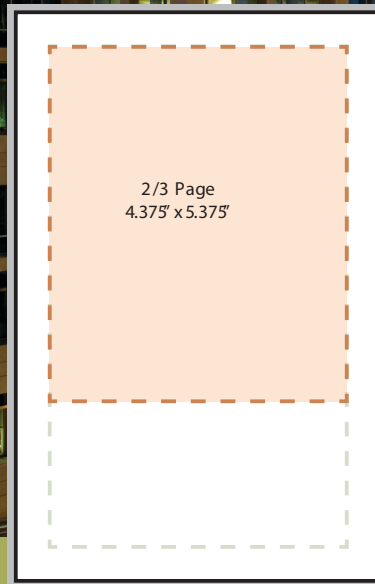
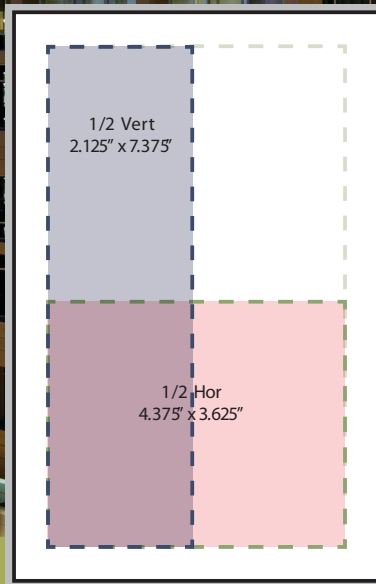
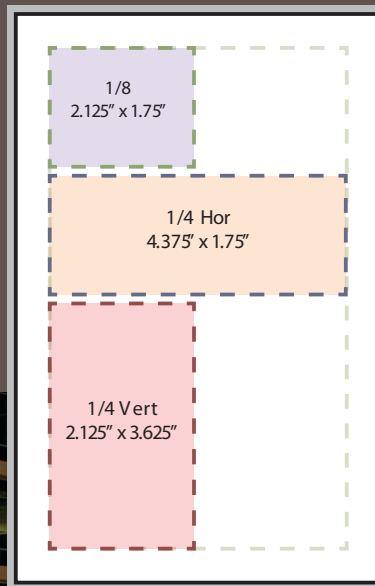
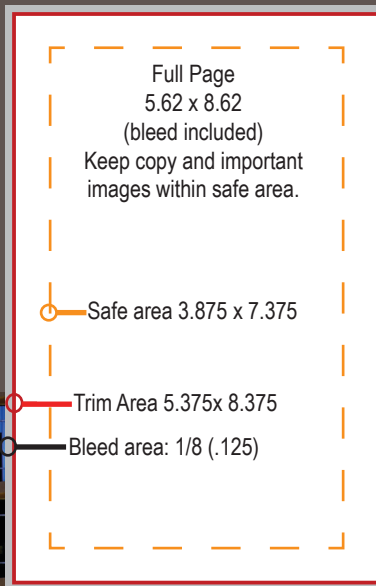


AS SEEN ON THE TRAVEL CHANNEL

# Pride Guide<sup>®</sup> ARIZONA

## 2016 MEDIA KIT



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

Phone (602) 466-2501  
Email:  
Arizona@ThePrideGuides.com  
Fax (602) 283-4140

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

**An Arizona Statewide Online & Print LGBT Travel,  
Wedding & Business Resource Guide**

Early Bird Deadline: **September 18<sup>th</sup> 2015** Final Deadline: **November 6<sup>th</sup> 2015**  
Reserve your Business Listing/Ad Space today!  
[Arizona@ThePrideGuides.com](mailto:Arizona@ThePrideGuides.com) | 602-466-2501

Reach over 425,000 Readers in Print & Online  
[www.GayArizona.com](http://www.GayArizona.com)

# READERSHIP & DEMOGRAPHICS

## READERSHIP

- Readership is at over 425,000
- More than 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 favorably 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)



PrideGuide\* ARIZONA  
**WEDDING  
& Honeymoon  
EXPO**

**Save The Date Tucson!**  
June 7th, 2015  
JW Marriott Starr Pass  
11:30 am - 4:00 pm

**Save The Date Phoenix!**  
August 23rd, 2015  
JW Marriott Desert Ridge  
11:30 am - 4:00 pm



# 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
- **E-mail Newsletter Sponsor:**  
\$199 per month/\$150 per month (4 or more months)

## DISPLAY PRINT RATES

(All display ads include listing online and print)

	SEP 18 <sup>th</sup>	NOV 6 <sup>th</sup>
1/8 PAGE	\$495	\$595
1/4 PAGE	\$695	\$795
1/2 PAGE	\$995	\$1,295
2/3 PAGE	\$1,195	\$1,795
FULL PAGE	\$1,595	\$1,995
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.

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.

## 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**