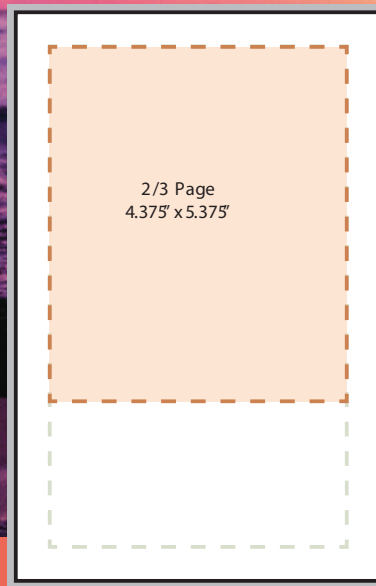
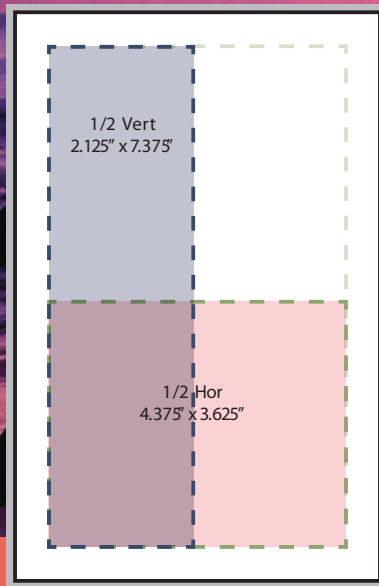
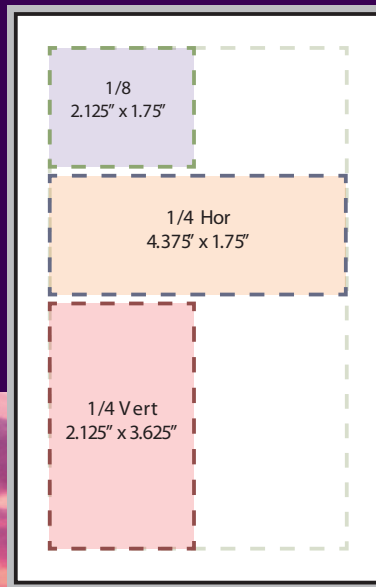
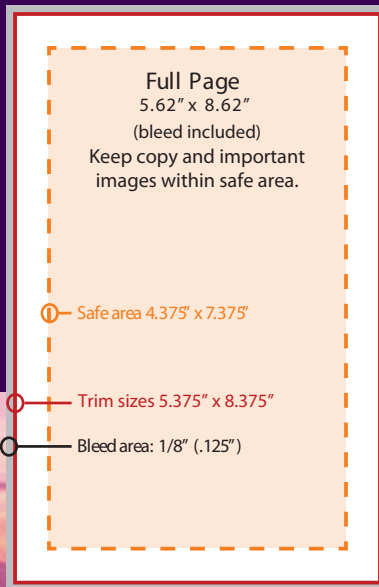


AS SEEN ON THE TRAVEL CHANNEL

Pride Guide[®] HAWAII

2015 MEDIA KIT



**Hawaii Pride Guide
MC Publishing Inc.**
5229 N. 7th Ave
Suite 107B
Phoenix, AZ 85013

Phone (602) 466-2501
Toll Free (888) 830-3022
Email:
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**A Hawaii Statewide Online & Print LGBT Travel,
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Early Bird Deadline: **January 23rd 2015** Final Deadline: **February 20th 2015**
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www.GoGayHawaii.com

www.GoGayHawaii.com

READERSHIP & DEMOGRAPHICS

READERSHIP

- Readership is at over 450,000
- Over 100,000 hits a month. 55,000 of which are unique visitors making it one of the largest gay websites in Hawaii.

TOURISM-WEDDING

Tourism:

- U.S. LGBT travelers spend approximately \$80 billion annual on travel alone.
- Hawaii is one of the top destinations for U.S. Mainland, Canadian and Australian travelers.

Weddings:

- Hawaii is ranked in the top 3 places for an LGBT Wedding.
- LGBT weddings are expected to grow the \$70 billion industry by another \$17 billion annually.

LGBT NATIONAL POPULATION and BUYING POWER

- The adult LGBT population at 19-23 million
- \$800 Billion in purchasing power
- The LGBT community has the highest disposable income
- 74% are brand loyal
- 77% switched to brand companies with a positive LGBT stance
- Median household income is \$89,000
- 91% said purchasing decisions are favorably influenced by companies that advertise in LGBT media.
- Eat out and go for entertainment three times more likely than the mainstream

(Source: Community Marketing 2013, US Census 2010, Witek-Combs Communications 2012)



RATES & SPECIFICATIONS

BUSINESS LISTINGS

- Business Listings (includes , contact info, promo line & web link)
- \$275 for one year, additional listings \$199
- Add picture or logo online for additional \$85

WEBSITE RATES (BANNERS)

- **Premium Featured Banner:** \$1,750 per quarter
- **Top Banner:** \$1,000 per quarter
- **Featured Partner Banner:** \$800 per quarter
- **Category Banner:** \$500 per quarter
- **Email Newsletter Sponsor:** \$199 per month

DISPLAY PRINT RATES

(All display ads include listing online and print)

	JAN 23 ^d	FEB 20 th
1/8 PAGE	\$495	\$595
1/4 PAGE	\$695	\$795
1/2 PAGE	\$945	\$1,195
2/3 PAGE	\$1,195	\$1,695
FULL PAGE	\$1,495	\$1,995

Premium Placement Rates: Call US!

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: Ads@ThePrideGuides.com

PRINT DISPLAY AD SPECS

(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

WEBSITE DISPLAY AD SPECIFICATIONS

Picture/Logo

Next to listings max 220 x 220 pixels, 160 dpi in JPEG or PNG

Banners

JPEG or Animated Gif

Premium Featured Banner

970 x 344 pixels

Top Banner & Category Banner

468 x 60 pixels

Featured Partner Banner

140 x 280 pixels

Category Banner

140 x 280 pixels

Send Ads, banners and pictures to
Ads@ThePrideGuides.com

Ask about our Multi-State Discount (Agreement and Payment received by date shown.) All rates are net. 4.7% Advertising tax is NOT INCLUDED in these rates. DISPLAY ADVERTISING DESIGN FEES ARE NOT INCLUDED IN THESE RATES.