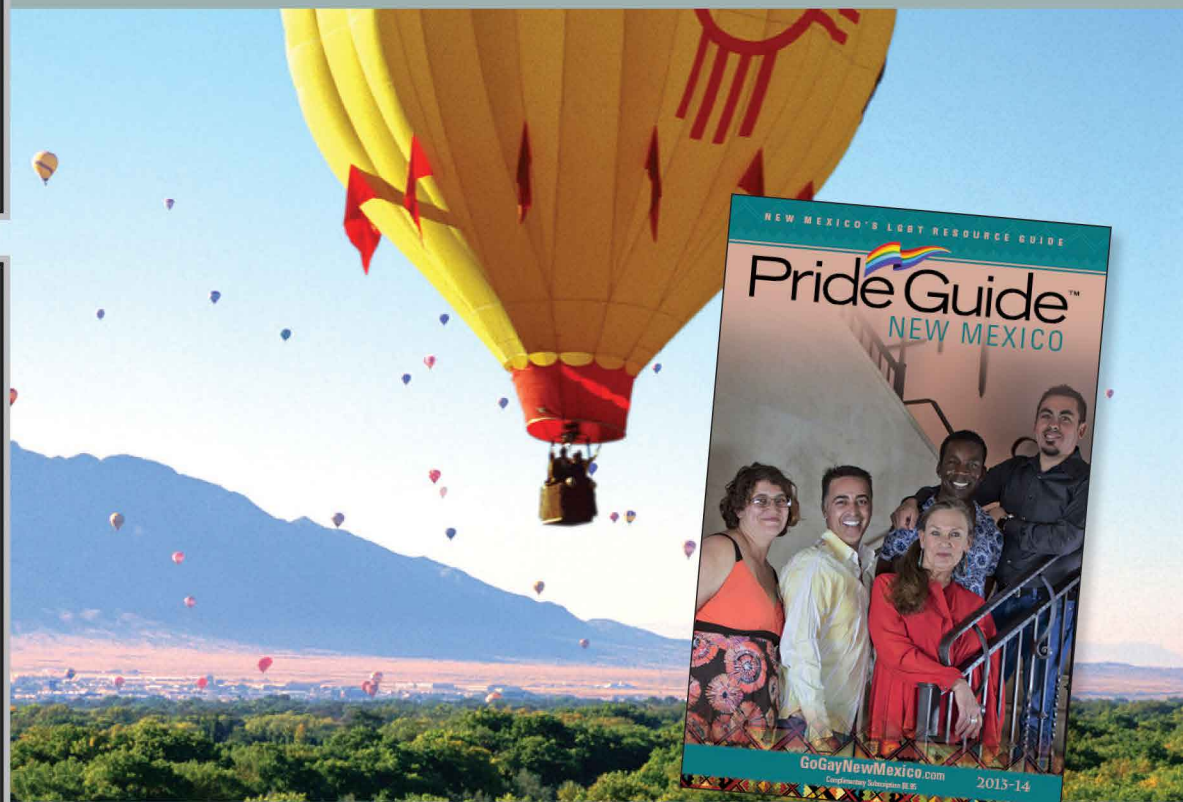
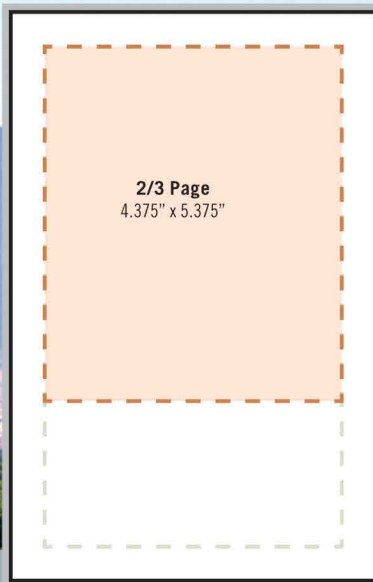
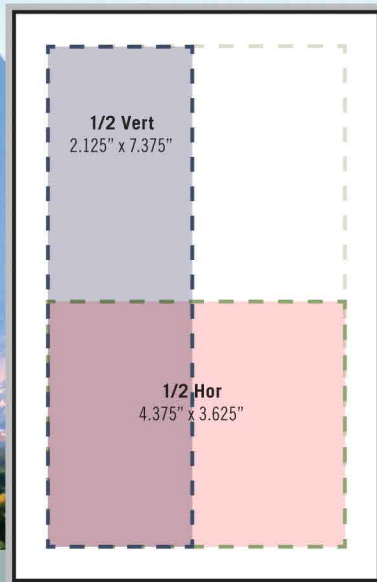
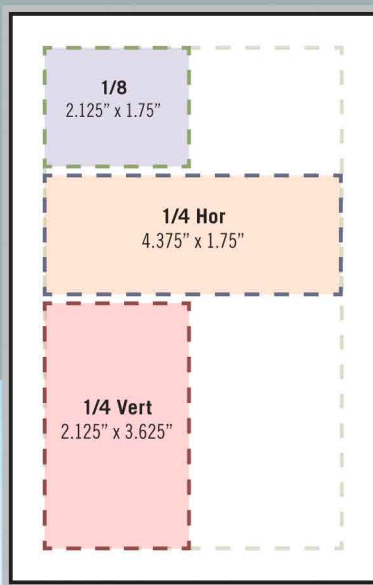
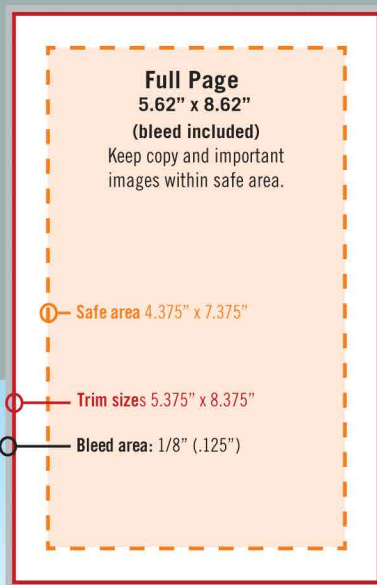


