

Pride Guide™

NEW MEXICO

2013-2014 MEDIA KIT

Full Page 5.62" x 8.62"

Full page files must be built to final trim size plus 1/8" (.125") bleed on each side. Any image that prints to the trim line must extend (bleed) past the trim line by .125". The bleed area will be cut off when the publication is trimmed to size.

- Safe area 4.375" x 7.375", 1/2" (.5) margin. Keep essential info INSIDE, or very close to this area.
- Trim size is 5.375" x 8.375"
- Bleed area: 1/8" (.125") on each side gets cut off. Your final art size needs to be: 5.62" x 8.62".

1/8
2.125" x 1.75"

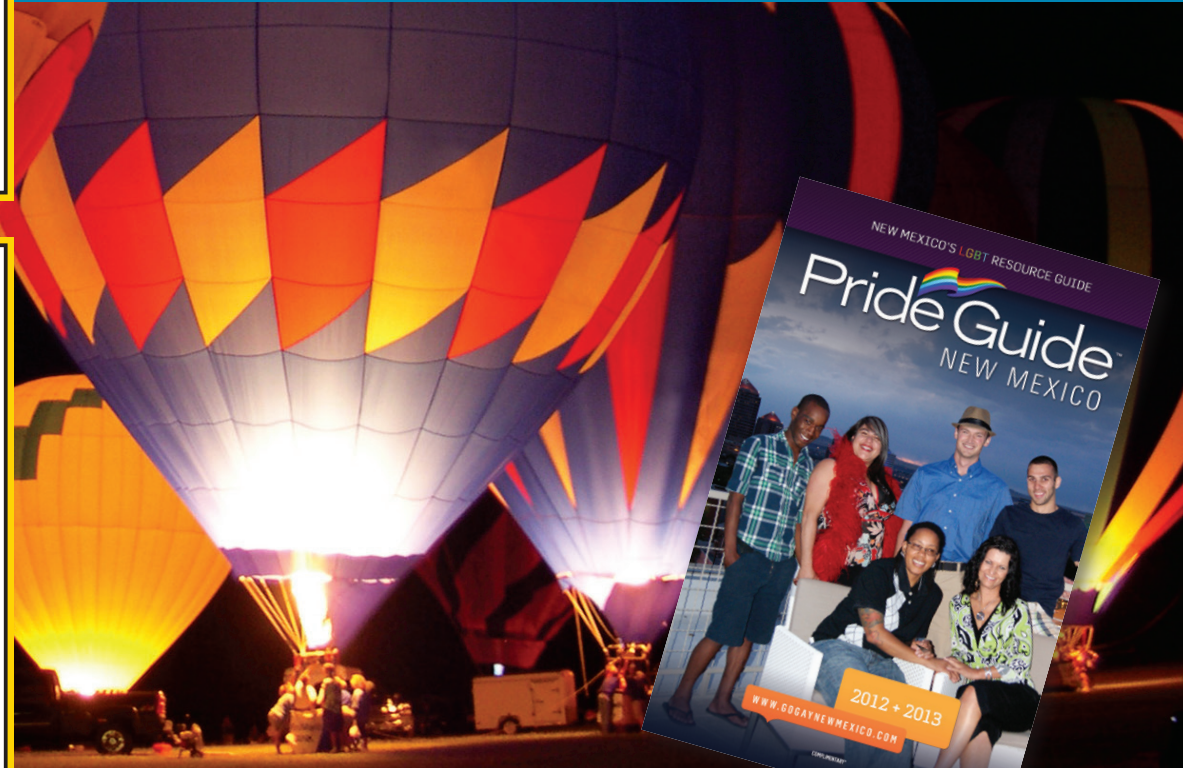
1/4 Hor
4.375" x 1.75"

1/4 Vert
2.125" x 3.625"

1/2 Vert
2.125" x 7.375"

2/3 Page
4.375" x 5.375"

1/2 Hor
4.375" x 3.625"



Reach Over 300,000 Readers in Print & Online

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

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ThePrideGuides@Gmail.com
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**A New Mexico Statewide Online & Print LGBT Travel,
Wedding, Relocation and Business Resource Guide**

Early Bird Deadline: **March 15, 2013** Final Deadline: **April 26, 2013**
Reserve your Business Listing/Ad space today!

NewMexico@ThePrideGuides.com | GoGayNewMexico.com
602-466-2501 | 888-830-3022

GoGayNewMexico.com

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**
\$1,600 per quarter
- **Top Banner**
\$1,000 per quarter
- **Featured Partner Banner**
\$600 per quarter

DISPLAY PRINT RATES

(All display ads include listing online and print)

	MAR 15	APR 26
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 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.

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

Banner

JPEG or Animated Gif

Premium Featured Banner

970 x 344 pixels

Top Banner

468 x 60 pixels

Featured Partner Banner

140 x 280 pixels

Submit ads to:
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.