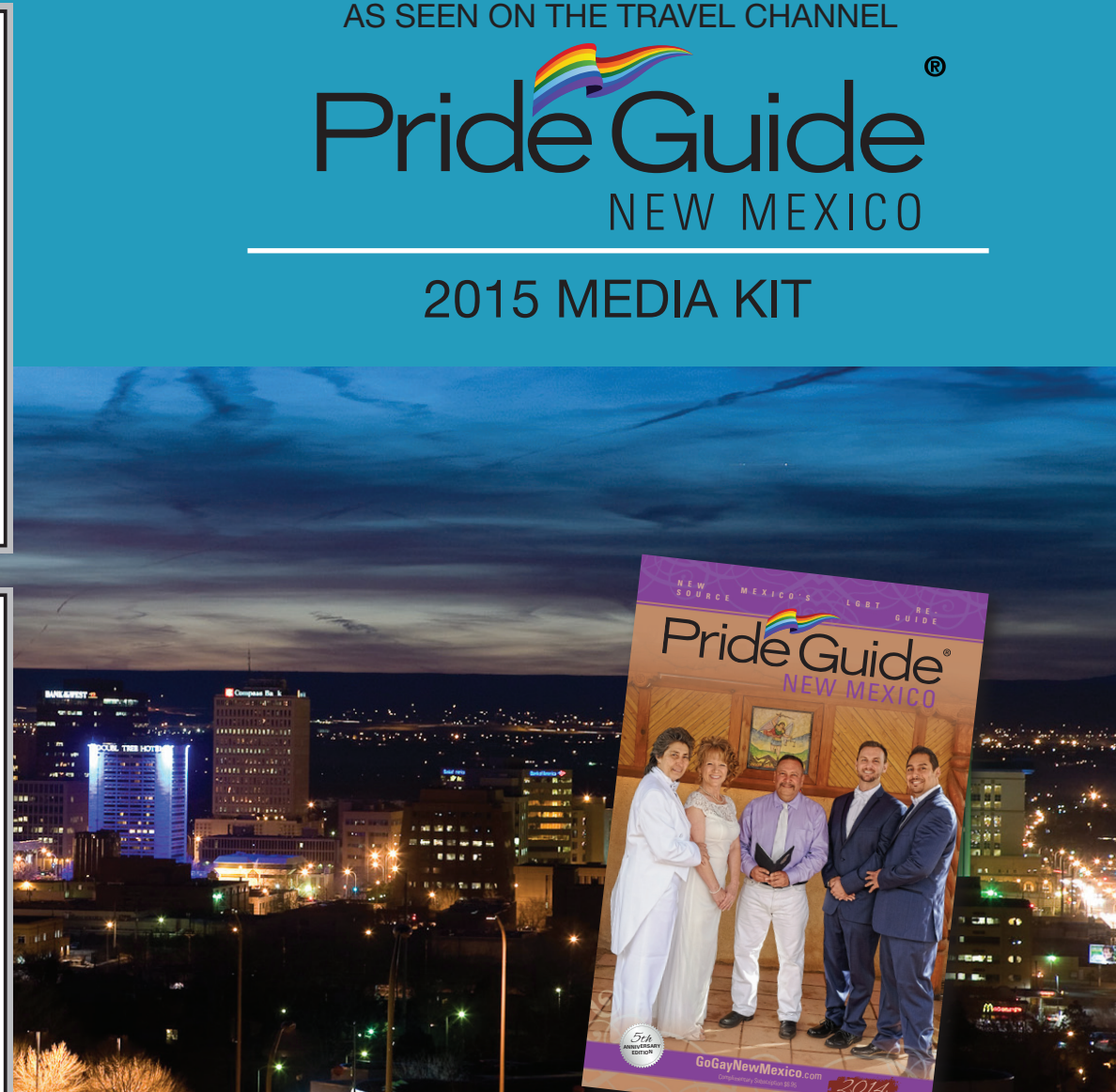
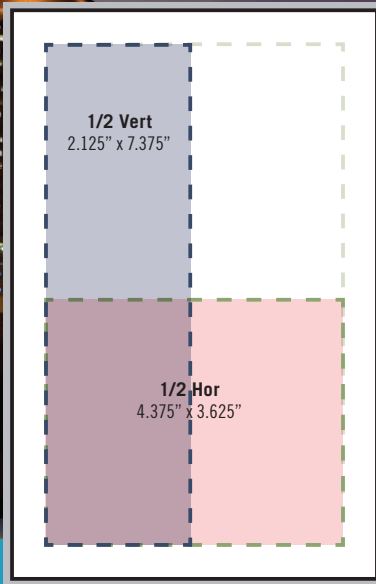
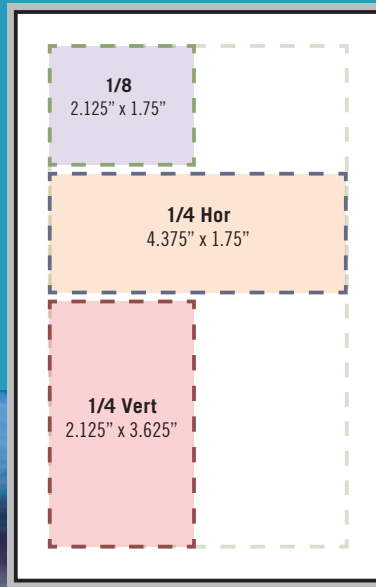
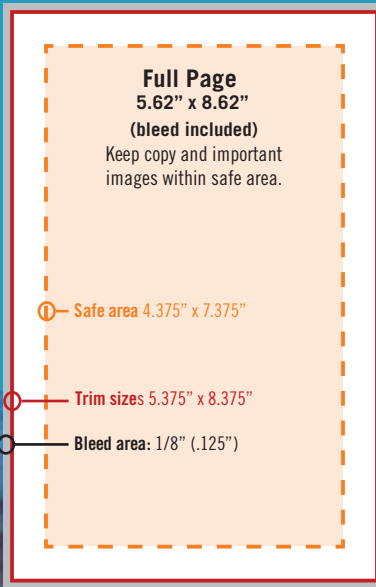


AS SEEN ON THE TRAVEL CHANNEL

# Pride Guide<sup>®</sup> NEW MEXICO

## 2015 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  
Fax (602) 283-4140

**A New Mexico Statewide Online & Print LGBT Travel,  
Wedding and Business Resource Guide**

Early Bird Deadline: **March 20<sup>th</sup> 2015** Final Deadline: **April 17<sup>th</sup> 2015**  
Reserve your Business Listing/Ad space today!

NewMexico@ThePrideGuides.com | GoGayNewMexico.com

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

602-466-2501 | 888-830-3022

# READERSHIP & DEMOGRAPHICS

## 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 New Mexico.
- 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
- \$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.
- 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)

	MAR 20 <sup>th</sup>	APR 17 <sup>th</sup>
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](mailto:Ads@ThePrideGuides.com)

(Agreement and Payment received by date shown.) All rates are net. 7% Advertising tax is NOT INCLUDED in these rates. DISPLAY ADVERTISING DESIGN FEES ARE NOT INCLUDED IN THESE RATES.