5th Anniversary

Pride Guide[®]

NEW MEXICO

2014 MEDIA KIT



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

Phone (602) 466-2501
Toll Free (888) 830-3022
Email:
NewMexico@ThePrideGuides.com
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A New Mexico Statewide Online & Print LGBT Travel, Wedding, Relocation and Business Resource Guide

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Reserve your Business Listing/Ad space today!

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READERSHIP & DEMOGRAPHICS

PRIDE GUIDE READERSHIP

- Readership is at over 300,000
- Over 120,000 hits a month. 40,000 of which are unique visitors making it one of the largest gay websites in Nevada.
- Free at over a 220 locations in New Mexico and surrounding states.

RECOMMENDATIONS

"A very well done publication and have received a great response from our ad." ABQ Trolley Co., Albuquerque NM

"We love that the Pride Guide is in other states promoting New Mexico as a travel destination. The cross promotion is a very creative idea." Las Cruces Convention & Visitors Bureau, Las Cruces NM

"This was a great resource when my partner and I were planning our trip. It was so useful on where to visit, dine and stay that was gay-friendly." Brian – Boston, MA

LGBT NEW MEXICO

- New Mexico has one of the highest number of LGBT couples per capita in the U.S.
- Santa Fe has been rated as one of the gayest cities in the U.S. year after year.

LGBT NATIONAL POPULATION and BUYING POWER

- The adult GLBT population at 19-23 million
- \$780 Billion in purchasing power
- The LGBT community has the highest disposable income
- 70% are brand loyal
- 77% switched to brand companies with a positive LGBT stance
- Median household income is \$89,000
- 91% said purchasing decisions are favorable influenced by companies that advertise in LGBT media.
- Spend \$80 billion in travel
- Eat out and go for entertainment three times more likely than the mainstream



RATES & SPECIFICATIONS

BUSINESS LISTINGS-

- Business Listings (includes, contact info, promo line & web link)
- \$225 for one year, additional listings \$175
- 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)

	FEB 14 th	MAR 28 th
1/8 PAGE	\$395	\$545
1/4 PAGE	\$545	\$745
1/2 PAGE	\$745	\$945
2/3 PAGE	\$945	\$1,095
FULL PAGE	\$1,195	\$1,435

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 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.

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

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

(Agreement and Payment received by date shown.) All rates are net. 7% Advertising tax is NOT INCLUDED