

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

2022 PRINT + DIGITAL MARKETING MEDIA KIT



Web + Mobile App



www.GayArizona.com www.PrideGuideUSA.com

Corporate Office:
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DEMOGRAPHICS + READERSHIP

LGBTO+ 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	\$495 \$695 \$1,015 \$1,215	\$595 \$795 \$1,315 \$1,815
Full pg. ad	\$1,655	\$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.

Top Banner \$1000/quarter 10 second rotation

PHOENIX PRIDE

SAVE THE DATE: NOV. 6 - 7, 2021



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

17th, 2021

DIGITAL MARKETING: www.GayArizona.com



Budget Enjoy up to 25% off car rentals

with the Pride Guides® discount code!

BOOK NOW!



THINK HSL

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home I about us

advertise with us | contact us

DIGITAL MARKETING: www.GayArizona.com

TUCSON METRO

SOUTHERN ARIZONA



enix Metro Area Professional Services

Large
Category Header
\$1000/QUarter
\$1000econd
rotation









rick an LGBT friendly Professional Service:

- AIR CONDITIONING
- ATTODNEVS
- AUTOMOTIVE
- BUSINESS
- CATERING

- CUSTOM FRAMING
- DIVORCE MEDIATION
- . FINANCIAL SERVICE
- FUNERAL & CREMATION SERVICES
- GENERAL CONTRACTORS
- HOME IMPROVEMENT/REPAIR
- HOME INSPECTIONS
- · INSURANCE
- MARKETING & BRANDING
- PEST CONTROL SERVICES
- PET SERVICES
- PHOTOGRAPHY

- PLUMBING
- PUBLICATION
- PROJECT MANAGEMENT
- TRANSPORTATION
- TRAVEL
- VIDFOGRAPHY

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]

Custom Builders.

ONTRACTORS

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



Solo E-News Sponsor

Exclusively promote your business, organization or event

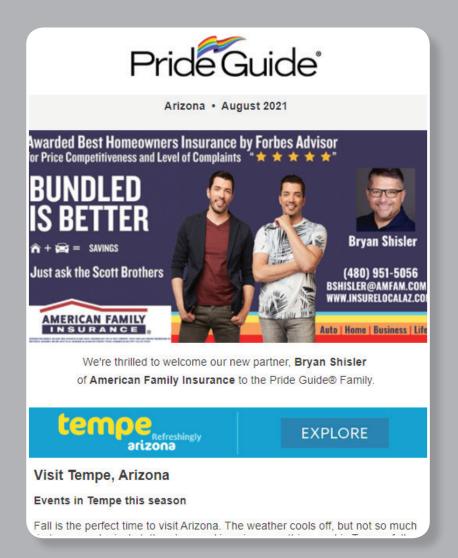
• \$399 per standalone email



DIGITAL MARKETING: Solo + Monthly E-News Sponsor

Monthly Pride Guide® E-News Sponsor

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



- 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.