

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

2022 PRINT + DIGITAL MARKETING MEDIA KIT



Web + Mobile App

Ad Space Final Deadline: December 10, 2021 Corporate Office: MC Publishing, Inc. PO Box 45243 • Phoenix, AZ 85064 602.466.2501 • Ads@ThePrideGuides.com

DEMOGRAPHICS + READERSHIP

LGBTQ+ DEMOGRAPHICS

Did you know the LGBTQ+ audience:

- is the #1 travel market rebounding quicker than any other market during the COVID-19 pandemic?
- 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? (Sources: Visit Phoenix and Advertising Week Social Club)

READERSHIP

- Arizona Pride Guide® readership is 480,000.
- Pride Guide® is available **FREE** at over **460 locations** in Arizona and **16 cities** nationally.

NATIONAL POPULATION AND BUYING POWER

The LGBTQ+ audience is projected to approach \$1 trillion dollars this year. *(Source: Community Marketing, Inc.)*

TESTIMONIALS

"I've been advertising with Pride Guide[®] for several years now & am continuously impressed with their professionalism & creativity. I get more attention from my ads with them than any other form of marketing AND I get to help support other locally owned LGBTQ businesses in the process. It's a win win. I couldn't be happier with the results."

- Adam Gettys, State Farm Insurance

"Pride Guide[®] really opens the floodgates to reaching the LGBTQ+ community." - **Nancy, Tempe Office of Tourism**



RATES + DEADLINES

BUSINESS LISTINGS

- Includes contact information, promo line & web link on state & national websites
- \$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+ months)
- Solo Email Blast \$399 per email
- Social Media/Facebook Posts \$25/post - reach 10K followers (Minimum of 4 posts)

We offer advertising options for nearly every budget.



DISPLAY AD PRINT RATES & DEADLINES

(All display ads include listing online & in print)

STATE	EARLY BIRD DEADLINE	FINAL DEADLINE
Arizona	Oct 15	Dec 10
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** + 3 Facbook Posts: \$295 per quarter

AD / ARTWORK REQUIREMENTS

- 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.

Let us design your ad: only \$49/hour. Contact us for details.

Agreement and payment in full must be received by date shown. All rates are net. Advertising tax is NOT INCLUDED in these rates. Display ad design fees billed at additional rate of \$49 per hour.

www.GayArizona.com • www.PrideGuideUSA.com

Top Banner \$1000/quarter 10 second rotation



nome | about us

Pride Guid

NORTHERN ARIZONA PHOENIX METRO

advertise with us 1 conte

It's our differences that make all the difference.

We're all human, but we're not all the same. Often our differences —like age, ethnicity, lifestyle habits, or where we live—can reveal important insights about our health.

By participating in the *All of Us* Research Program, you may learn more about your health than ever before.

(877) 268-2684

LEARN MORE

Premium Featured Banner \$1750/quarter 5 second rotation

vertise With Us

out to hundreds of clands of potential new gay crism & wedding customers ith Arizona Pride Guide and ayArizona.com. What's Happening?

LGBTQ+ Events at Chandler Public Library Posted on Wednesday, March 17th, 2021

Chandler Public Library – Downtown22 S Delaware, Downtown Chandler Grab &

DIGITAL MARKETING: www.GayArizona.com

accomplishments of transpeople around ...<u>(mor</u>





home | about u

www.AZPerfectComfort.com

advertise with us | contact u

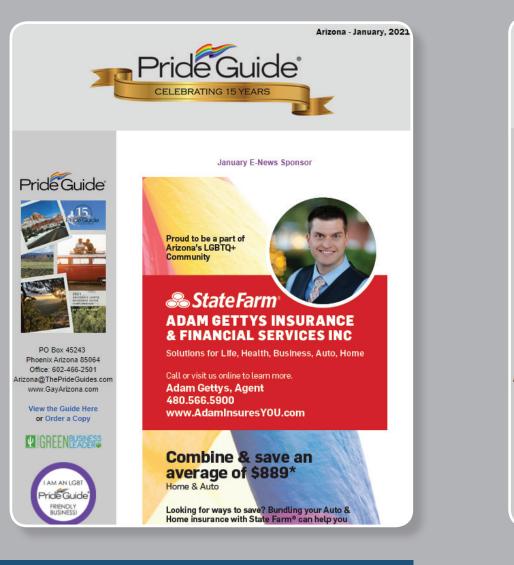
DIGITAL MARKETING: Phoenix Net www.GayArizona.com enix Metro Area Professional Services Large Category Header Contact Me ► \$1000/quarter 🙈 State Farm Change pays. Adam Gettys Get to a better State." Switch and save hundreds. 10 second Gay owned and operated! Agen rotation Fick an LGBT friendly Professional Service: HOME INSPECTIONS PLUMBING AUTOMOTIVE FUNERAL & CREMATION SERVICES PEST CONTROL SERVICES TRANSPORTATION Business Listing \$285/year + logo add \$85 AIR CONDITIONING/HEATING ONTRACTORS [Note: Logo is online only] ustom Builders. **AZ Perfect Comfort** John McCombs, Managing Partner erfectcomfort 26 West Lone Cactus Dr., Suite 400 Phoenix, AZ 85027 602-789-3000

6

Solo E-News Sponsor

Exclusively promote your business, organization or event

• \$399 per standalone email



DIGITAL MARKETING: Solo + Monthly E-News Sponsor

Monthly Pride Guide® E-News Sponsor

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



Pedal Haus Brewery

- 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
- Limited space. Call for availability.