



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

## 2022 PRINT + DIGITAL MARKETING MEDIA KIT

Printed Guide



**Ad Space Final Deadline:**  
**December 10, 2021**

Web + Mobile App



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

Corporate Office:  
MC Publishing, Inc.  
PO Box 45243 • Phoenix, AZ 85064  
602.466.2501 • [Ads@ThePrideGuides.com](mailto: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	\$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** + 3 Facebook 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

PHOENIX PRIDE  
SAVE THE DATE: NOV. 6 - 7, 2021

home | about us

advertise with us | contact us

NORTHERN ARIZONA

PHOENIX METRO

TUCSON METRO

SOUTHERN ARIZONA

All  
of Us  
RESEARCH PROGRAM



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



Banner Health.



THE UNIVERSITY  
OF ARIZONA



MARIPOSA  
Your  
COMMUNITY  
HEALTHCENTER

Premium  
Featured Banner  
\$1750/quarter  
5 second  
rotation

Advertise With Us

What's Happening?

Are You Listed?

Our Featured Partners

about to hundreds of  
hundreds of potential new gay  
tourism & wedding customers  
with Arizona Pride Guide and  
GayArizona.com.

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

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



Featured  
Partner Banner  
\$800/quarter  
10 second  
rotation

Are  
This  
Click to sign up today &  
reach the LGBTQ market.

Budget.

Enjoy up to 25%  
off car rentals  
with the  
Pride Guides®  
discount code!

BOOK NOW!

DIGITAL MARKETING:  
www.GayArizona.com

accomplishments of  
transpeople around ...[more](#)

## DIGITAL MARKETING: [www.GayArizona.com](http://www.GayArizona.com)

TUCSON METRO

SOUTHERN ARIZONA

Phoenix Metro

Large  
Category Header  
\$1000/quarter  
10 second  
rotation

### Phoenix Metro Area Professional Services



**Change pays.**  
Switch and save hundreds.

Contact Me ▶

**Adam Gettys**  
Agent



**State Farm**  
Get to a better State.™  
Gay owned and operated!

Pick an LGBT friendly Professional Service:

- [AIR CONDITIONING/HEATING](#)
- [ATTORNEYS](#)
- [AUTOMOTIVE](#)
- [BUSINESS SERVICES](#)
- [CATERING](#)
- [CUSTOM FRAMING](#)
- [DIVORCE MEDIATION](#)
- [FINANCIAL SERVICES](#)
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- [GENERAL CONTRACTORS](#)
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- [MARKETING & BRANDING](#)
- [PEST CONTROL SERVICES](#)
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- [PHOTOGRAPHY](#)
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- [PROJECT MANAGEMENT](#)
- [TRANSPORTATION](#)
- [TRAVEL](#)
- [VIDEOGRAPHY](#)

#### AIR CONDITIONING/HEATING

##### AZ Perfect Comfort

John McCombs, Managing Partner  
26 West Lone Cactus Dr., Suite 400  
Phoenix, AZ 85027  
602-789-3000  
[www.AZPerfectComfort.com](http://www.AZPerfectComfort.com)



Business Listing  
\$285/year  
+ logo add \$85  
[Note: Logo is  
online only]

#### CONTRACTORS

##### Custom Builders,

Alan Anderson  
8214 E Voltaire Ave  
Scottsdale, AZ 85260  
480-998-9696



## Solo E-News Sponsor

Exclusively promote your business, organization or event

- \$399 per standalone email

## Monthly Pride Guide® E-News Sponsor

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

Arizona - January, 2021



January E-News Sponsor



Proud to be a part of  
Arizona's LGBTQ+  
Community



**State Farm**  
**ADAM GETTYS INSURANCE  
& FINANCIAL SERVICES INC**  
Solutions for Life, Health, Business, Auto, Home  
Call or visit us online to learn more.  
**Adam Gettys, Agent**  
**480.566.5900**  
**www.AdamInsuresYOU.com**

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

View the Guide Here  
or Order a Copy



**Combine & save an  
average of \$889\***  
Home & Auto  
Looking for ways to save? Bundling your Auto &  
Home insurance with State Farm® can help you

Arizona - March, 2021



March E-News Sponsor



**tempe** refreshingly  
arizona **EXPLORE**

**Patio Dining in Tempe, Arizona**

What makes a sunny spring day even better? Dining on an outdoor patio in Tempe, Arizona! This is the season when getting outside is a priority in Tempe because the weather is incredible. And, with Tempe's ever-evolving dining scene, it's your chance to try a new place or revisit an old favorite.



Pedal Haus Brewery

Here are some of the best Tempe restaurants that serve mouthwatering meals on relaxing outdoor patios. For even more options for outdoor dining, [visit the Tempe Tourism blog](#)

[Pedal Haus Brewery](#)



**DIGITAL MARKETING:**  
**Solo + Monthly E-News Sponsor**

- 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.