WHY ADVERTISE IN THE PRIDE GUIDE?

LGBTQ audiences respond strongly to targeted advertising with a high-level of brand recognition and recall. In other demographics, this level of brand penetration can be difficult to achieve without a significantly higher investment. Advertising in the official Boston Pride Guide will promote your company to a large, diverse, intersectional audience of community members across various sexual orientations and gender identities. Here are a few key statistics about consumer behavior in our community (LGBTQ adults in the United States).

- Written by and for our community
- Only official Boston Pride Guide
- Directly supports Boston Pride
- Full format, color, and glossy premium publication
- Most accurate Pride information available
- Published by Boston Pride, a non-profit organization

6.8% of American adults identify as LGBTQ

$957B estimate of the ‘18 buying power of the LGBTQ community

23% over 12 months switched patronage to a competing company due to its support of the LGBTQ community

41% learned about a company’s LGBTQ outreach through sponsorship of LGBTQ charity events or organizations

49% learned about a company’s LGBTQ outreach through advertisements in LGBTQ media

50% are more likely to patronize a business that tailors its advertising to the LGBTQ community

70% would consider brands supporting nonprofit causes and organizations important to them as LGBTQ individuals

2021 PRIDE GUIDE KEY DATES:
BOOKING DEADLINE: 4/12  ARTWORK DEADLINE: 4/19  GUIDE OUT: 5/13
AD PRICING

**PREMIUM PLACING**
- Front Cover Banner: $10,000
- Back Cover: $5,500
- Inside Front Cover: $2,800
- Inside Back Cover: $2,800
- Opposite Inside Front Cover: $2,800
- Opposite Inside Back Cover: $2,800
- Page 4 (left hand page upfront): $1,800
- Page 5 (right hand page upfront): $1,800
- Page 6 (left hand page upfront): $1,800
- Page 7 (right hand page upfront): $1,800
- Page opposite Editor’s Letter: $1,800
- Page opposite Masthead: $1,800
- Page opposite Board’s Letter: $1,800
- Page opposite Table of Contents: $1,800
- Page opposite Parade Map: $1,800
- Page opposite Festival Map: $1,800
- Page opposite Calendar: $1,800
- Page opposite Nightlife Calendar: $1,800

**REGULAR PLACEMENT**
- 2-Page Spread: $1,750
- Full Page: $900
- Half-Page Vertical: $600
- Half-Page Horizontal: $600
- Quarter-Page: $325
- Banner: $325

**ADD-ONS**
- Design services for full page ad: $125
- Design services for half-page ad: $100
- Design services for quarter-page ad: $75

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**PRIDE GUIDE AD SPECIFICATIONS**
Boston Pride Guide is published in the standard 8.5" x 11" format, with a trim size of 8.375" x 10.875".
Ads must be provided to Boston Pride in the following dimensions:

- Full Page (bleed): 8.625" x 11.125"
- Full Page (non-bleed): 7.625" x 9.75"
- Half-Page Horizontal: 7.625" x 4.75"
- Half-Page Vertical: 3.75" x 9.75"
- Quarter-Page: 3.75" x 4.75"
- Banner: 7.625" x 1.875"

**ARTWORK REQUIREMENTS**
PDF XI-A: An Adobe Acrobat hi-res “Press Quality” PDF file is the preferred format. All fonts must be embedded. All 4-color ads must be designed using the CMYK process color space. Spot colors will be converted to CMYK. Files must be submitted at 100% of the reproduction size. All embedded images must be 300 dpi TIFF or EPS files.

Adobe Illustrator EPS and Photoshop TIFF or EPS files are also accepted. All fonts must be saved as outlines (Illustrator EPS), layers flattened, and in CMYK mode.

**TERMS AND CONDITIONS**
Boston Pride reserves the right to refuse submitted artwork. Boston Pride does not assume responsibility for errors in submitted artwork. Payment by credit card or check is required at the time of a space reservation. As space is not secured until payment is received in full. See payment instructions directly in the online Ad space Reservation System. See full terms and conditions at bostonpride.org/guide.