

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

## 2025 PRINT + DIGITAL MARKETING MEDIA KIT



Ad Space Final Deadline: December 10, 2024

Save Money by Registering by October 31, 2024

Web + Mobile App



www.GayArizona.com www.PrideGuideUSA.com



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 DISPLAY AD PRINT

#### **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

Celebrating
19 Years
Advocating for
Arizona's LGBTQ+
Community

## 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

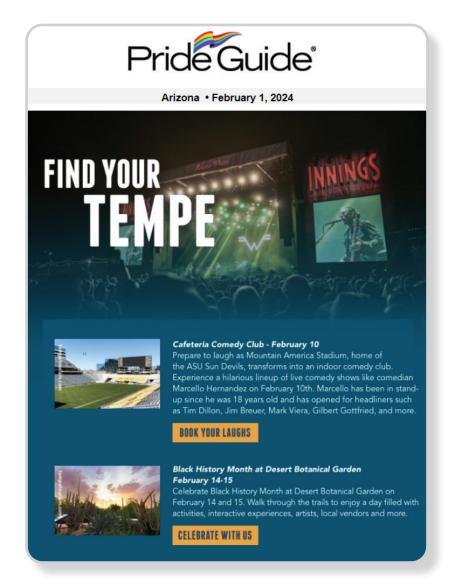
- \$459 per email
- \$409 per email (when sponsoring 4+ emails)



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.



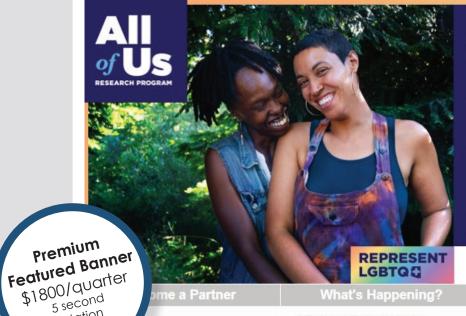
Top Banner \$1100/quarter 10 second rotation

tempe

**EXPLORE** 

home | about us

become a Pride Guide® partner | contact us



### 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





ne a Partner

tourism & wedding customers

rotation

Michael Feinstein to Celebrate the Life, Legacy of Judy Garland at Scottsdale Arts

Posted on Tuesday, February 15th. 2022

## **DIGITAL MARKETING:** www.GayArizona.com

**BUSINESS!** 

Arizona — Legendary

Are You Listed?

**Our Featured Partners** 



# DIGITAL MARKETING: www.GayArizona.com



## enix Metro Area Professional Services

Large
Category Header
\$1100/quarter
10 second
rotation









#### 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
- PET SERVICES
- PHOTOGRAPHY

- PLUMBING
- PUBLICATIONS
- PROJECT MANAGEMENT
- TRANSPORTATION
- TRAVEL
- VIDEOGRAPHY

#### AIR CONDITIONING/HEATING

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

### NERAL CONTRACTORS

#### **AZ Perfect Comfort**

John McCombs, Managing Partner 26 West Lone Cactus Dr., Suite 400 Phoenix, AZ 85027 602-789-3000 www.AZPerfectComfort.com



## Arlington Custom Builders, Inc

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

