



Arizona's Statewide LGBTQ+ Travel, Business, Wedding & Relocation Resource Guide • Celebrating 17 Years

2023 PRINT + DIGITAL MARKETING MEDIA KIT

Printed Guide



Web + Mobile App



www.GayArizona.com
www.PrideGuideUSA.com

Ad Space Final Deadline:
December 9, 2022

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."

- Tempe Office of Tourism

Template Designs: graphiccrew + rawpixel.com / Freepik
Photos: AZ Bureau of Land Management + Pexels.com



RATES + DEADLINES

BUSINESS LISTINGS

- Includes contact information, promo line & web link on state & national websites
- \$295 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**
\$245 per month / \$175 per month (4+ months)
- **Solo Email Blast**
\$449 per email / \$399 per email (4+ emails)
- **Social Media Posts**
\$50/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)
Rates are subject to change without notice.

STATE	EARLY BIRD DEADLINE	FINAL DEADLINE
Arizona	Oct 14	Dec 9
1/8 pg. ad	\$500	\$700
1/4 pg. ad	\$700	\$900
1/2 pg. ad	\$1,040	\$1,340
2/3 pg. ad	\$1,240	\$1,840
Full pg. ad	\$1,680	\$2,080

EMPLOYMENT OPPORTUNITY ADVERTISEMENTS

- Listing on **GayArizona.com** + 3 Facebook Posts: \$335 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 \$59/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 \$59 per hour.

www.GayArizona.com • www.PrideGuideUSA.com

Top Banner
\$1000/quarter
10 second
rotation

**All
of Us**
RESEARCH PROGRAM



Medical research hasn't always seen you. We're changing that.

Being visible has advanced the LGBTQ+ community's place in society. Being visible in research has helped advance HIV/AIDS treatments. But there is more to do. You can help advance the community's health by joining the *All of Us* Research Program.

The LGBTQ+ community's future health is in your hands. Join the *All of Us* Research Program.

(877) 268-2684

[LEARN MORE](#)

**REPRESENT
LGBTQ+**



Banner Health.

**THE UNIVERSITY
OF ARIZONA**

**MARIPOSA
COMMUNITY
RESTAURANT**

Premium
Featured Banner
\$1750/quarter
5 second
rotation

Become a Partner

What's Happening?

Are You Listed?

Our Featured Partners

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

[Michael Feinstein to
Celebrate the Life, Legacy
of Judy Garland at
Scottsdale Arts](#)

Posted on Tuesday, February
15th, 2022

Michael Feinstein will

DIGITAL MARKETING:
www.GayArizona.com

BUSINESS!

Feinstein. SCOTTSDALE,
Arizona — Legendary

Featured
Partner Banner
\$800/quarter
10 second
rotation



NORTHERN ARIZONA

PHOENIX METRO

TUCSON METRO

SOUTHERN ARIZONA

DIGITAL MARKETING:
www.GayArizona.com

Phoenix Metro

Phoenix Metro Area Professional Services

Large
Category Header
\$1000/quarter
10 second
rotation



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](#)
- [FUNERAL & CREMATION SERVICES](#)
- [GENERAL CONTRACTORS](#)
- [HOME IMPROVEMENT/REPAIR](#)
- [HOME INSPECTIONS](#)
- [INSURANCE](#)
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- [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



Business Listing
\$295/year
+ logo add \$85
[Note: Logo is
online only]

GENERAL CONTRACTORS

Arlington Custom Builders, Inc

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



Solo E-News Sponsor

Exclusively promote your business, organization or event

- \$449 per email
- \$399 per email (when sponsoring 4+ emails)

Monthly Pride Guide® E-News Sponsor

- \$245 per month
- \$175 per month (when sponsoring 4+ months)



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



Bryan Shisler

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



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](#).





Arizona • August 2021

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

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🏠 + 🚗 = SAVINGS

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



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 that you need a jacket, there's pumpkin spice everything, and in Tempe, fall means the start of the event season. Starting in September, enjoy fun-filled outdoor festivals, art exhibitions and Broadway performances.

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 file.
- Content due no later than the 15th of the month prior to your sponsorship.
- Limited space. Call for availability.