.62"
One eighth inch on each side will GET CUT OFF when the publication is trimmed to final size. Please do not use crop marks.

- Safe area is 1/2 – 1/4 inch from the trim size. DO NOT put important text closer than 1/4 – 1/2 inch to the trim size: IT MIGHT GET CUT OFF OR LOST IN THE FOLD. We can not be responsible for your ad if it is not sized properly.
- Trim size is 5.375" x 8.375"
- Bleed area: 1/8" (.125") on each side gets cut off.

1/8
2.125" x 1.75"

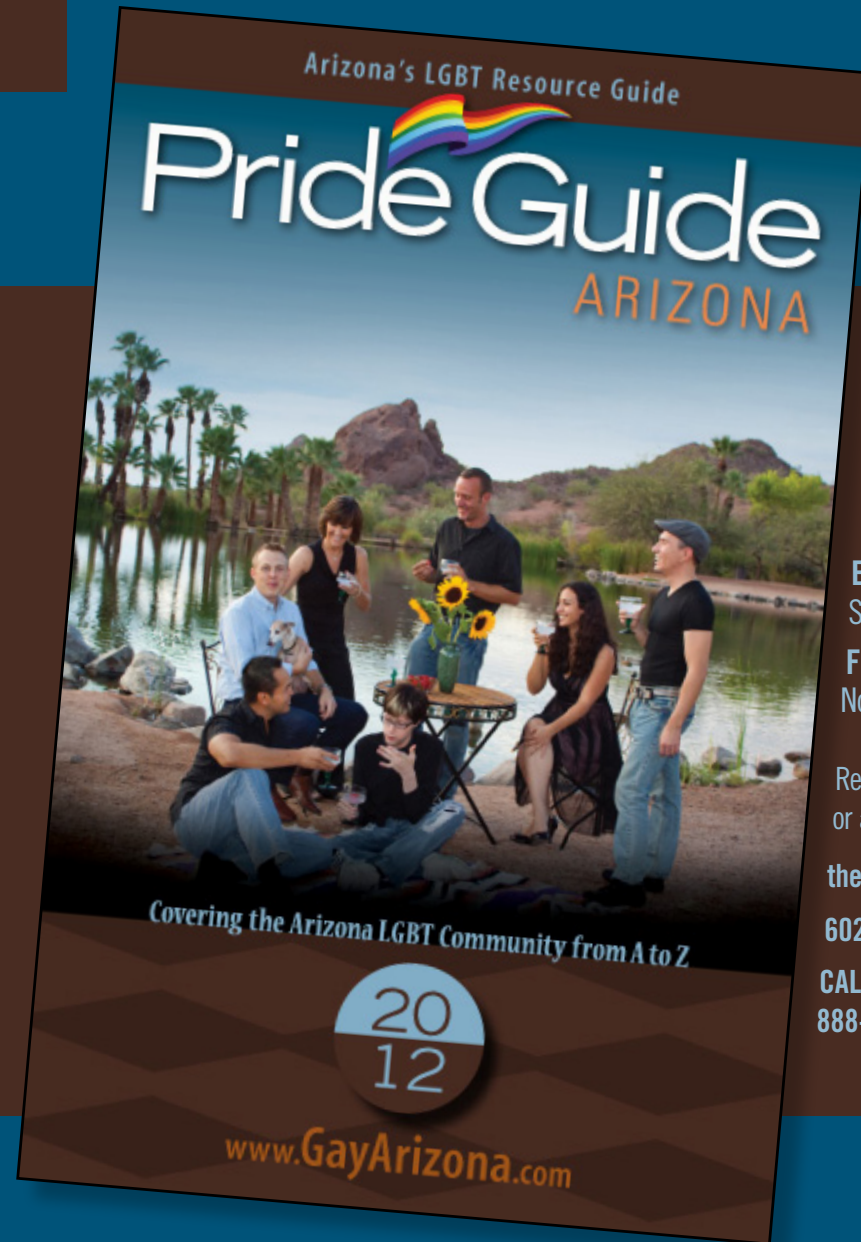
1/4 Hor
4.375" x 1.75"

1/4 Vert
2.125" x 3.625"

1/2 Vert
2.125" x 7.375"

1/2 Hor
4.375" x 3.625"

2/3 Page
4.375" x 5.375"



An Arizona LGBT
Business, Travel,
& Relocation Guide

EARLY BIRD DEADLINE
September 24, 2012

FINAL DEADLINE
November 9, 2012

Reserve your listing
or ad space today!

thePrideGuides@gmail.com

602-466-2501

CALL TOLL FREE
888-830-3022

Arizona Pride Guide

MC Publishing Inc.
PO Box 45243, Phoenix, AZ 85064
www.GayArizona.com

602-466-2501
TOLL FREE 888-830-3022
EMAIL thePrideGuides@gmail.com
FAX 602-297-6939

