

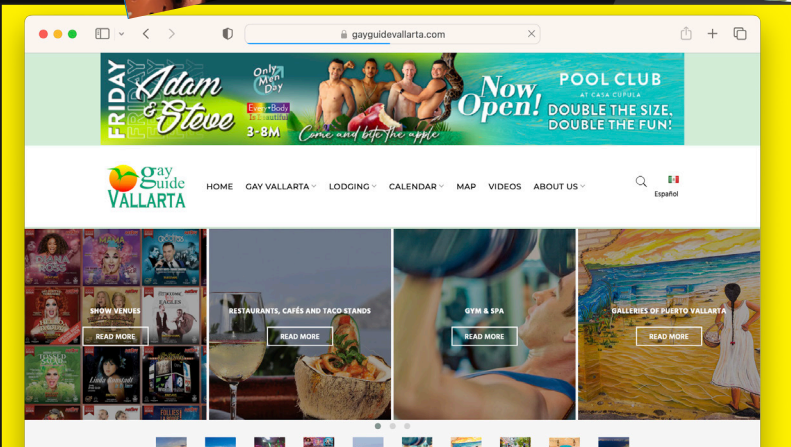
Gay Guide VALLARTA

Media Kit

2024 - 2025

Print - Web - Mobil - S. Media

| www.gayguidevallarta.com | www.gpvrr.mx |



Contact us for more information!

Sales/PR: Isaac Carachure
322 173-3357 isaac@gayguidevallarta.com

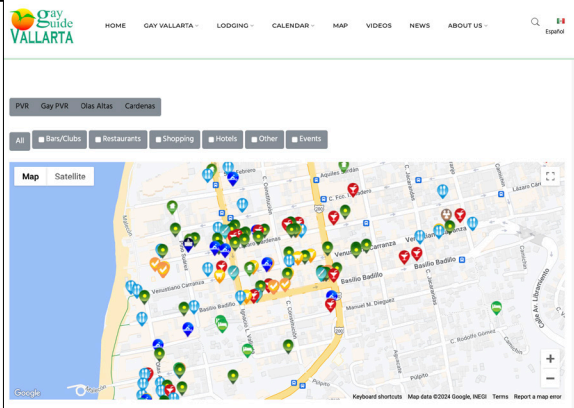
Admin/Editor: "Joey" J. R. Martinez
322 117-9479 joey@gayguidevallarta.com

¡Free Listing!

For openly LGBTQ+ owned businesses

Business is listed on our website with:

Name
Logo
Short Description
Dot on our online map



Curiel Xperience

Curiel, one of your favorite bartenders from Reinas Bar is now Guiding you on adventures to see Puerto Vallarta's Beauty. Contact him for private Hikes.

And in our print guidebook:
Name listed in the category with legend.

Garbo Piano Bar.

Industry Nightclub

Koolha Karaoke & Drinks

La Catrina Cantina

La Chachalaca

Online Advertisement - Detailed Listings Online



Bistro Mercurio & Bar

GAY, GAY FRIENDLY, GAY OWNED, GAY STAFF, CASUAL, BAR FOOD, HAMBURGERS, MEXICAN, PIZZA, SANDWICHES, WIRELESS, BREAKFAST, CREDIT CARDS, DINNER, LUNCH, PET FRIENDLY, SMOKING AREA



Hotel Mercurio's poolside restaurant is open to the public, offering breakfast from 8:00 to 11:00 AM; and extensive light-fare menu until 10:30PM daily.

[READ MORE](#)

Prices		Yearly Fee	
Online Advertisement		No Print Ad	With Print Ad
Basic	Regular Web Listing (bars,activities,shops,restaurants,etc)	\$ 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

Bistro Mercurio & Bar

Hotel Mercurio's poolside restaurant is open to the public, offering breakfast from 8:00 to 11:00 AM; and extensive light-fare menu until 10:30PM daily.

Gay, Gay Friendly, Gay Owned, Gay Staff, Casual, Bar Food, Hamburgers, Mexican, Pizza, Sandwiches, Wireless, Breakfast, Credit Cards, Dinner, Lunch, Pet Friendly, Smoking Area

Hotel Mercurio offers a delicious and generous breakfast buffet served poolside daily from 8:00 to 11:00 AM. The offerings include eggs, fruit, house-made sweet breads, yogurt, granola, and a daily Mexican breakfast special that varies widely, including chicken enchiladas, short ribs in salsa, birria, grilled arrachera, and more. On Sunday (breakfast served until noon), unlimited mimosas or bloody marys are available and we feature a Peruvian flautist playing softly.

Our extensive menu, available from 11:00 AM to 10:30 PM, includes light-fare items (wings, nachos, carpaccio, fried calamari, salads, tacos) as well as offerings for a heartier appetite (pizzas, burgers, sandwiches, burritos, pastas).

Everything we serve is made fresh from selected ingredients at the moment you place your order by our outstanding chef and his staff.

