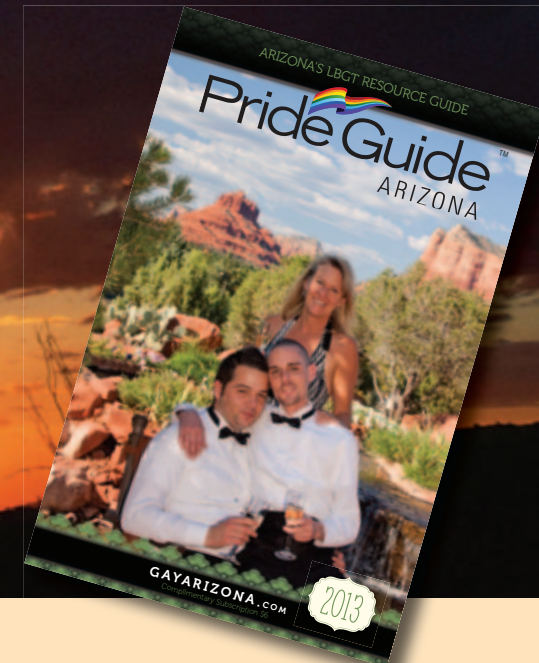
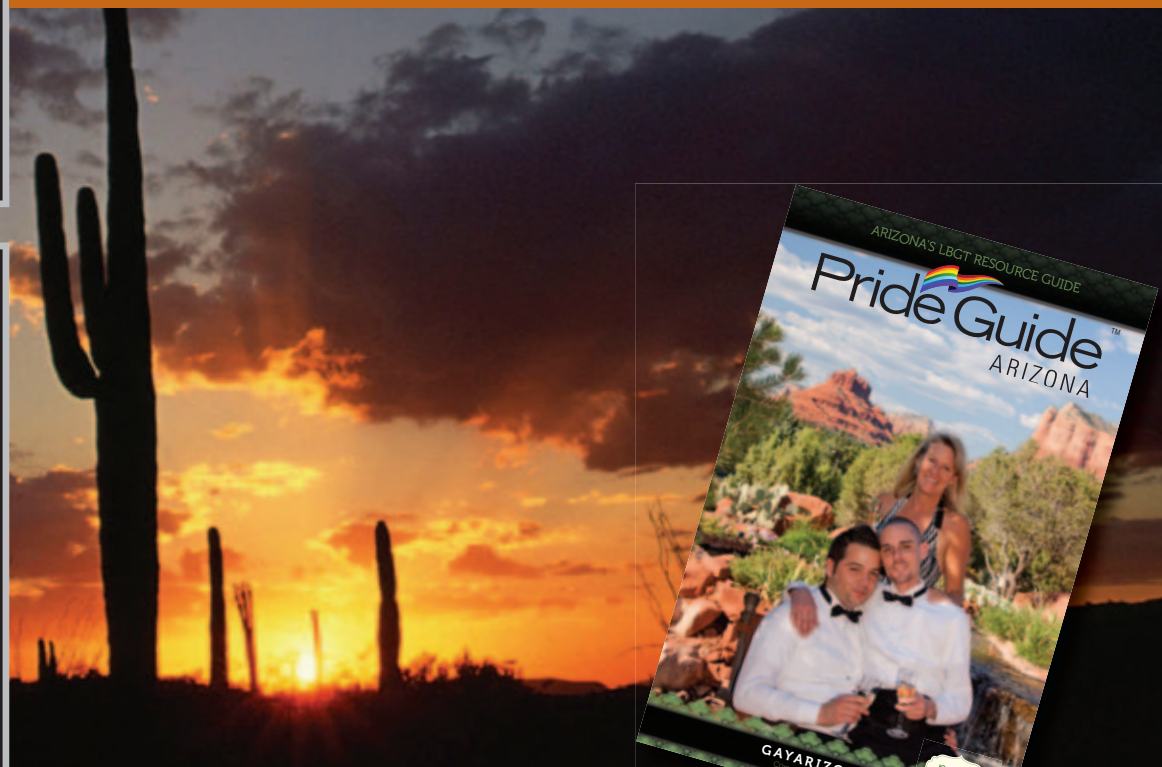
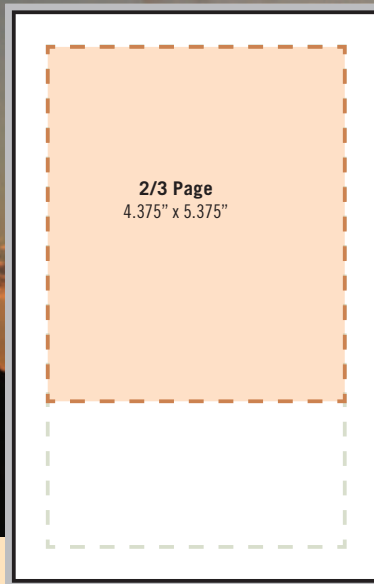
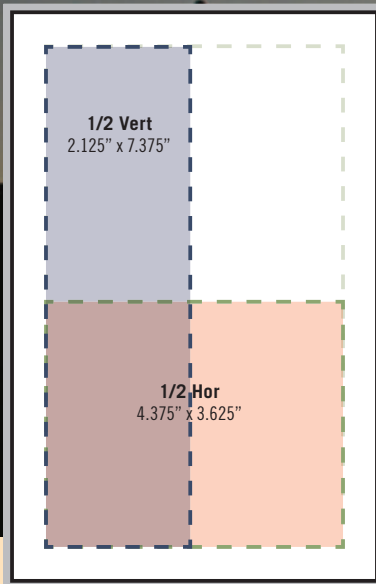
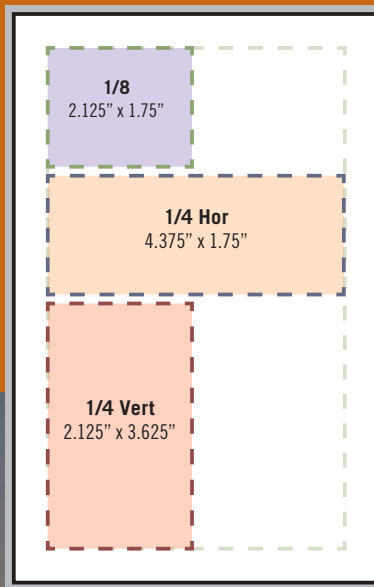
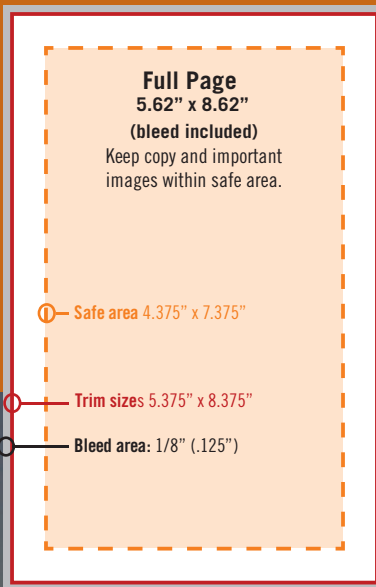


