

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

AS SEEN ON THE TRAVEL CHANNEL

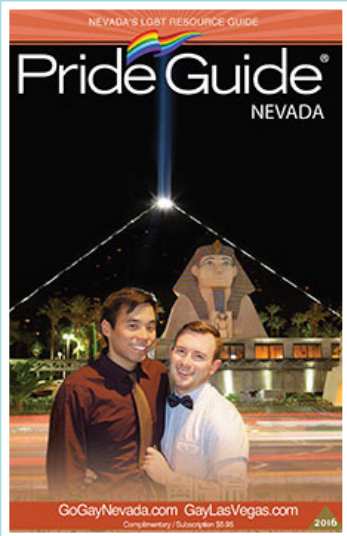
Pride Guide®

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
November 11, 2016

2017 Colorado Edition



GayColorado.com

Final Deadline
April 21, 2017

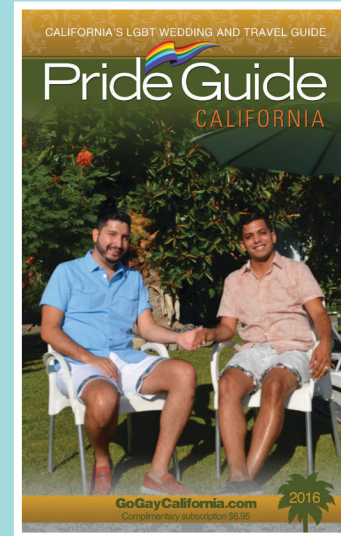
2017 Hawaii Edition



GoGayHawaii.com

Final Deadline
June 23, 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)

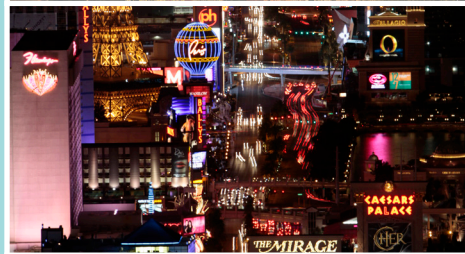
NATIONAL POPULATION AND BUYING POWER

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)
- **Solo Email Blast**
\$399 per email

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	Mar 21 st	Apr 21 st
Hawaii	May 23 rd	June 23 rd
Nevada	Oct 11 th	Nov 11 th
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.

NORTHERN ARIZONA

PHOENIX METRO

TUCSON METRO

SOUTHERN ARIZONA

Welcome to Gay Friendly Arizona
Everything you need to know about the great state of Arizona



Premium Featured
Banner -
\$1750 /quarter
5 Second Rotation



Top Banner - \$1000 /quarter
10 Second Rotation

Advertise With Us

Reach out to hundreds of thousands of potential new gay tourism & wedding customers with Arizona Pride Guide and GayArizona.com.



What's Happening?

Attend Bisbee Pride as a family? Absolutely!
Posted on Thursday, June 23rd, 2016

Attending a gay pride festival as part of a family vacation? It doesn't exactly top the popular list of family plans for summer travel. But I write from experience when I say that it's actually a great way to bring ...

[\(more\)](#)

Wedding & Honeymoon Expos

PrideGuide
WEDDING & Honeymoon Expo
THURSDAY, OCTOBER 23, 2016
SAN DIEGO
OCTOBER 23, 2016



Featured Partner Banner - \$800 /quarter
10 Second Rotation

Our Featured Partners

Budget
Enjoy up to 25% off car rentals with the Pride Guides® discount code!



Phoenix Metro Area Dining & Nightlife

Oggi's
SPORTS | BREWHOUSE | PIZZA

6681 W. Beardsley Rd.
Glendale, AZ 85308
623-566-8080

Category Banner - \$500 /quarter

Pick an area to dine or a night out on the town:

- GLENDALE
- PHOENIX
 - DINING
 - NIGHTLIFE
- PAPER VALLEY
- SCOTTSDALE
 - DINING
 - NIGHTLIFE

Business Listing - \$275

Business Listing w/ Logo \$360
Logo is online only.

K.I.S.S. Back East Pizza & Beef Joint

7117 E. 3rd Ave.
Scottsdale, AZ 85251
480-258-6695
www.KissPizzaJoint.com

Casual Dinning at it best! For true Back East Pizza, Italian Beef and salads.

