

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

2021 PRINT + DIGITAL MARKETING MEDIA KIT

2021 Print Edition



Final Deadline: **December 11, 2020**



www.GayArizona.com

Corporate Office:

MC Publishing Inc.

PO Box 45243 • Phoenix, AZ 85064

P: 602.466.2501 • Ads@ThePrideGuides.com

www.GayArizona.com • www.PrideGuideUSA.com

READERSHIP + DEMOGRAPHICS

RATES + DEADLINES

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



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 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.

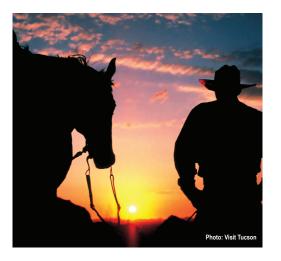
DISPLAY AD PRINT RATES & DEADLINES

(All display ads include listing online & in print)

STATE	EARLY BIRD DEADLINE	FINAL DEADLINE
Arizona	Oct 9 th	Dec 11 th
1/8 pg. ad 1/4 pg. ad 1/2 pg. ad 2/3 pg. ad Full pg. ad	\$495 \$695 \$1,015 \$1,215 \$1,655	\$595 \$795 \$1,315 \$1,815 \$2,055

EMPLOYMENT OPPORTUNITY ADVERTISEMENTS

• Listing on **GayArizona.com** + Three Facbook Posts: \$295 per quarter



DIGITAL MARKETING OPTIONS - www.GayArizona.com



DIGITAL MARKETING OPTIONS - www.GayArizona.com



Butch Leiber, Associate Broker

602-390-1399 TalkWithButch.com



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(A) (B)

Pick a category for all your Real Estate needs:

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- COMMERCIAL REAL ESTATE
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- MOVE MANAGEMENT SERVICES
- MOVERS
- REALTORS

- RESIDENTIAL BROKERS
- RETIREMENT COMMUNITIES
- TIMESHARES
- TITLE AGENCIES

APARTMENTS

The Station on Central

4140 N. Central Ave.

Phoenix, AZ 85012

833-837-5729

www.MAXXProperties.com/The-

Station-on-Central-Phoenix-AZ/

Rusiness Listing

Rusiness Lis



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CLICK FOR MORE DETAILS

DIGITAL MARKETING OPTIONS - Monthly + Solo E-News Sponsorships

Option 1: Monthly Pride Guide® E-News Sponsor

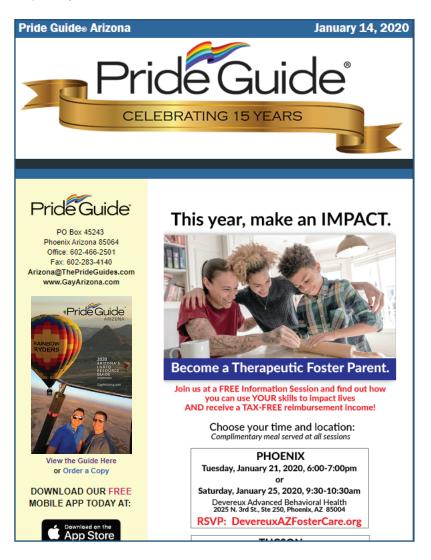
- \$229 per month
- \$160 per month (when sponsoring 4+ months)



Option 2: Solo E-News Sponsor

Exclusively promote your business, organization or event

• \$399 per standalone email



- 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.