Every Sunday, come for our famed "Beers Boys & Burgers" pool party, from 4:00 to 7:00 PM. Unlimited beer and mini-hamburgers. DJ and show, and always a fun crowd! Bring your towel (or borrow one of ours) and your sexiest swimsuit to enjoy our heated pool. No swimsuits? We sell those, too! Our Ocean Mercurio Swim line of men's swimwear, designed by our own designer and made in our workshop right in Puerto Vallarta!

Come and get to know us! We're known for great service, outstanding food, and reasonable prices!

4) 5) 6) 7) 8) 9)



- 1) Links to sites and social medias
- 2) Telephone number
- 3) Address
- 4) Flyer/Ad
- 5) Videos from your YouTube channel
- 6) Space for images
- 7) Dot on the online map

- 8) Publish Events/promos/etc.
- 8a) #8 is reflected on the Community Calendar, the Daily Calendar & Today's Activities on the home page.
- 9) Space for menu images
- 10) Long description
- 11) Tags

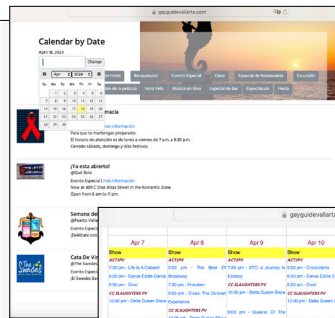
FOLLOW US

LOCATION & PHONES

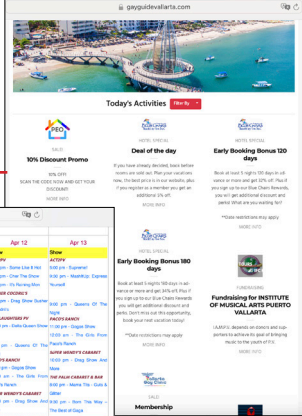
3) Francisca Rodriguez 168
Col. Emiliano Zapata
Puerto Vallarta, Jal. 48380
TEL: 322 222-4793

WEBSITES & LISTINGS

1) WEBSITE FACEBOOK TWITTER



8a)



Frida Bar 4.0

This popular neighborhood bar offers great drinks and a relaxed and portable atmosphere. Floor Patio.

Cantina popular del barrio buen precio en bebidas y ambiente cómodo y relajado.

Patio afuera.

Includes A blurb in each print edition & a numbered dot on the tear-out map.

Online Banner Ads

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.

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

Vertical Banner

400pix H.
X
180pix. W.

Print Advertisement

**4 editions
a year**

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

12k copies per edition, 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 guidebook by the LGBTQ & Ally visitors and businesses all around town. We are welcomed with excitement in many establishments in **Centro, Malecón, Zona Hotelera & Marina Vallarta**. This assures your ad will be at the hands of guests that are staying outside of the gay zone.

Prices		Contract 1 Edition	Contract of 2 Edition	Contract of 3 edition	Yearly Contract (4 Editions)
Print Advertisement		Black & White or Color Ads			
Standard	1/4 page	\$2,350 p/ed.	\$2,250 p/ed. \$4,500 Total	\$2,150 p/ed \$6,450 Total	\$2,050 p/ed \$8,200 Total
	1/4 page on map	\$3,150 p/ed.	\$3,050 p/ed \$6,100 Total	\$2,950 p/ed \$8,850 Total	\$2,850 p/ed \$11,400 Total
	1/2 page	\$3,650 p/ed.	\$3,450 p/ed \$6,900 Total	\$3,250 p/ed \$9,750 Total	\$3,050 p/ed \$12,200 Total
	Full page	\$6,550 p/ed.	\$6,150 p/ed \$12,300 Total	\$5,750 p/ed \$17,250 Total	\$5,350 p/ed \$21,400 Total
	Full page bleed	\$6,950 p/ed.	\$6,550 p/ed \$13,100 Total	\$6,150 p/ed \$18,450 Total	\$5,750 p/ed \$23,000 Total
Premium	Premium	\$7,950 p/ed.	\$7,550 p/ed \$15,100 Total	\$7,150 p/ed \$21,450 Total	\$6,750 p/ed \$27,000 Total
	Inner cover	\$8,450 p/ed.	\$8,050 p/ed \$16,100 Total	\$7,650 p/ed \$22,950 Total	\$7,150 p/ed \$28,600 Total
	Full page on Map	\$12,800 p/ed.	\$12,400 p/ed \$24,800 Total	\$12,200 p/ed \$36,600 Total	\$11,800 p/ed \$47,200 Total
	Back cover	\$12,800 p/ed.	\$12,400 p/ed \$24,800 Total	\$12,200 p/ed \$36,600 Total	\$11,800 p/ed \$47,200 Total

