

"ONE PRICE,
ONE FULL YEAR
OF EXPOSURE
ONLINE & PRINT"
(NOT MONTHLY)

AS SEEN ON THE TRAVEL CHANNEL

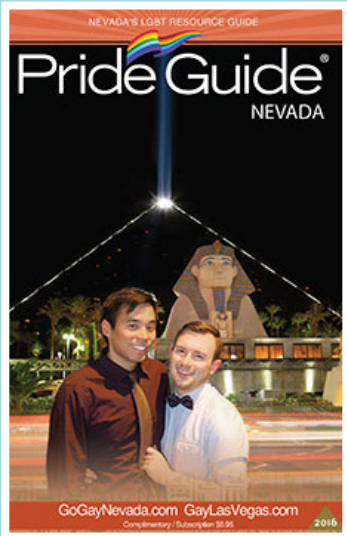
Pride Guide®

Your Resource for Open-Minded Businesses

2017-2018 MEDIA KIT

"ADVERTISING IN THE PRIDE
GUIDE IS NOT JUST PLACING
AN AD, BUT ALSO MAKING A
STATEMENT OF YOUR BUSINESS
BEING OPEN-MINDED"

2017 Nevada Edition



GoGayNevada.com

Final Deadline
August 31, 2016

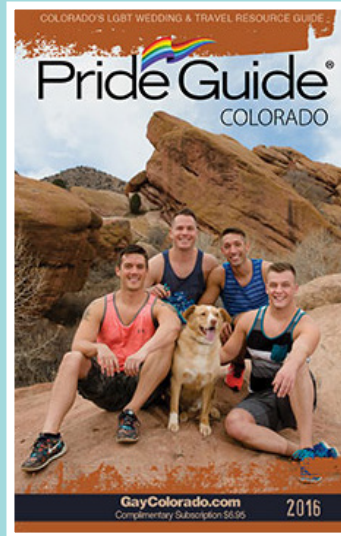
2017 Hawaii Edition



GoGayHawaii.com

Final Deadline
May 19, 2017

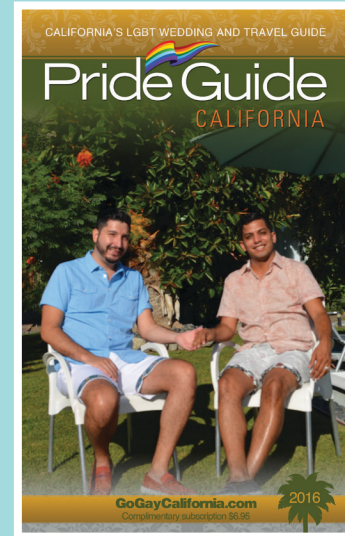
2018 Colorado Edition



GayColorado.com

Final Deadline
August 18, 2017

2018 California Edition



GoGayCalifornia.com

Final Deadline
September 15, 2017

2018 Arizona Edition



GayArizona.com

Final Deadline
November 10, 2017

A Statewide Online & Print LGBT Travel, Wedding & Business Resource Guide

Corporate Office: MC Publishing Inc. • 5229 N. 7th Ave. Ste. 107B • Phoenix, AZ 85013
P: 602.466.2501 • F: 602.283.4140 • Ads@ThePrideGuides.com • www.ThePrideGuides.com

READERSHIP & DEMOGRAPHICS

RATES & DEADLINES

READERSHIP

- Pride Guide® Readership is between 300,000 to 650,000 for our six states. (Contact your state's rep for specific stats on each state)
- Pride Guide® is available **FREE** at over 1,000 locations in our six states.

LGBT DEMOGRAPHICS

Did you know the LGBT Audience:

- is incredibly brand loyal.
- tends to support brands, companies & businesses who openly support the LGBT community.
- oftentimes spots and sets trends well ahead of mainstream curves.

(Source: Advertising Week Social Club)

NATIONAL POPULATION AND BUYING POWER

The LGBT audience is projected to have a total buying power of **\$879 billion in 2017**. (Source: Community Marketing, Inc.)

TESTIMONIALS

“Thank you! I just met with a great couple, Travis and Brendan, who found us from your online website. The Pride Guide® is hands down, the best advertisement we do. I just want to thank you for being a great friend and business owner.”

--Christina, DePoy Studios



BUSINESS LISTINGS

- Includes contact information, promo line & web link
- \$275 per year, additional listings \$199
- Picture or logo online for additional \$85

WEBSITE RATES (BANNERS)

- **Premium Featured Banner**
\$1750 per quarter
- **Top Banner**
\$1000 per quarter
- **Featured Partner Banner**
\$800 per quarter
- **Category Banner**
\$500 per quarter
- **Email Newsletter Sponsor**
\$199 per month / \$150 per month (4 or more months)

ELECTRONIC FILES

- We accept appropriately formatted PDF, JPG or TIF files. JPG files must be converted to 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.

- DO NOT submit Microsoft Word, Publisher or Powerpoint files.

DISPLAY AD PRINT RATES & DEADLINES BY STATE

(All display ads include listing online & in print)

STATE	EARLYBIRD DEADLINE	FINAL DEADLINE
Arizona	Oct 10 th	Nov 10 th
California	Aug 15 th	Sep 15 th
Colorado	Jul 18 th	Aug 18 th
Hawaii	Apr 19 th	May 19 th
Nevada	Jul 31 st	Aug 31 st
1/8 pg. ad	\$495	\$595
1/4 pg. ad	\$695	\$795
1/2 pg. ad	\$995	\$1,295
2/3 pg. ad	\$1,195	\$1,795
Full pg. ad	\$1,595	\$1,995

**ASK ABOUT OUR
MULTI-STATE DISCOUNT &
SAVE TODAY! 602.466.2501**

Pride Guide®

Wedding & Honeymoon Expos
Coming to the Following Cities in 2017:



Check Our Website for
Updates on our 2017
Open-Minded Expo
Dates & Locations!

GoGayWeddings.com

VISIT US
ONLINE

GoGayHawaii.com • GoGayNevada.com • GoGayCalifornia.com
GayColorado.com • GayArizona.com • ThePrideGuides.com

Agreement and Payment in Full must be received by date shown.
All rates are net. Advertising tax is NOT INCLUDED in these rates.
DISPLAY ADVERTISING DESIGN FEES ARE NOT INCLUDED IN THESE RATES.