



Arizona's Statewide LGBTQ+ Travel, Business, Wedding & Relocation Resource Guide • Celebrating 19 Years

## 2025 PRINT + DIGITAL MARKETING MEDIA KIT

Annual Printed Guide



Web + Mobile App



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

**Ad Space Final Deadline:**  
**December 10, 2024**

**Save Money by Registering by**  
**October 31, 2024**

  
**Pride Guide®**  
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 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 520,000.
- Pride Guide® is available **FREE** at over **480 locations** in Arizona and **36 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



# 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**  
\$1800 per quarter
- **Top Banner**  
\$1100 per quarter
- **Featured Partner Banner**  
\$900 per quarter
- **Large Category Header**  
\$1100 per quarter
- **Email Newsletter Sponsor**  
\$265 per month / \$209 per month (4+ months)
- **Solo Email Blast**  
\$459 per email / \$409 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 31	Dec 10
1/8 pg. ad	\$549	\$735
1/4 pg. ad	\$749	\$935
1/2 pg. ad	\$1,090	\$1,390
2/3 pg. ad	\$1,290	\$1,890
Full pg. ad	\$1,730	\$2,130

## 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, Canva or PowerPoint files.
- See Spec Sheet for exact details.

**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.

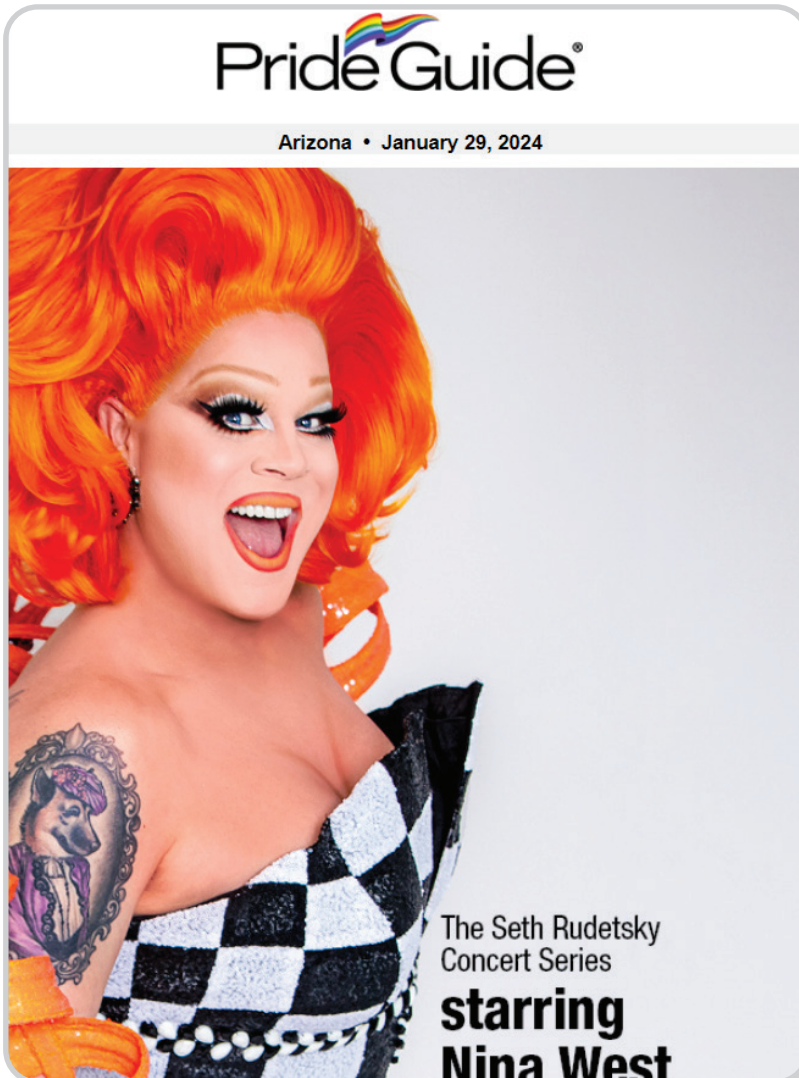
**www.GayArizona.com • www.PrideGuideUSA.com**