Bleed	<u>Specifications</u> Format: PDF/JPEG/PSD Resolution: 300DPI / 118.11DPC Colors: CMYK <small>*Any ads in RGB colors will be converted to CMYK colors. GayGuide Vallarta is not responsible for any color changes due to the conversion.</small> 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) <small>*Ask for Bleed Spec PDF</small>	gayguide Vallarta
	<small>*Sizes are in CM.</small>	Category

gayguide Vallarta.com	1/2	Full Page	Category
Category	1/4		Category

Standard pages include:

- Detailed Listing (Discounted price for lodging oriented businesses)
- Blurb and numbered dot on the pull-out map
- Randomly displayed Banners
- Share your posts on social media (1-2 times p/edition)
- Phone number in the directory
- Logo with blurb (+ \$100 pesos p/edición)

Premium pages Include

Standard + Logo with blurb

Inner & Back covers and full page on map

Premium Pages + 2 images with blurb

Contracting print advertisement does not include the ad design.

\$1,500 pesos per design

\$ 600 pesos per modifications / edits

Advertisement on Social Media

Weekly Post of images, reels, & video clips of your business/product on Gay Guide Vallarta's social medias. IG, FB, YT, X.

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 reel

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

Gold

2 post per week = 8 Post per month

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

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

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

Platinum

3 post per week = 12 Post per month

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

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

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

Customized

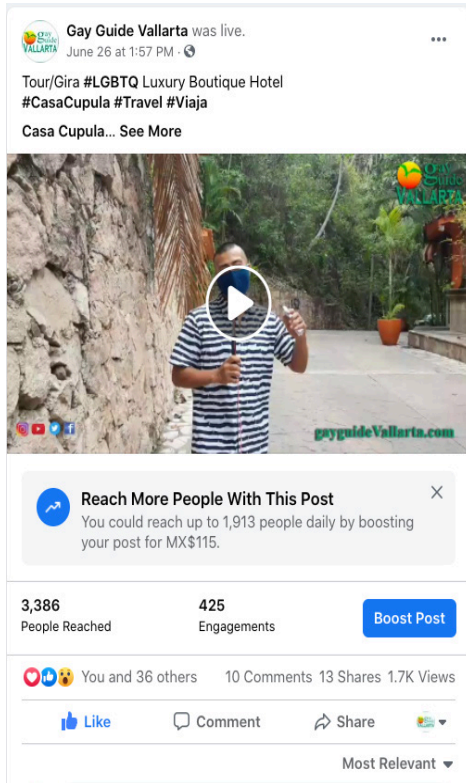
Build your own plan: 1 - 3 posts a week

\$ 200.00 pesos Image

\$1,300.00 pesos reel 15 - 30 sec

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

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 Mantion & Banner Rates / Sizes

Mention Mentioned by the host once (1) during a video or Live (name & slogan).

Banner Showed once (1) during a video or Live for 10 sec.

Banner y Mention The banner will be displayed as the host talk about the business &/or the content of the banner. 10 - 20 sec.

Comercial clip A Display a clip of images or video promoted by the host, comercial of 10 - 20 seconds of the business/product.

Comercial clip B Display a 10 - 20 second comercial of your business/product.

Packages (Anual Contracts)

Package 1

- 1/2 Page color (\$3,050 x 4 = \$12,200)
- Silver (S3) (\$3,200 x 12 = \$38,400)
- 1 Banner in 2 Gay Guide Vallarta Videos (2 x \$1,000 = \$2,000)

~~\$52,600~~ **\$36,820**

Package 2

- Full Page color (\$5,350 x 4 = \$21,400)
- 1 Exclusive Web Banner in a category page (Subject to availability) (\$1,000 X 12 = \$12,000)
- Gold (G3) (\$3,600 X 12 = \$43,200)
- 1 Banners & Mention in 3 Gay Guide Vallarta Videos (3 X \$1,500 = \$4,500)

~~\$72,100~~ **\$50,470**

Package 3

- Bleed Page color (\$5750 x 4 = \$23,000)
- 1 Exclusive Web Banner in a category page (Subject to availability) (\$1,000 X 12 = \$12,000)
- Gold (G3) (\$3,600 X 12 = \$43,200)
- 1 Comercial Clip A o B en 3 Gay Guide Vallarta Videos (3 X \$2,500 = \$7,500)

~~\$85,700~~ **\$59,990**

Package 4

- Premium pages, Inner covers, Back cover & Map Premium

A) Premium (\$6,750 x 4 = \$27,000)

B) inner covers (\$7,150 x 4 = \$28,600)

C) Back cover y Map premium
(\$11,800 x 4 = \$47,200)

- 1 Exclusive Web Banner in a category page (Subject to availability) (1000 X 12 = 12,000)

- Platnum (P3) (5,800 X 12 = 69,600)

- 1 Comercial Clip A o B in 5 Gay Guide Vallarta Videos
(5 X 2,500 = 12,500)

A) \$121,100 \$84,770

B) \$122,700 \$85,890

C) \$141,300 \$98,910