12/14

DINING

Oggi's Pizza & Brewing Company

6681 W. Beardsley Rd.
Glendale, AZ 85308



Distrito at the Saguaro

4000 N. Drinkwater Blvd.
Scottsdale, AZ 85251
480-308-1100



EMAIL NEWSLETTER SPONSOR EXAMPLES

Pride Guide® Arizona September, 2016

Celebrating 10 Years

Arizona Calendar of Events

Join Us For Pride Guide's Tucson's "Open-Minded" Wedding Expo September 25, 2016

The "Open-Minded Expo Where ALL Are Welcome!"

JW MARRIOTT. TUCSON STARBUS

3800 W Starr Pass Blvd, Tucson, AZ 85745
11:38 am to 4:00 pm

Ticket sale proceeds from the remaining 2016 Pride Guide® Expo will benefit the victims and families of Orlando.

If you're an Open-Minded Wedding Business and interested in reserving vendor space please contact us at 602-466-2501 or Arizona@ThePrideGuides.com

Discount tickets are available online at: [OpenMindedExpo.com](#)

VIEW OUR FLIPBOOK HERE

Get Your Copy Here!

Pride Guide

5226 N. 7th Ave. Suite 107B
Phoenix, AZ 85013

Office: 602-466-2501
Fax: 602-283-4140

Arizona@ThePrideGuides.com
www.GayArizona.com

Stay in Touch:

Facebook Twitter

VIEW OUR OTHER STATES!

California
Colorado
Hawaii
Nevada
New Mexico

Check out our other Guides!

Forward to a Friend

MARK YOUR CALENDAR!

4th ANNUAL "WINE IN THE WOODS" WINE & FOOD FESTIVAL AT THE ARBORETUM AT FLAGSTAFF

September 11, 2016 from 1:00-5:00PM

Tickets are \$35 in advance (\$30 for Arboretum members) and \$45 day of and include admission to The Arboretum, souvenir wine glass and 10 wine tasting tickets. Shuttle service will be provided from the W.L. Gore parking lot on Kittie Lane.

Sponsors of Wine in the Woods include Lovell Contracting, McCarthy Weston PLLC, Spruce Farmers Market, Kinney Construction and Vito Loco.

Wine in the Woods benefits the youth and adult education programs at The Arboretum at Flagstaff. To purchase tickets, and for more information, please visit: [www.thearb.org](#)

2016-17 Stray Cat Theatre Season

Stray Cat Theatre opens another season of the best in nonconformist, edgy, quirky and irreverent indie theatre. This season's productions includes one play by a Pulitzer Prize winner and one world premiere. All productions, with the exception of Native Son, take place at Stray Cat's new home, Tempe Center for the Arts. For more information, read our blog.

Sept 13-18, 2016: CABARET
Oct. 18-23, 2016: THE SOUND OF MUSIC
Nov. 22-27, 2016: BEAUTIFUL: THE CAROLE KING MUSICAL
Dec. 6-11, 2016: MAMMA MIA!
Jan. 17-22, 2017: THE ILLUSIONISTS: LIVE FROM BROADWAY
Feb. 7-12, 2017: MATILDA THE MUSICAL
Mar. 14-19, 2017: FINDING NEVERLAND
Apr. 18-23, 2017: AN AMERICAN IN PARIS
May 18-25, 2017: THE BOOK OF MORMON
June 20-25, 2017: THE CURIOUS INCIDENT OF THE DOG IN THE NIGHT-TIME

Sept 16-Oct. 1, 2016: John by Annie Baker. Directed by Ron May - Tempe Center for the Arts
Nov 25-Dec 10, 2016: Anything You Hear and Only Half of What You See world premiere by Phoenix playwright Ron May. Directed by Lewis Farrow - The Helen M Mason Performing Arts Center, Phoenix
Mar. 15-25, 2017: Native Son by Ntozake Shange. Adapted from the novel by Richard Wright. Directed by Ron May - Tempe Center for the Arts
Apr. 28 - May 13, 2017: Hit by Taylor Mac. Directed by Ron May - Tempe Center for the Arts

E-News Sponsor \$199 /month
\$150 per month (4 or more months)

E-News Sponsor Area

Arizona@ThePrideGuides.com
[www.GayArizona.com](#)

Stay in Touch:

VIEW OUR OTHER STATES!

California
Colorado
Hawaii
Nevada
New Mexico

Check out our other Guides!

Forward to a Friend

MARK YOUR CALENDAR!