### Solo E-News Sponsor

Exclusively promote your business, organization, or event

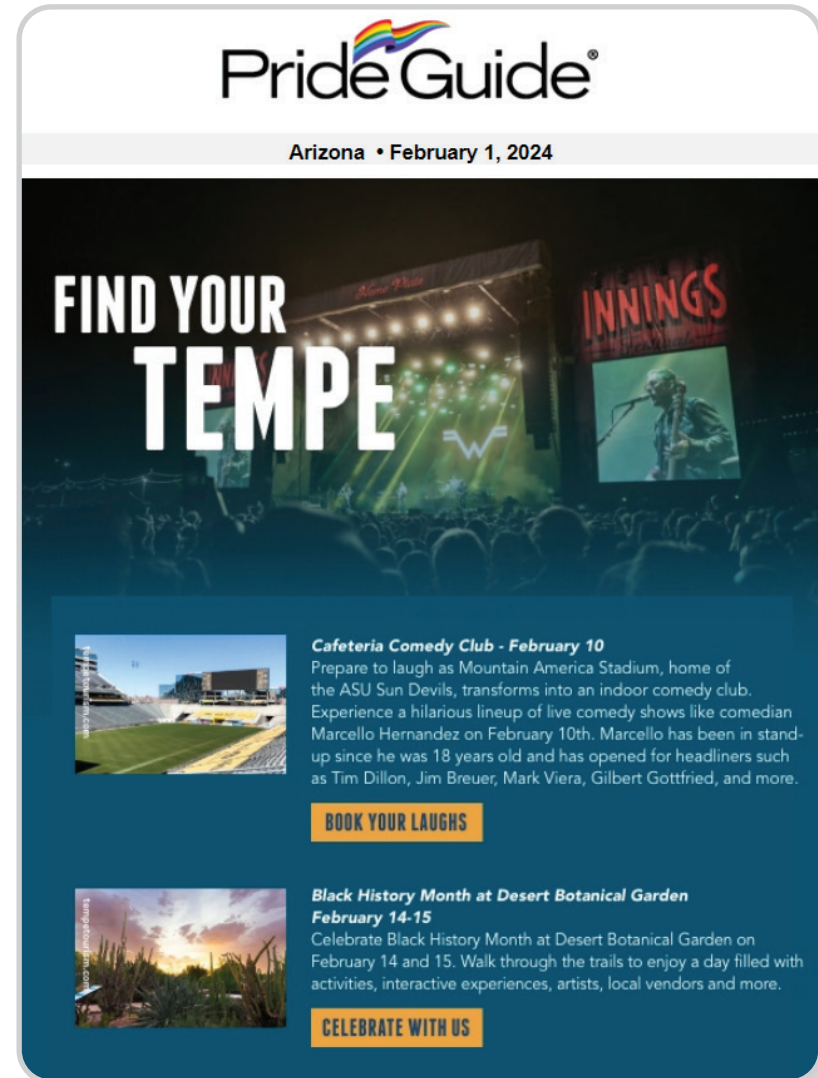
- \$459 per email
- \$409 per email (when sponsoring 4+ emails)



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

### Monthly Pride Guide® E-News Sponsor

- \$265 per month
- \$209 per month (when sponsoring 4+ emails)



- 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.

**Top Banner**  
\$1100/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**



**MARICOPA  
COUNTY COMMUNITY  
HEALTH CENTER**

**Premium  
Featured Banner**  
\$1800/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**  
\$900/quarter  
10 second  
rotation



**Are You Listed  
This Website?**

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  
\$1100/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](#)
- [MARKETING & BRANDING](#)
- [PEST CONTROL SERVICES](#)
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- [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  
\$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

