


MEDIA KIT.

VIRTUAL PRIDE 2021



A wide-angle photograph of a large outdoor festival, likely Pride in Winnipeg. In the background, the Winnipeg Convention Centre is visible, featuring a prominent glass tower and a large, curved glass facade. The foreground is filled with a dense crowd of people, many wearing rainbow-themed clothing. Several white tents and booths are set up, including one with a red roof and a large screen. The scene is set against a backdrop of green trees and a cloudy sky. The text is overlaid on the right side of the image.


Pride Winnipeg is one of the largest Pride Festivals between Vancouver and Toronto, attracting locals as well as guests from all across the Canadian Prairies, North Western Ontario, and North-Central United States.

In 2021, Pride Winnipeg will be held online - more than ever, we want to connect with our audiences through digital platforms. That provides our advertisers with a great opportunity: digital ads can take users to a specific landing page, are measurable, and will be displayed all year round on our site.




WHEN YOU SUPPORT US, WE SUPPORT YOU.


A diverse community ensures that no matter what your business, there is someone in the Gender, Sexual, and Relationship Diverse (GSRD) community who purchases your goods or supports your industry or trade, which means they in turn will support you and your business. Everyone wins!



55% of GSRD consumers will choose to do business with companies that are committed to the diversity/equal treatment of the GSRD community.



78% of GSRD adults and their friends, family and relatives would switch to brands that are known to be GSRD-friendly.



70% of GSRD adults would pay a premium for a product from a company that supports the GSRD community.

PRIDE WINNIPEG BY THE NUMBERS

73,000+
WEBSITE SESSIONS*

12,000+
FACEBOOK FOLLOWERS

6,400+
INSTAGRAM FOLLOWERS

40,000+
ATTENDEES*

*Stats from the Pride Winnipeg Festival in 2019

ADVERTISE ON OUR WEBSITE



SIDEBAR AD: \$600

Your ad will be displayed on the sidebar of the Pride Winnipeg website until next year's Pride Winnipeg Festival kickoff.

SPECS

Size: 600x500

Retina Display: the ad will be displayed at 300x250; the requested size is optimal for Retina Display

Colour: full colour

Preferred file type: png

Resolution: 72dpi

Landing page: indicate URL of landing page for when ad is clicked

Mock up of website's sidebar (ads will be placed on the right-hand side)

ADVERTISE ON OUR APP

BANNER AD: \$500

Your ad will be displayed on the Pride Winnipeg app as a horizontal banner in between blocks.

SPECS

Size: 1,280x200

Retina Display: the ad will be displayed at 640x100; the requested size is optimal for Retina Display

Colour: full colour

Preferred file type: png

Resolution: 72dpi

Landing page: indicate URL of landing page for when ad is clicked



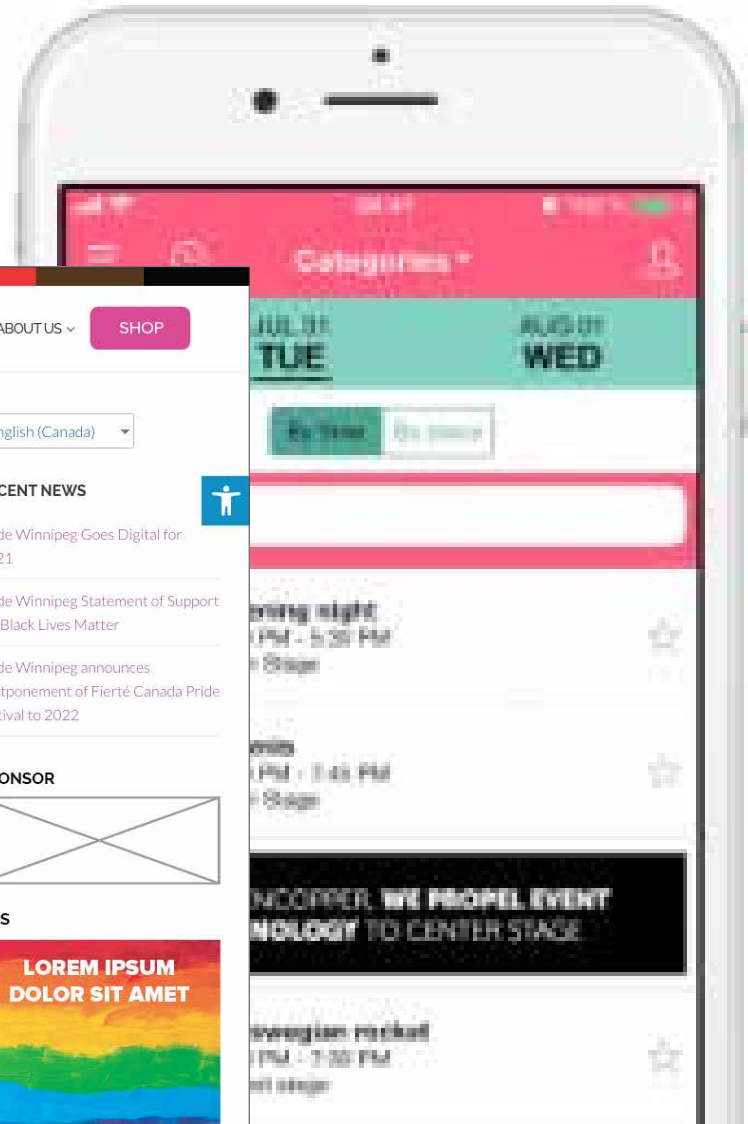
Mock up of horizontal banner in app

ADVERTISE ON BOTH

WEBSITE AND APP ADS: \$900

Increase the visibility of your brand by placing your ads on our website and app.

Mock up of website's sidebar
(ads will be placed on the right-hand side)



Mock up of horizontal banner in app

AD CONTENT

Understand and use appropriate content when creating your ads.



INCLUSIVITY

Please ensure your content is inclusive. If you want to consult best practices of messaging, imagery, and colour usage, please refer to the Pride Winnipeg [brand book](#).



GSRD

Gender, Sexual, and Relationship Diversity ("GSRD") is a more inclusive term for the conventionally used: LGBT, LGBTQ, LBTTQI+, LGBTQ2S+, and others.



ACCESSIBILITY

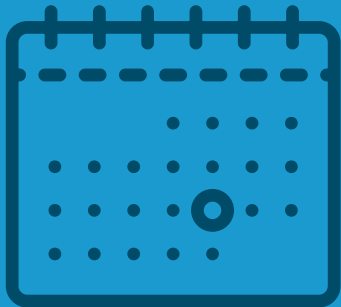
Accessibility is a key value of Pride Winnipeg. Please make sure your ads are readable, and that you have enough contrast between the background and the ad elements (logo, typography, graphics, etc.).



COLOURS

If wondering what colours to use on your ads, check out [this guideline](#). Learn about the meaning of colour combinations to help ensure your brand speaks to the community.

SHOW THAT YOUR BRAND SUPPORTS THE GSRD COMMUNITY. RESERVE YOUR AD TODAY!



DEADLINES

Reservation deadline: July 31, 2021

Creative deadline: August 15, 2021



CONTACT

To send your assets, or if you have any questions, please contact our Marketing Team:

marketing@pridewinnipeg.com



pridewinnipeg.com