

Use this handy guide to create your ad files! Remember, all files MUST be CMYK color, PDF or JPG at 300ppi. We cannot control color for RGB files.

# 2013 Media Kit

## Full Page 5.62" x 8.62"

Your final file size will be 5.62" x 8.62"  
One eighth inch on each side will  
GET CUT OFF when the publication is  
trimmed to final size. Please do not  
use crop marks.

- Safe area is 1/2 – 1/4 inch from the trim size. DO NOT put important text closer than 1/4 – 1/2 inch to the trim size: IT MIGHT GET CUT OFF OR LOST IN THE FOLD. We can not be responsible for your ad if it is not sized properly.
- Trim size is 5.375" x 8.375"
- Bleed area: 1/8" (.125") on each side gets cut off.

1/8  
2.125" x 1.75"

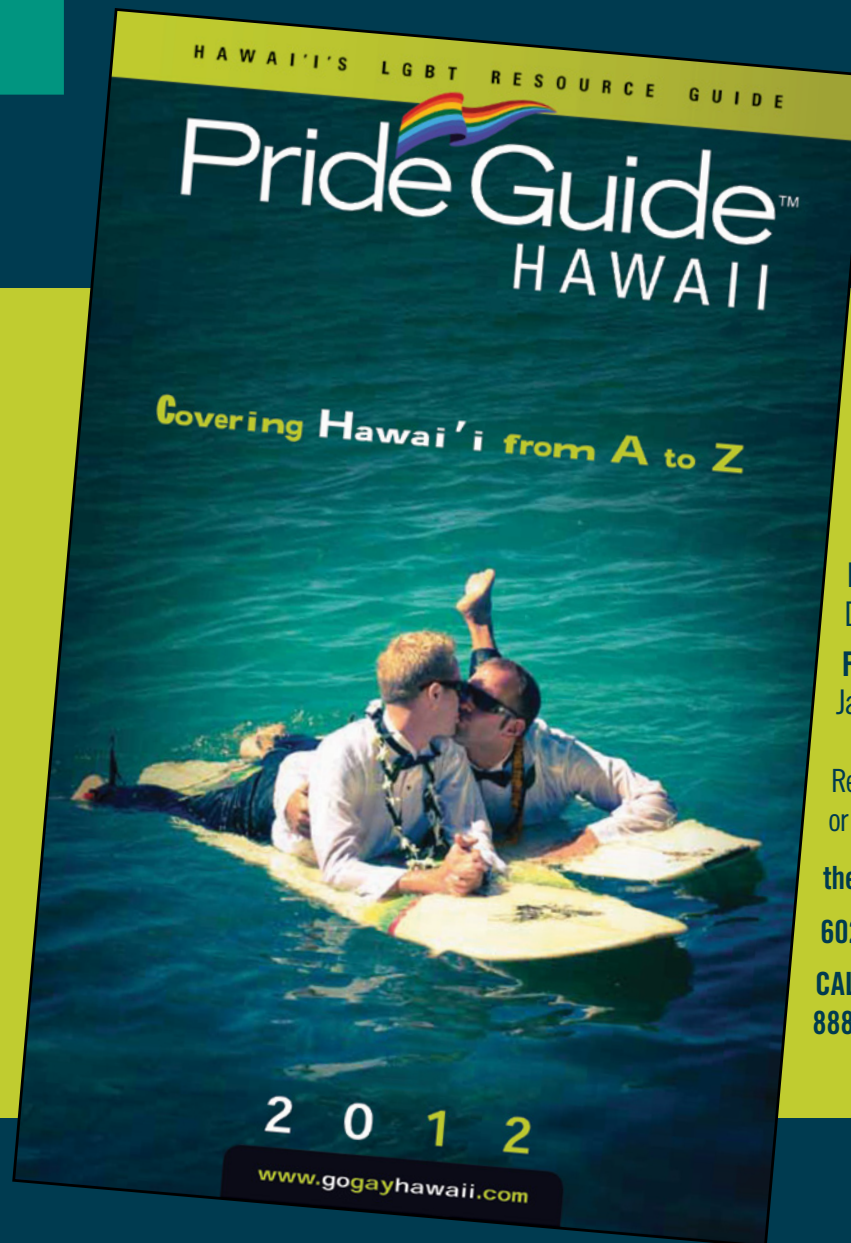
1/4 Hor  
4.375" x 1.75"

1/4 Vert  
2.125" x 3.625"

1/2 Vert  
2.125" x 7.375"

1/2 Hor  
4.375" x 3.625"

2/3 Page  
4.375" x 5.375"



Hawaii's  
LGBT Travel &  
Wedding Guide

**EARLY BIRD DEADLINE**  
December 1st, 2012

**FINAL DEADLINE**  
January 26th, 2013

Reserve your listing  
or ad space today!

