

# 2019 PRIDE GUIDE

CELEBRATE PRIDE from the NATION'S CAPITAL to the WORLD



## THE OFFICIAL GUIDE TO PRIDE 2019

We would like you to join us in 2019 as we celebrate Pride from the Nation's Capital to the World. The Guide to Pride 2019 will provide in-depth, moving interviews and articles highlighting local and regional residents and organizations. These stories are told through the lens of our struggles and triumphs, in an historical context, and frequently intertwine with national and international events. It will also provide helpful information about the events, programs and activities that represent Pride in the Nation's Capital, including, Youth Pride, Silver Pride, DC Black Pride, Asian Pacific Islander Pride, Capital Trans Pride, DC Latinx Pride, the Capital Pride Celebration.

The Guide to Pride 2019 will also include published letters from the D.C. Mayor, biographies on award recipients, (including Capital Pride Heroes and Engendered Spirits), and information on LGBTQ+ supporters, partners, and advocates. Each page will illustrate that our LGBTQ+ community is composed of a kaleidoscope of extraordinary parts, including identity, race, sexuality, gender, spirituality, experience, beliefs, goals, and so much more.

Many people tell us that they save the Guide as an annual keepsake, as well as use it as a directory resource for reference throughout the year. As we commemorate 50 years since the Stonewall Riots, we strive collectively, through Pride, to continue to create a powerful foundation that will help us advance the cause of human dignity, equal rights, and a world free from discrimination and prejudice. By purchasing an ad in the Guide to Pride 2019 your business or organization will show support for the power of Pride and engage with hundreds of thousands of people who will participate in these landmark events.

### PUBLISHED ANNUALLY:

The Guide to Pride 2019 has a shelf life of more than 12 months and reaches a potential readership well in excess of 250,000 people.

### INFORMATIVE:

The Guide to Pride 2019 reaches a wide spectrum of the LGBTQ+ audience with articles of interest to every facet of our demographic, from city living to world views, from local personalities who make a difference to activists and actors on the national stage.

### DISTRIBUTION:

Your customers will see your message in print and online. With 20,000+ printed copies throughout the National Capital Region we cover all major LGBTQ+ outlets and businesses. The Guide to Pride 2019 is also posted online for free download and viewing, thus exponentially increasing readership. The Guide will be distributed at all the major Pride 2019 events, beginning with Youth Pride in early May through the end of the celebration on June 9, 2019.

### RELIABILITY:

Pride in the Nation's Capital is well known in the National Capital Region. Your customers trust the Capital Pride Alliance and its Pride Partners to deliver a quality product on time, on target, and on budget.

**PRIDE  
2019**

**YOUTH PRIDE**  
May 4, 2019

**SILVER PRIDE**  
May 10, 2019

**CAPITAL TRANS  
PRIDE**  
May 17-19, 2019

**DC BLACK PRIDE**  
May 24-27, 2019

**ASIAN PACIFIC  
ISLANDER PRIDE**  
TBD

**DC LATINX PRIDE**  
June 1, 2, 5 & 6

**PRIDE  
CELEBRATION**  
May 31-  
June 9, 2019

# GUIDE TO PRIDE 2019 TECHNICALSPECS

**TRIM/FINISH SIZE:** 8.375W x 10.875H

**SUPPLIED FILES:** Capital Pride accepts MAC platform compatible art ONLY. Art must be submitted CMYK @ 300DPI. Artwork submitted is presumed to be print-ready. Please accompany all art with a color proof. Art may be sent to the Pride office or via FTP upload. Contact us for more details. Advertiser accepts all responsibility for files they submit.

**FILE NAMING:** Company Name size FB (full bleed if required)  
*example: HOT99 half page horz.jpg HOT 99 full page FB.pdf Please do not just call it PRIDE GUIDE AD!*

**BUILD FILES:** We accept industry standard programs including most of the Adobe family and some limited desktop publishing files. Please contact us with any questions about these or other programs.

**ACCEPTABLE FILE FORMATS:** INDESIGN CC 2018 NATIVE or PDF, CC ILLUSTRATOR 2018 NATIVE or EPS, PHOTOSHOP CC 2018 NATIVE OR JPEG or EARLIER (CS6 or 5 no CS 2 thru 4 files accepted).

All fonts must be supplied for native files and converted for others. ALL Photoshop files must be FLATTENED

**ART WORK DEADLINE COB:  
MARCH 29, 2019**

**PUBLICATION DATE:  
MAY 2019**

## PRICING:

**BACK COVER:**  
\$4500

**PAGE ONE:**  
\$3000

**INSIDE BACK**  
\$2500

**INSIDE FRONT**  
\$2500

**FULL PAGE:**  
\$1200

**HALF:**  
\$800

**QUARTER:**  
\$450

**FIRST 1/3  
PLACEMENT  
ADD 15%  
HALF  
AND  
FULL PAGES  
ONLY**

