

THE PRIDE GUIDE

Advertising Opportunities in 2018

The Official North Jersey Pride Guide is much more than just a program of Pride events. Filled with timely news articles about legislative and social issues critical to the LGBTQ community, it is also must-read journalism.

In addition to feature articles, we also include guest columns from leaders of pro-LGBTQ organizations, both gay and straight, and will hear from straight allies about why they are so deeply committed to equality.

The Pride Guide is distributed free of charge at all North Jersey Pride Month events; at the North Jersey Pride Festival (est. **5,000+ LGBTQ and ally** attendees); at retail locations in Essex, Union, Hudson, Bergen and Morris counties; and at our Fall 2018 events. It will reach another 10,000+ online via Flipbook technology.

NJ Pride Guide Readership Demographics:

Gender:	Age:	
Female: 54%	13-17	3%
Male: 46%	18-24	18%
	25-34	26%
Median Household Income:	35-44	22%
	45-54	16%
\$111,655 - \$179,300	55-64	10%
	65+	5%



**Pride Guide
Specs/Rates**



Business/For-profit

Ad size	Rate	Early Bird (before 4/1)
Full page back cover	\$1,200*	\$1,000*
Full page inside covers	\$1,000*	\$750*
Full page (best available)	\$650	\$500
Half page	\$400	\$300
Quarter page	\$300	\$200
Eighth page	\$150	\$100

Nonprofit

Ad size	Rate	Early Bird (before 4/1)
Full page back cover	\$1,000*	\$750*
Full page inside covers	\$750*	\$550*
Full page (best available)	\$550	\$400
Half page	\$350	\$250
Quarter page	\$250	\$150
Eighth page	\$100	\$85

All files MUST be in .pdf, .jpg, .png or .tif format with a minimum 300dpi resolution. Placement on a first-come, first-serve basis.

• Reserved for major sponsors, price is if available.