



# ADVERTISING OPPORTUNITIES

PRIDE WINNIPEG 2020



**Thank you for your interest in advertising with Pride Winnipeg!** This year we are excited to share several changes to our advertising opportunities. In addition to printed ads in our annual Pride Guide, we are offering digital advertising opportunities on our re-designed website, as well as on our mobile app (launching April 2020). Below you can find information on rates, specifications and deadlines.

## PRIDE GUIDE ADS

THE PRIDE GUIDE IS PRIDE WINNIPEG'S OFFICIAL EVENT BOOK, with colourful stories, people profiles, venue maps, community events and ideas about what to do and where to go during Pride Week. By advertising in the PRIDE GUIDE, you'll reach a diverse audience of the tens of thousands of people who attend Pride Week activities! **NEW IN 2020:** the guide will be fully bilingual!

SIZE	SPECIFICATIONS	COST	COST FOR CHARITIES & NON-PROFIT ORGANIZATIONS
Inside cover	5.5" W x 8.5" L + 0.125" + bleed	\$1,800	\$1,500
Full page	5.5" W x 8.5" L + 0.125" + bleed	\$1,350	\$1,100
Half page	5" W x 3.875 L	\$750	\$600
Third page	5" W x 2.5" L	\$500	\$400
Quarter page	2.4375" W x 3.875 L	\$350	\$300
Sixth page	2.4375" W x 2.5" L	\$250	\$200

**BOOKING DEADLINE: March 20, 2020 • GRAPHICS DEADLINE: March 30, 2020**

Please submit in PDF format. Embed high-resolution images and fonts (do not 'subset' fonts). We encourage you to submit your ad as bilingual (ONE ad in both French and English).

**Payment:** All insertions must be pre-paid.

**Cancellations:** Cancellations of bookings for the Pride Winnipeg Pride Guide must be submitted in writing prior to the deadline. Pride Winnipeg reserves the right to charge up to 100% of the rate for any bookings placed but subsequently cancelled after the deadline date. Missing artwork is still subject to payment.

**Ad Materials:** Advertisers are responsible for their own ad creation. If new materials for a booked space are not furnished by the deadline, the prior Pride Guide advertisement will be published regardless of size.

All materials and advertisements are subject to Pride Winnipeg's approval. Pride Winnipeg reserves the right to reject or cancel any advertisement. Please note that we cannot guarantee 100% colour accuracy.

# DIGITAL ADS

**New in 2020**, we will be offering advertising opportunities on our website and mobile app. Our website has been fully re-designed and both our website and mobile app are translated into English and French to reach a more diverse audience.

## HIGHLIGHTS FROM 2019

- over 50,000 website users
- over 74,000 website sessions
- over 1400 app users (first year Pride Winnipeg offered an app)
- over 9,600 app sessions, with an average of 6.5 sessions per user (from April to June 3, 2019)

AD	SPECIFICATIONS	COST	COST FOR CHARITIES & NON-PROFIT ORGANIZATIONS
Web & App	Width: 300px height: 250px & Width: 640px height: 200px	\$600	\$500
Web only	Width: 300px height: 250px	\$450	\$375
App only	Width: 640px height: 200px	\$250	\$200

## **BOOKING DEADLINE: March 20, 2020 • GRAPHICS DEADLINE: March 30, 2020**

Accepted file formats are jpg, jpeg, png. Please include URL for digital ads with your submission. We encourage you to submit your two ads, one in English and a second in French to make use of our diverse platforms.

App ads are displayed while the mobile app is live, from mid April until the end of the festival.

Website ads are published for a full calendar year from the date of submission.

Ads can be changed during this period, however please allow up to 3 business days for ad change requests.

## SAVE 15%

When you book both a Pride Guide ad and a digital ad save 15% off the total.

**For more information or to book an advertisement please contact:**

VP, Marketing, Lee Woods (they/them) • [lwoods@pridewinnipeg.com](mailto:lwoods@pridewinnipeg.com)

*We offer French language translation services for a fee.  
Contact us at [marketing@pridewinnipeg.com](mailto:marketing@pridewinnipeg.com) for more info.*