



Arizona's Statewide LGBTQ-Friendly Travel, Wedding & Business Resource Guide

## 2021 PRINT + DIGITAL MARKETING MEDIA KIT

### 2021 Print Edition



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

**Corporate Office:**  
MC Publishing Inc.

PO Box 45243 • Phoenix, AZ 85064

P: 602.466.2501 • [Ads@ThePrideGuides.com](mailto:Ads@ThePrideGuides.com)

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

Final Deadline: **December 11, 2020**

# 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**



# RATES + DEADLINES

## BUSINESS LISTINGS

- Includes contact information, promo line & web link on state & national site
- \$285 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 (Minimum of four posts)

## ELECTRONIC FILES

- We accept appropriately formatted PDF, JPG or TIF files in CMYK.
- Minimum Resolution of 300 dpi, otherwise your ad may appear blurry or pixelated.
- 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 9 <sup>th</sup>	Dec 11 <sup>th</sup>
1/8 pg. ad	\$495	\$595
1/4 pg. ad	\$695	\$795
1/2 pg. ad	\$1,015	\$1,315
2/3 pg. ad	\$1,215	\$1,815
Full pg. ad	\$1,655	\$2,055

## EMPLOYMENT OPPORTUNITY ADVERTISEMENTS

- Listing on [GayArizona.com](http://GayArizona.com) + Three Facebook Posts: \$295 per quarter



**We offer advertising solutions for nearly every budget!**  
**Call today: 602.466-2501**

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

Agreement and payment in full must be received by date shown. All rates are net. Advertising tax is NOT INCLUDED in these rates. Display advertising design fees are not included in these rates.



Pride Guide

+BON APPETIT!



home | about us

advertise with us | contact us

NORTH

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?

**Every Dog Has His Day in Glendale!**  
Posted on Monday, March 2nd, 2020

DOG DAYS OF GLENDALE CELEBRATES A DECADE OF DOGS GLENDALE, Ariz. – Calling all dogs and the people they love! The 10th Annual Dog Days of Glendale will be held Saturday, March 7, 2020 from 8 a.m. to 1 p.m. ...[\(more\)](#)

Are You Listed?



Featured Partner Banner \$800/quarter 10 second rotation

Our Featured Partners







## Phoenix Metro Area Real Estate Services

Large Category Header  
\$1000/quarter

Butch Leiber, Associate Broker  
602-390-1399  
TalkWithButch.com



*Find your happy place!*  
Desert Fairways Realty




Pick a category for all your Real Estate needs:

- [APARTMENTS](#)
- [COMMERCIAL REAL ESTATE](#)
- [LOCKSMITHS](#)
- [MORTGAGES](#)
- [MOVE MANAGEMENT SERVICES](#)
- [MOVERS](#)
- [REALTORS](#)
- [RESIDENTIAL BROKERS](#)
- [RETIREMENT COMMUNITIES](#)
- [TIMESHARES](#)
- [TITLE AGENCIES](#)

Business Listing  
\$285 + logo add \$85  
\*\*\*Logo is online only\*\*\*

### APARTMENTS

**The Station on Central**  
4140 N. Central Ave.  
Phoenix, AZ 85012  
833-837-5729  
[www.MAXXProperties.com/The-Station-on-Central-Phoenix-AZ/](http://www.MAXXProperties.com/The-Station-on-Central-Phoenix-AZ/)



### MOVE MANAGEMENT SERVICES

**Your Listing  
Could Be Here**  
CLICK FOR MORE DETAILS

# 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
March 2020





PO Box 45243  
Phoenix Arizona 85064  
Office: 602-466-2501  
Arizona@ThePrideGuides.com  
www.GayArizona.com



**March E-News Sponsor**

**Tempe Welcomes You this Spring**  
Phoenix Pride is just around the corner and Tempe is ready to celebrate! Consider Tempe as a home base during Pride weekend, April 4-5. Hotels in Downtown Tempe are just a quick light rail ride from the festivities in Phoenix. Find out why Tempe is a welcoming destination at [www.lgbtintempe.com](http://www.lgbtintempe.com).



Photo: Slaven Gujic



We're so proud to announce that the 2020 edition of Arizona Pride Guide® is on stands NOW! Check out our new design & make sure you reserve your ad space for 2021 today.

[View the Guide Here](#)  
or [Order a Copy](#)



[View the Guide Here](#)  
or [Order a Copy](#)


**DOWNLOAD OUR FREE MOBILE APP TODAY AT:**




## Option 2: Solo E-News Sponsor

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


Pride Guide® Arizona
January 14, 2020





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Phoenix Arizona 85064  
Office: 602-466-2501  
Fax: 602-283-4140  
Arizona@ThePrideGuides.com  
www.GayArizona.com

**This year, make an IMPACT.**




**Become a Therapeutic Foster Parent.**

Join us at a **FREE Information Session** and find out how you can use **YOUR** skills to impact lives **AND** receive a **TAX-FREE** reimbursement income!


Choose your time and location:  
*Complimentary meal served at all sessions*

**PHOENIX**  
Tuesday, January 21, 2020, 6:00-7:00pm  
or  
Saturday, January 25, 2020, 9:30-10:30am  
Devereux Advanced Behavioral Health  
2025 N. 3rd St., Ste 250, Phoenix, AZ 85004  
**RSVP: [DevereuxAZFosterCare.org](http://DevereuxAZFosterCare.org)**




[View the Guide Here](#)  
or [Order a Copy](#)

**DOWNLOAD OUR FREE MOBILE APP TODAY AT:**



**DOWNLOAD OUR FREE MOBILE APP TODAY AT:**



- 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.