

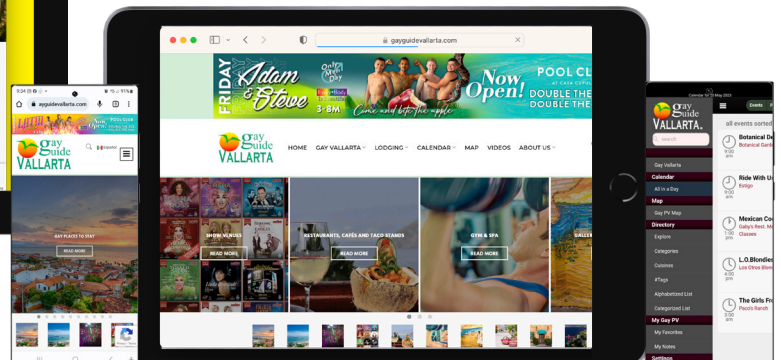
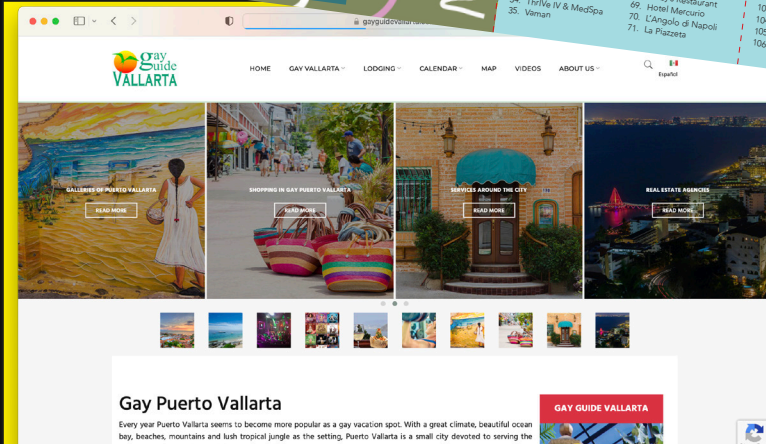
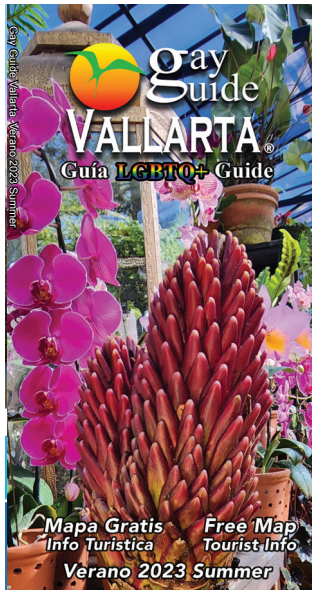
Guía **LGBTQ+** Guide

Gay Guide VALLARTA

Print - Web - Mobil - Social

| www.gayguidevallarta.com | www.gpvr.mx |

Media Kit 2023 - 2024



Online & Print Services

	* Free	Basic (online)	Standard (online & Print)	Standard+	Premium	Premium +
(online)						
Name listed online	*	*	*	*	*	*
Logo listed online		*	*	*	*	*
Map location online	*	*	*	*	*	*
Short & Long Description		*	*	*	*	*
Flyer		*	*	*	*	*
Images		*	*	*	*	*
Menu Images		*	*	*	*	*
Calendar & Event Updates		*	*	*	*	*
Links to sites		*	*	*	*	*
Horizontal Banner (Randomly Displayed)			*	*	*	*
Vertical Banner (Randomly Displayed)			*	*	*	*
Share your social media post (1-2 times p/ edition)			*	*	*	*
Share your social media post (3-4 times p/ edition)					*	*
Social Media Packages - 50% off				*		*
(Print)						
Business Name Listed with key	*	*	*	*	*	*
Small Description		*	*	*	*	*
Map location		*	*	*	*	*
Phone number listed		*	*	*	*	*
Ad(s) your choice of size			*	*		
Premium ad placement					*	*
Logo with small description					*	*
2 Images printed with blurb (inner & back covers and Full page map ad only)					*	*

*The "Free" plan is only available for LGBTQ+ owned businesses.

Prices		Yearly Fee	
Online Advertisement		No Print Ad	With Print Ad
Basic	Regular Web Listing	\$ 6,000.00	Free
	Cabaret/Theater Multi Show Listings	\$ 8,400.00	Free
	Lodging Multi-unit Single Location	\$ 12,500.00	\$ 5,000.00
	Lodging Multi-Unit Multi-Location	\$ 25,000.00	\$ 7,500.00

Prices		1 Edition	
Print Advertisement		B&W	Color
Standard	1/4 page	\$ 1,800.00	\$ 2,350.00
	1/4 page Map	\$ 3,150.00	\$ 3,150.00
	1/2 page	\$ 2,750.00	\$ 3,650.00
	Full Page	\$ 4,650.00	\$ 6,550.00
	Full page bleed	\$ 5,150.00	\$ 6,950.00
Premium	Premium	\$ 7,950.00	\$ 7,950.00
	Inner Cover	\$ 8,450.00	\$ 8,450.00
	Full page Map	\$ 12,800.00	\$ 12,800.00
	Back Cover	\$ 12,800.00	\$ 12,800.00

or

Yearly Rate (4 Editions)	
B&W	Color
\$ 6,000.00	\$ 8,200.00
\$ 11,400.00	\$ 11,400.00
\$ 8,600.00	\$ 12,200.00
\$ 15,000.00	\$ 21,400.00
\$ 15,800.00	\$ 23,000.00
\$ 27,000.00	\$ 27,000.00
\$ 28,600.00	\$ 28,600.00
\$ 47,200.00	\$ 47,200.00
\$ 47,200.00	\$ 47,200.00