[thePrideGuides@gmail.com](mailto:thePrideGuides@gmail.com)

602-466-2501

**CALL TOLL FREE**  
888-830-3022

## Hawaii Pride Guide

MC Publishing Inc.  
PO Box 45243, Phoenix, AZ 85064  
[www.GoGayHawaii.com](http://www.GoGayHawaii.com)

602-466-2501  
TOLL FREE 888-830-3022  
EMAIL [thePrideGuides@gmail.com](mailto:thePrideGuides@gmail.com)  
FAX 602-297-6939

Reach Over 450,000 Readers in Print & Online

[www.GoGayHawaii.com](http://www.GoGayHawaii.com)

# READERSHIP and DISTRIBUTION

- Readership is over 450,000
- www.GoGayHawaii.com: 150,000 hits a month with over 50% of those hits being unique visitors, making it one of the largest gay websites about Hawaii.
- U.S. & Canada guide downloads: West Coast Mainland U.S. 450 a week, Central U.S. 375 a week, East Coast U.S. 250 a week. West Canada 300 a week, East Canada 200 a week.
- Asia guide downloads: 700 a week
- Distributed free at locations in 9 states, Washington, Oregon, California, Utah, Arizona, Nevada, Colorado, New Mexico, & Texas. Locations such as: Visitor centers, LGBT community centers, public libraries, bookstores, bars, coffee houses, etc.
- At Pride Guide booths at Pride Festivals in Long Beach, Seattle, Portland, San Jose, San Diego, Palm Springs, Vancouver, Salt Lake City, Denver, Albuquerque, Santa Fe, Las Cruces, Phoenix, Sedona, Tucson, Flagstaff & El Paso.

## ECONOMIC IMPACT OF SAME-SEX HAWAII CIVIL UNIONS



Effective January 1, 2012 the State of Hawaii allows same-sex civil unions. It is estimated, over the next four years, "*Hawaii businesses will experience increased spending on civil union celebrations to the tune of over \$54 million into the state's economy*".

Source: UCLA's Williams Institute

## NATIONAL POPULATION and BUYING POWER

1. The adult LGBT population is at 18-21 million
2. \$743 Billion in purchasing power
3. The LGBT community has the highest disposable income
4. 74% are brand loyal
5. 77% switched to brand companies with a positive LGBT stance
6. Median household income is \$89,000
7. 91% said purchasing decisions are favorably influenced by companies that advertise in LGBT media
8. Spend \$78 billion in travel
9. Eat out and go out for entertainment three times more likely than the mainstream

Sources: Witek-Combs Communications 2010 and Indiana University 2010

# RATES and SPECIFICATIONS

(Agreement and Payment received by date shown.) All rates are net. 4% Advertising tax is NOT INCLUDED in these rates. **DISPLAY ADVERTISING DESIGN FEES ARE NOT INCLUDED IN THESE RATES.**

## BUSINESS LISTINGS\*

ONLINE AND PRINT ..... \$275  
add picture or logo online for an additional ... \$85  
\*additional islands surcharge, ask your sales rep

## WEBSITE RATES

Classified Rates ..... \$75 for three months  
Top Premium Banner ..... \$1,000 per quarter  
Sponsor Small Banner ..... \$500 per quarter  
Sponsor Top Banner ..... \$800 per quarter  
Email Newsletter Sponsor..... \$200 per month

## DISPLAY PRINT RATES

(all display ads include listing online and print)

	Dec 1st	Jan 27th
1/8 .....	\$445.....	\$595
1/4 .....	\$655 .....	\$795
1/2 .....	\$895 .....	\$1,095
2/3 .....	\$1,125.....	\$1,595
Full Page.....	\$1,475.....	\$1,895

## PRINT DISPLAY AD SPECIFICATIONS (see diagrams on back page)

### PRINT, all ads in full color

1/8 horizontal ..... 2.125" w x 1.75" h  
1/4 vertical ..... 2.125" w x 3.625" h  
1/4 horizontal ..... 4.375" w x 1.75" h  
1/2 vertical ..... 2.125" w x 7.375" h  
1/2 horizontal ..... 4.375" w x 3.625" h  
2/3 page..... 4.375" w x 5.375" h  
Full page bleed..... 5.62" w x 8.62" h  
(Full page files must be built to 5.62" x 8.62". This includes a 1/8" (.125) bleed area on each side which WILL BE CUT OFF when the job is trimmed to final size. Please see chart on back page for proper ad sizing.)

### ELECTRONIC FILES

- We accept appropriately formatted PDF, JPG or TIF Files. JPG files MUST be converted to CMYK.
- Minimum Resolution of 300 ppi, otherwise, your ad may appear blurry or pixelated.
- **All color MUST be converted to CMYK.** RGB colors (monitor colors) will change in printing.
- **DO NOT submit Microsoft Word, Publisher or Powerpoint Files.**
- **Submit ads to:**  
**thePrideGuides@gmail.com**

## WEBSITE DISPLAY AD SPECIFICATIONS

Top Horizontal Banner ..... 468 x 60 pixels  
JPG or Animated GIF ..... 20 kb or less  
Top Sponsor Banner..... 140 x 280 pixels  
JPG or Animated GIF ..... 20 kb or less  
Small Sponsor Banner..... 144 x 42 pixels  
JPG or GIF ..... 10kb or less  
Picture or Logo next to listing..... 160 ppi  
**JPG files only**

Send banners and pictures to: **thePrideGuides@gmail.com**