Reach Over 375,000 Readers in Print & Online

www.GayArizona.com

READERSHIP and DISTRIBUTION

1. The Pride Guide of Arizona, named "Best Seen Gay & Lesbian Travel & Resource Guide from Coast to Coast" June 2008. By Donald Pile & Ray Williams — Award Winning Celebrity Travel Writers.
2. Distributed free at over 380 locations in California, Arizona, New Mexico, Colorado, Texas, and Nevada. Locations such as: 15 visitor centers, public libraries, dog salons, hair salons, bookstores, bars, coffee houses, restaurants, and community centers, etc.
3. Readership is over 375,000
4. www.GayArizona.com: 55,000 Unique visitors a month, over 140,000 hits a month making it the largest gay website in Arizona.
5. National and International guide downloads: Arizona 30-80/week, Nationwide 75/week, Canada 30/week, Europe 15/week, Asia 5/week.

LGBT DEMOGRAPHICS

ARIZONA POPULATION

1. Arizona Ranks 10 in highest concentrations of same-sex couples
2. Maricopa County is number 7 in the ranking of highest concentrations of LGB People in the U.S.

Source: *The Gay and Lesbian Atlas*

RELOCATION

1. Arizona is one of the fastest growing states in the U.S.
2. 30% of people moving to Arizona claim to be part of the LGBT community

Source: *Phoenix CVB, Phoenix Chamber of Commerce, U.S. Census 2010*

TOURISM

1. Arizona is ranked the 7th LGBT destination in the U.S.
2. Arizona is ranked 3rd destination for LGBT International Travelers
3. Phoenix is the Top 5 destination for LGBT Business Travelers

Sources: *International Gay & Lesbian Travel Association, Community Marketing 2009*

NATIONAL POPULATION and BUYING POWER

1. The adult LGBT population is at 18-21 million
2. \$743 Billion in purchasing power
3. The LGBT community has the highest disposable income
4. 74% are brand loyal
5. 77% switched to brand companies with a positive LGBT stance
6. Median household income is \$89,000
7. 91% said purchasing decisions are favorably influenced by companies that advertise in LGBT media
8. Spend \$78 billion in travel
9. Eat out and go out for entertainment three times more likely than the mainstream

Sources: *Witek-Combs Communications 2010 and Indiana University 2010*

RATES and SPECIFICATIONS

(Agreement and Payment received by date shown.) All rates are net. 6% Advertising tax is NOT INCLUDED in these rates. **DISPLAY ADVERTISING DESIGN FEES ARE NOT INCLUDED IN THESE RATES.**

BUSINESS LISTINGS

ONLINE AND PRINT \$275
add picture or logo online for an additional ... \$85

WEBSITE RATES

Classified Rates \$75 for three months
Top Premium Banner \$1,000 per quarter
Sponsor Small Banner \$500 per quarter
Sponsor Top Banner \$800 per quarter
Email Newsletter Sponsor..... \$200 per month

DISPLAY PRINT RATES

(all display ads include listing online and print)

| | Sep 24th | Nov 9th |
|----------------|--------------|---------|
| 1/8 | \$445..... | \$515 |
| 1/4 | \$655 | \$715 |
| 1/2 | \$895 | \$1,115 |
| 2/3 | \$1,125..... | \$1,545 |
| Full Page..... | \$1,475..... | \$1,845 |

PRINT DISPLAY AD SPECIFICATIONS (see diagrams on back page)

PRINT, all ads in full color

1/8 horizontal 2.125"w x 1.75"h
1/4 vertical 2.125"w x 3.625"h
1/4 horizontal 4.375"w x 1.75"h
1/2 vertical 2.125"w x 7.375"h
1/2 horizontal 4.375"w x 3.625"h
2/3 page.....4.375"w x 5.375"h
Full page bleed.....5.62"w x 8.62"h
(Full page files must be built to 5.62" x 8.62". This includes a 1/8" (.125) bleed area on each side which WILL BE CUT OFF when the job is trimmed to final size. Please see chart on back page for proper ad sizing.)

ELECTRONIC FILES

- We accept appropriately formatted PDF, JPG or TIF Files. JPG files MUST be converted to CMYK.
- Minimum Resolution of 300 ppi, otherwise, your ad may appear blurry or pixelated.
- **All color MUST be converted to CMYK.** RGB colors (monitor colors) will change in printing.
- **DO NOT submit Microsoft Word, Publisher or Powerpoint Files.**
- **Submit ads to:**
thePrideGuides@gmail.com

WEBSITE DISPLAY AD SPECIFICATIONS

Top Horizontal Banner468 x 60 pixels
JPG or Animated GIF20 kb or less
Top Sponsor Banner.....140 x 280 pixels
JPG or Animated GIF20 kb or less
Small Sponsor Banner.....144 x 42 pixels
JPG or GIFF10kb or less
Picture or Logo next to listing.....160 ppi
JPG files only

Send banners and pictures to: **thePrideGuides@gmail.com**



“ The Gay & Lesbian Community will Keep Spending & Traveling in an Economic Downturn ”

Nov. 08 Witek & Combs