

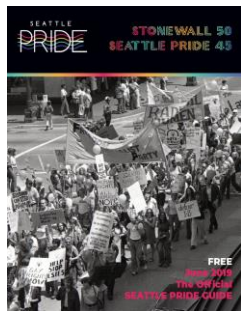


Seattle Pride Guide

Created in partnership with Seattle Pride, the official Seattle Pride Guide is an annual publication centered around this year’s theme of “Many Faces, One Pride.” Seattle’s official Pride Guide is filled with articles from local writers, bios of people and organizations driving change within our community, a Pride Month events calendar, and so much more! The Pride Guide is an indispensable resource during Pride Month and a great way to reach and support Seattle’s LGBTQ+ communities.

Advertising Rates	
Full Page	\$3,644
2/3 vertical	\$2,429
1/3 vert / square	\$1,215

*Net Rates



Space reservation: April 17
 Materials due: April 24
 On stands: June 1–30

For more advertising information:
 206.443.0445
 info@encoremidiagroup.com

Nate Cowdy

CIRCULATION

50,000 total copies in circulation in June, leading up to the Pride Parade on June 28

DISTRIBUTION

- 30,000 copies distributed at 1,200 retail and business locations throughout King County
- 18,000 copies distributed at 200 dedicated Pride outdoor boxes in key Seattle neighborhoods
- 2,000 copies distributed by Seattle Pride at various events such as **Pride in the Park** and the **Pride Parade**



Seattle Pride Quarterly Magazine

The new Seattle Pride Quarterly magazine is a print publication distributed throughout Seattle in September, December and March, in addition to the Pride Guide which will continue to publish in June. The magazine contains features, news, insights and profiles to drive social engagement and activation among community members. Seattle Pride Quarterly connects members of Seattle's LGBTQ+ community on a year-round basis and provides relevant resources and news.

DISTRIBUTION

- Mailed to members and select donors
- LGBTQ+ spaces (Gay City, clubs, etc.)
- Public spaces (libraries, hospitals, surrogacy offices, SEATAC, etc.)
- Marriott Hotels

CIRCULATION

10,000

Advertising Rates	
Full Page	\$1,958
2/3 vertical	\$1,499
1/3 vert / square	\$783

*Net Rates

Guaranteed Positions:
IFC: 15%
BC: 25%

IN EVERY ISSUE

- Advocacy options
- Event calendar
- Feature on LGBTQ+ history
- LGBTQ+ resource list
- Platform for local LGBTQ+ nonprofits to share their work with a wider community
- Profiles on local influential LGBTQ+ members
- Spotlight on a partner's work in the LGBTQ+ community
- Volunteer opportunities
- Work by local LGBTQ+ artists
- Youth feature

Nate Gowdy

For more advertising information:
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Bundle of Pride

By purchasing advertising in more than one magazine annually, your brand can make a greater impact and increase your reach and engagement *while* you save. Establish your brand or business within the LGBTQ+ community and demonstrate your support by appearing year-round in Seattle Pride Quarterly magazines. By bundling your advertising, your brand will remain in the minds of the readers no matter the season. Show your pride and bundle!



PACKAGE DISCOUNTS

2x	3x	4x	Partner
5%	10%	20%	25%

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Calendar and Ad Specifications

PUBLICATION CALENDAR

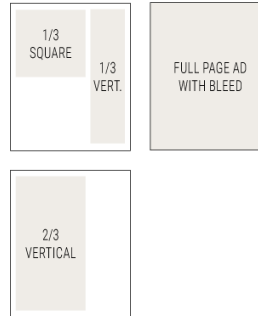
Issue	Space Reservation	Artwork Due	Publication Date
Pride Guide 2020	Apr 17	Apr 24	Jun 1
September 2020	Jul 24	Jul 31	Sept 1
December 2020	Oct 16	Oct 23	Dec 1
March 2021	Jan 15	Jan 22	Mar 1

AD SIZES

Standard ads may be submitted in PDF or alternate formats in the following sizes:

Measured in Inches, W x H

Full page w /bleed	8.625 x 11.125
Full page trim	8.375 x 10.875
2/3 vertical	4.75 x 9.875
1/3 vertical	2.25 x 9.875
1/3 square	4.75 x 4.875



Page & Print Specifications

Three Columns	2.25 (column) / 0.333 (gutter)
Page Size	8.375 x 10.875
Bleed Size	8.625 x 11.125
Live Area	7.375 x 9.875
Printing	Heatset web offset
Color	4-color process (CMYK)
Resolution	Photos 300 dpi, line art 1200 dpi