



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
www.PrideGuideUSA.com

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	\$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

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

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

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](#)

Top Banner
\$1000/quarter
10 second
rotation

PHOENIX PRIDE

SAVE THE DATE: NOV. 6 - 7, 2021

**Premium
Featured Banner**
\$1750/quarter
5 second
rotation

DIGITAL MARKETING: 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](#)
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- [FUNERAL & CREMATION SERVICES](#)
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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



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)

Pride Guide®

Solo E-News Arizona • September 2021

Awarded Best Homeowners Insurance by Forbes Advisor
for Price Competitiveness and Level of Complaints "★★★★★"

BUNDLED IS BETTER

🏠 + 🚗 = SAVINGS

Just ask the Scott Brothers

AMERICAN FAMILY INSURANCE®

Bryan Shisler
(480) 951-5056
BSHISLER@AMFAM.COM
WWW.INSURELOCALAZ.CO

Auto | Home | Business | Life

Check us out!

The 2021 guide is on stands now. You can also [view our digital guide](#) on the web or [order your copy by clicking here.](#)



Pride Guide®

Arizona • August 2021

Awarded Best Homeowners Insurance by Forbes Advisor
for Price Competitiveness and Level of Complaints "★★★★★"

BUNDLED IS BETTER

🏠 + 🚗 = SAVINGS

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AMERICAN FAMILY INSURANCE®

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WWW.INSURELOCALAZ.CO

Auto | Home | Business | Life

We're thrilled to welcome our new partner, **Bryan Shisler**
of **American Family Insurance** to the Pride Guide® Family.

tempe Refreshingly
arizona

EXPLORE

Visit Tempe, Arizona

Events in Tempe this season

Fall is the perfect time to visit Arizona. The weather cools off, but not so much

DIGITAL MARKETING: Solo + Monthly E-News Sponsor

- Reach nearly 10,000 subscribers
- 300 word limit + 2 images
or submit a 600 pixel x 400 pixel JPG or PNG
- Content due no later than the 15th of the month
prior to your sponsorship
- Limited space. Call for availability.