AS SEEN ON THE TRAVEL CHANNEL DEC. 2012

# Pride Guide™ ARIZONA

## 2014 MEDIA KIT



**Arizona Pride Guide  
MC Publishing Inc.**  
5229 N. 7th Ave  
Suite 107B  
Phoenix, AZ 85013

Phone (602) 466-2501  
Toll Free (888) 830-3022  
Email:  
Arizona@ThePrideGuides.com  
Fax (602) 283-4140

**An Arizona statewide online & print LGBT Travel,  
Wedding, Relocation and Business Resource Guide**

Early Bird Deadline: **September 20<sup>th</sup> 2013** Final Deadline: **November 8<sup>th</sup> 2013**  
Reserve your Business Listing/Ad space today!  
**Arizona@ThePrideGuides.com | 602-466-2501**

Reach over 425,000 Readers in Print & Online  
**www.GayArizona.com**

**www.GayArizona.com**

# READERSHIP & DEMOGRAPHICS

## READERSHIP

- Readership is at over 425,000
- Over 140,000 hits a month. 55,000 of which are unique visitors making it one of the largest gay websites in Arizona.

## LGBT DEMOGRAPHICS

- Arizona Ranks 10th highest concentration of same-sex couples.
- 30% of people moving to Arizona claim to be part of the LGBT Community.

## TOURISM

- Leisure U.S. Destination: Arizona is ranked 7th for U.S. & 3rd for International LGBT Travelers.
- Business U.S. Destination: Phoenix is ranked 5th for LGBT Business Travelers

## NATIONAL POPULATION and BUYING POWER

1. The adult LGBT population at 19-23 million
2. \$800 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 favorable influenced by companies that advertise in LGBT media.
8. Spend \$80 billion in travel
9. Eat out and go for entertainment three times more likely than the mainstream

(Source: Community Marketing 2012, US Census 2010, Witek-Combs Communications 2011)



# RATES & SPECIFICATIONS

## BUSINESS LISTINGS

- Business Listings (includes , contact info, promo line & web link)
- \$275 for one year, additional listings \$199
- Add picture or logo online for additional \$85

## WEBSITE RATES (BANNERS)

- **Premium Featured Banner:** \$1,750 per quarter
- **Top Banner:** \$1,000 per quarter
- **Featured Partner Banner:** \$800 per quarter
- **Category Banner:** \$500 per quarter
- **Email Newsletter Sponsor:** \$199 per month

## DISPLAY PRINT RATES

(All display ads include listing online and print)

	SEP 20 <sup>th</sup>	NOV 8 <sup>th</sup>
1/8 PAGE	\$465	\$595
1/4 PAGE	\$685	\$795
1/2 PAGE	\$925	\$1,145
2/3 PAGE	\$1,155	\$1,595
FULL PAGE	\$1,495	\$1,895

Premium Placement Rates: Call US!

## 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 pixilated.
- 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: [Ads@ThePrideGuides.com](mailto:Ads@ThePrideGuides.com)

## PRINT DISPLAY AD SPECS

(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

## WEBSITE DISPLAY AD SPECIFICATIONS

### Picture/Logo

Next to listings max 220 x 220 pixels, 160 dpi in JPEG or PNG

### Banners

JPEG or Animated Gif

### Premium Featured Banner

970 x 344 pixels

### Top Banner & Category Banner

468 x 60 pixels

### Featured Partner Banner

140 x 280 pixels

Send Ads, banners and pictures to  
[Ads@ThePrideGuides.com](mailto:Ads@ThePrideGuides.com)

Ask about our Multi-State Discount (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.