

Pride Guide®

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
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

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
Two page spread	\$3,460	\$4,260

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)




Arizona • January 29, 2024




The Seth Rudetsky
Concert Series
starring
Nina West

Monthly Pride Guide® E-News Sponsor

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



Arizona • February 1, 2024



FIND YOUR TEMPE

Cafeteria Comedy Club - February 10
Prepare to laugh as Mountain America Stadium, home of the ASU Sun Devils, transforms into an indoor comedy club. Experience a hilarious lineup of live comedy shows like comedian Marcello Hernandez on February 10th. Marcello has been in stand-up since he was 18 years old and has opened for headliners such as Tim Dillon, Jim Breuer, Mark Viera, Gilbert Gottfried, and more.

BOOK YOUR LAUGHS

Black History Month at Desert Botanical Garden February 14-15
Celebrate Black History Month at Desert Botanical Garden on February 14 and 15. Walk through the trails to enjoy a day filled with activities, interactive experiences, artists, local vendors and more.

CELEBRATE WITH US

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.

Top Banner
\$1100/quarter
10 second rotation



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

Premium Featured Banner
\$1800/quarter
5 second rotation



...ut 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

Are You Listed?
This Website

Click to sign up today & reach the LGBTQ market.

Featured Partner Banner
\$900/quarter
10 second rotation

SHISLER & ASSOCIATES INSURANCE INC.
(480) 951-5056
Auto | Home | Business | Life
www.InsureLocalAZ.com

BUSINESS!

Feinstein. SCOTTSDALE,
Arizona — Legendary

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:

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

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



GENERAL CONTRACTORS

Arlington Custom Builders, Inc

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