Print Edition Deadlines

4 editions
per year

Edition	Distributed	Art Deadline	Reservation Deadline
Fall	October - November	01-Sep	28-Aug
Winter	December - January	01-Nov	28-Oct
Spring	February - March	01-Jan	28-Dec
Summer	April - Sept	01-Mar	28-Feb

Bleed	<u>Specifications</u> Format: PDF/JPEG/PSD Resolution: 300DPI / 118.11DPC Colors: CMYK *Any ads in RGB colors will be converted to CMYK colors. GayGuide Vallarta is not responsible for any color changes due to the conversion.	gayguide Vallarta	gayguideVallarta.com	1/2	Full Page	gayguide Vallarta
	1/4 - (8 w X 4.8 h) 1/2 - (8 w X 9.8 h) Full page - (8 w X 20 h) Map premium - (10 w X 21 h) Bleed - (11 w X 22 h) *Ask for Bleed Spec PDF			1/4		

*Sizes are in CM.

Online Banner Ads

Horizontal Banner
150pix. H. X 950pix. W

Reach more visitors to your website with banners bigger than the standard sized. They are randomly displayed on category pages. FREE for Standard & Premium plans!

Exclusive banner placement on top of category pages. (Subject to availability)

Home page \$2,187.50

Category page With print ad \$600 / No print ad \$1,000 (includes basic plan for the duration of your banner ad.

Rotating Banners \$500 pesos

Price p/month, includes IVA.

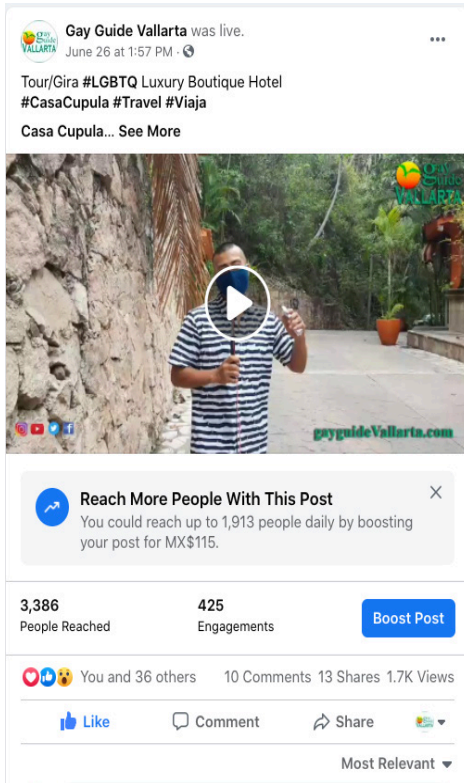
Vertical Banner

400pix H.
X
180pix. W.

Print Edition Distribution

12k copies per editon, distributed with major focus in Zona Romantica. That's **48k copies** a year! We distribute **1,400 copies weekly** during high season, & **700 copies** during the summer months. It is a highly sought-out booklet by the LGBTQ & Ally visitors and businesses all around town. We are welcomed with excitement in many establishments in **Centro, on Malecón, Zona Hotelera & Marina Vallarta**. This assures your ad will be at the hands of guests that are staying outside of the gay zone.

Sponsored Videos



Become a Sponsor!

Mentiones and Banner ads during a live stream or prerecorded videos.

Our purpose with this is to promote and show the travelers Puerto Vallarta's diversity in culture, gastronomy, activities, etc.

Videos are the “**New Thing**” dominating the digital community replacing text only content & they connect better with the audience.

Contact us for Manton & Banner Rates / Sizes

Follow us on our Social Medias



/GayGuidePV
13K



gayguide_Vallarta
2k



GayGuideVallarta
535 Subscribers



gayguideVallarta
1.6k



@gayPVR
5.7k

Advertisement on Social Media

Weekly Post of images, tik tok clips, & video clips.

Prices listed below are per month. * contracts per month, 3 months, 6 months or yearly. *

Length of tiktoks may vary from 15 secs to 1 min.

Videos are 1 min to 3 min. 30 sec.

Silver

1 post per week = 4 Post per month

S1 - \$ 800 pesos : 4 images

S2 - \$1,900 pesos : 3 img and 1 TTC

S3 - \$4,700 pesos : 2 img, 1 TTC & 1 Vid.

Gold

2 post per week = 8 Post per month

G1 - \$2,700 pesos : 7 img & 1 TTC

G2 - \$3,800 pesos : 6 img & 2 TTC

G3 - \$6,600 pesos : 5 img, 2 TTC & 1 Vid.

Platinum

3 post per week = 12 Post per month

P1 - \$4,600 pesos : 10 img & 2 TTC

P2 - \$5,700 pesos : 9 img & 3 TTC

P3 - \$9,600 pesos : 7 img, 4 TTC & 1 Vid.

Customized

Build your own plan: 1 - 3 posts a week

\$ 200.00 pesos Image

\$1,300.00 pesos TikTokClips 15 - 30 sec

\$3,000.00 pesos Video 1m - 3:30 min.

Contact us for more information!

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