THE Arboretum AT FLAGSTAFF

4th ANNUAL "WINE IN THE WOODS" WINE & FOOD FESTIVAL AT THE ARBORETUM AT FLAGSTAFF

September 11, 2016 from 1:00-5:00PM

Tickets are \$35 in advance (\$30 for Arboretum members) and \$45 day of and include admission to The Arboretum, souvenir wine glass and 10 wine tasting tickets. Shuttle service will be provided from the W.L. Gore parking lot on Kittie Lane.

tempe *refreshingly arizona* CAPTURE THE FREEDOM OF EXPRESSION.

E-News Sponsor

Tempe's arts and cultural scene includes award-winning Broadway shows and smart, edgy alternative theatre starting in September. Make it an evening on the town and dine at one of Downtown Tempe's many fine [restaurants](#) before or after the show.

2016-17 Desert Schools Broadway Across America - Arizona Series

ASU Gammage will bring the best of Broadway to Arizona with a spectacular line-up of Tony Award-winning shows performed in the beautiful theater designed by world-renowned architect Frank Lloyd Wright. The 2016-17 stellar season features treasured classics and exciting new productions. For more information, [read our blog](#).



- Sept. 13-18, 2016: CABARET
- Oct. 18-23, 2016: THE SOUND OF MUSIC
- Nov. 22-27, 2016: BEAUTIFUL: THE CAROLE KING MUSICAL
- Dec. 6-11, 2016: MAMMA MIA!
- Jan. 17-22, 2017: THE ILLUSIONISTS: LIVE FROM BROADWAY
- Feb. 7-12, 2017: MATILDA THE MUSICAL
- Mar. 14-19, 2017: FINDING NEVERLAND
- Apr. 18-23, 2017: AN AMERICAN IN PARIS
- May 18-25, 2017: THE BOOK OF MORMON
- June 20-25, 2017: THE CURIOUS INCIDENT OF THE DOG IN THE NIGHT-TIME

2016-17 Stray Cat Theatre Season

Stray Cat Theatre opens another season of the best in nonconformist, edgy, quirky and irreverent indie theatre. This season's productions includes one play by a Pulitzer Prize winner and one world premiere. All productions, with the exception of Native Son, take place at Stray Cat's new home, [Tempe Center for the Arts](#). For more information, [read our blog](#).



Call our office to check availability at 602-466-2501!

***A word limit may be enforced at the publishers discretion

SOLO EMAIL BLAST EXAMPLES

Pride Guide® Arizona December 1, 2015



E-News Sponsor: MPPresents

Don't Miss RuPaul's Drag Race Christmas Queens December 27th in Phoenix!

Get ready Phoenix, it's the Christmas Queens from RuPaul's Drag Race, signing live on stage, Dec 27th, 8pm at Orpheum Theatre, 203 West Adams, Phoenix AZ 85003.

Willam hosts with Alaska Thunder**k, Katya Zamolodchikova, Jinkx Monsoon, Ginger Minj and Sharon Needles all singing holiday songs from their new CD "Christmas Queens" available now on iTunes. The holidays were never this naughty before!



CLICK TO VIEW OUR ARIZONA FLIPBOOK

Pride Guide® Arizona
5229 N. 7th Ave, Suite 107B
Phoenix, AZ 85013
Office: 602-466-2501
Fax: 602-283-4140
Arizona@ThePrideGuides.com
www.GayArizona.com

Stay in Touch:



VIEW OUR OTHER STATES!

- California
- Colorado
- Hawaii
- Nevada
- New Mexico

Check out our other Guides!

Forward to a Friend



Alaska Willam Katya
hosted by

Jinkx Sharon Ginger
Murray & Peter present

Christmas Queens SINGING LIVE!

DEC 27 @ 8pm
203 West Adams, Phoenix, AZ 85003
www.ticketforce.com 602-262-7272

ORPHEUM THEATRE
ON SALE NOW

Teasing in Support Of The New CD
iTunes

Murray and Peter Present
@mppresent

\$50 & \$35 reserved seats on-sale now at phoenix.ticketforce.com/order/tickets.asp?p=418 or charge-by-phone 602-262-7272.

Limited \$75 VIP reserved seats including a meet and greet with all the queens are also available.

f Like us on Facebook
and follow what's hot.

Follow us on Instagram @mppresent.

Solo Email Blasts \$399 /each

Ask about this logo for your website!



- This is a standalone email, separate from our monthly newsletters, that has only the information for your company or event.
- Solo Email Blasts are a great way to promote your business or event to the LGBT community and its allies.



Pride Guide®

Call our office to check availability at 602-466-2501!

***A word limit may be enforced at the publishers discretion.