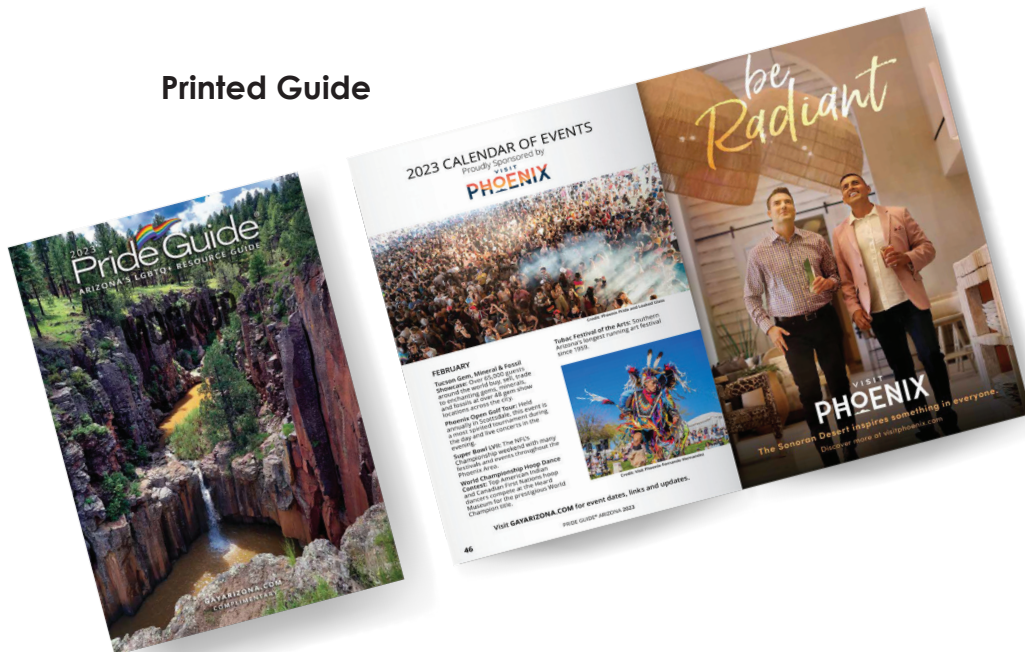




Arizona's Statewide LGBTQ+ Travel, Business, Wedding & Relocation Resource Guide • Celebrating 18 Years

2024 PRINT + DIGITAL MARKETING MEDIA KIT

Printed Guide



Ad Space Final Deadline:
December 8, 2023

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 \$1.5 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 / \$199 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)
- **Web Blog Post**
\$345 - live online for one year



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 13	Dec 8
1/8 pg. ad	\$525	\$725
1/4 pg. ad	\$725	\$925
1/2 pg. ad	\$1,065	\$1,365
2/3 pg. ad	\$1,265	\$1,865
Full pg. ad	\$1,705	\$2,105

EMPLOYMENT OPPORTUNITY ADVERTISEMENTS

- Listing on **GayArizona.com** + Three Facebook Posts: \$335 per quarter

AD / ARTWORK REQUIREMENTS

- We accept appropriately formatted PDF or TIF files in CMYK.
- Minimum Resolution of 300 dpi, otherwise your ad may appear blurry or pixilated.
- 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 \$69/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 \$69 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



Are You Listed
This Web?

Click to sign up today &
reach the LGBTQ market.



Call for a Quote!
Angie Miller

**AMERICAN FAMILY
INSURANCE**

★★★★★

SHISLER & ASSOCIATES INSURANCE INC.

(480) 951-5056

Auto | Home | Business | Life

www.InsureLocalAZ.com

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](#)
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- [DIVORCE MEDIATION](#)
- [FINANCIAL SERVICES](#)
- [FUNERAL & CREMATION SERVICES](#)
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- [HOME INSPECTIONS](#)
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- [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)



Arizona • July 26, 2022



Upcoming FREE Events

Jul. 27	"Rent" Sing-A-Long and HIV Education Night
Aug. 20	Mobile Health Unit Mini-Event: World Immunization Month - Talking COVID-19 and the LGBTQ+ Community
Aug. 24	"Mamma Mia" Sing-A-Long and Safe Sex Education Night
Sep. 10	Mobile Health Unit Mini-Event: Taco Talks: Hispanic Heritage Month Kick-Off Celebration
Oct. 5	Politicians Field Questions from LGBTQ+ Leaders followed by "Milk" Movie Night
Oct. 26	"Rocky Horror Picture Show"
Nov. 17	Talking Turkey: Holiday Cooking and Conversations
Dec. 3	Mobile Unit Event


Learn More: bit.ly/aoupride365




All of Us UArizona-Banner is proud to announce our new event series, [Pride365!](https://bit.ly/aoupride365) From now through December, we will host regular events promoting inclusion in health research, overall mental and physical health, and celebrating the Arizona LGBTQ+ community with community gatherings, political candidate debates, game nights, and more. All events are free and open to anyone who would like to attend.

Monthly Pride Guide® E-News Sponsor

- \$245 per month
- \$199 per month (when sponsoring 4+ emails)




Arizona • April 2023



**OPEN + TASTY
AIR FARE**

tempe unwindingly
arizona

EXPLORE



**CATCH A SNEAK PEEK
OF SPRING IN TEMPE!**

Tempe spring events are a can't miss! Explore a variety of outdoor events that will honor and inspire you with Tempe's culture and spirit.

ASU Pow Wow celebrates the heritage, beliefs and traditions of American Indian culture at Sun Devil Stadium.

Pat's Run supports the Pat Tillman foundation with a 4.2 Mile run or walk through the streets of Tempe ending inside Sun Devil Stadium.





Music in the Garden presents a spectacular lineup of local musical talent at the Desert Botanical Garden.


CHECK IT OUT

GET THE SCOOP

SEE FOR YOURSELF

Explore more at
TempeTourism.com





**RAINBOW
RYDERS 40**

HOT AIR BALLOON RIDE CO.

PHOENIX | SCOTTSDALE | ALBUQUERQUE | COLORADO SPRINGS

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.