

# PRIDE

vancouver  
pride  
society

## 2024 VANPRIDE MAGAZINE

in partnership with



### 2024 Pride Festival & Canada Pride

Vancouver Pride Society is preparing for the biggest Pride Season the city has ever seen as the host city for Canada Pride 2024! This is set to be an unforgettable celebration of the 2SLGBTQAI+ communities across the region and the country.

Vancouver Pride Society is elevating the entire experience with enhanced programming, more pop-up events and a human rights conference. This is a unique opportunity to show both local and national support and visibly demonstrate your commitment to uplifting 2SLGBTQAI+ communities.

During Canada Pride 2024, the festival experience expands to encompass a diverse range of programming, including opening and closing ceremonies, a human rights conference and online panel discussions, social media campaigns, partnered community events, city-wide activations, pop-up event venues, an engaging, interactive all-ages festival, lively block parties, all culminating with the biggest Pride Parade in Western Canada!





# 2024 VANPRIDE MAGAZINE



## Advertise in VanPride Magazine

Sales are open for the 2024 VanPride Magazine, the publication of Vancouver's world class Parade and Festivals. We are proud to once again partner with Glacier Media to produce this special edition of the Pride Guide showcasing Vancouver's vibrant 2SLGBTQAI+ communities.

This year's VanPride Magazine will continue to feature content from local queer authors, illustrators, poets, artists and more.

Sales are open and business owners are encouraged to book ad space now. It is a great way to showcase your business while supporting Vancouver Pride.

The VanPride Magazine will be distributed throughout Downtown, Yaletown, West End, Commercial Drive, Mount Pleasant, Gastown, Olympic Village, Kitsilano, select hotels serving our communities, select TD branches and at Official Pride Events in July.

The magazine is also available in a digital format and will have an extensive mail out list. Plus the Vancouver Pride Society integrates the magazine onto their website for even extra exposure. The online readership of the guide is approximately 100,000, which gives your ad huge exposure. This is amazing added value.

**In 2023, Vancouver Pride had a total of 275,000 attendees**

158 2SLGBTQAI+ artists, curators  
and speakers

93% QTBIPOC  
96% Local & Canadian

### ECONOMIC IMPACT

Pride Weekend also brought  
in an amount of \$32+ million  
in direct spending and  
50,000+ hotel room nights.



### 2024 projected attendance:

Pride Festival (Sat/Sun): **125,000**

Pride Parade: **200,000**

Canada Pride season: **500,000**

# 2024 VANPRIDE MAGAZINE

## Advertising Rates & Sizes

### BOOKING & ARTWORK

June 14, 2024

### DISTRIBUTION

Week of July 8, 2024

### CONTACT

Gail Nugent, Publisher  
gnugent@glaciermedia.ca  
778-240-4010

### ARTWORK SPECS & GUIDELINES

- If we are building your ad, please submit vector logo files, high resolution photos and ad copy, along with any layout instructions.
- If you are supplying a print ready ad, please ensure that it is a press-ready PDF with all images at 300 dpi or higher. Please don't include crop marks on submitted files.

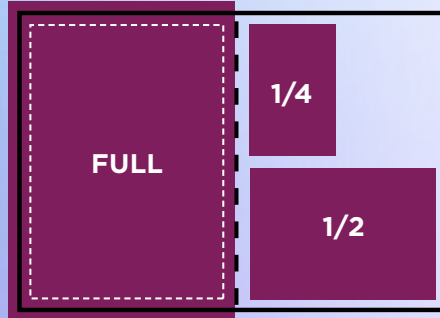
**VPS strives to produce inclusive and celebratory events and advocate for 2SLGBTQAI+ communities through an intersectional lens.**

#### We encourage:

- Use of the **progress flag** in place of the original Pride flag
- Use of the acronym **2SLGBTQAI+** as opposed to other acronyms (such as LGBT, etc.)

VANPRIDE Magazine is printed on recycled paper.

### STANDARD AD SIZES



#### QUARTER PAGE: \$695

3.5" wide x 4.75" tall

#### HALF PAGE: \$1,395

7.5" wide x 4.75" tall

#### FULL PAGE: \$2,695

Trim: 8.5" wide x 11" tall

Safe Image Area:

7.5" wide x 10" tall

Bleed: 0.25"

#### 2 PAGE SPREAD: \$3,995

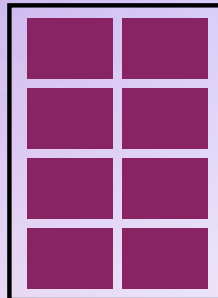
Trim: 17" wide x 11" tall

Safe Image Area:

16" wide x 10" tall, plus a 0.5" strip down the centre to account for page break

Bleed: 0.25"

### COMMUNITY PAGES



#### EIGHTH PAGE: \$375

3.5" wide x 2.125" tall

Eighth page available on community pages only.

### SPONSORED CONTENT

We provide an editorial write-up on your business.

#### 2 PAGE SPREAD: \$4,195

Trim: 17" wide x 11" tall

#### 1 PAGE: \$2,895

Trim: 8.5" wide x 11" tall

If you are interested in sponsoring some editorial content including our 'Pride Event Schedule' please ask us about it.



# 2024 VanPride Magazine Advertising Agreement

## Publisher



Gail Nugent, Publisher  
gnugent@glaciermedia.ca



To become a corporate sponsor,  
contact: Glenn Sten  
partnerships@vancouverpride.ca  
PrideGuide@vancouverpride.ca

## Advertiser

Advertiser Name \_\_\_\_\_

Invoicing Address \_\_\_\_\_

Contact Person \_\_\_\_\_

Phone Number \_\_\_\_\_

Email Address \_\_\_\_\_

### Advertising Specifications:

Ads must be submitted in a PDF format in 300 dpi (minimum). All ads are full colour and must be submitted with 0.25" bleed. All ad dimensions listed are **width by height**. For further information on ad specs or safe image area, please refer to the advertising sizes spec sheet or contact Tara Rafiq at Glacier Media:  
trafiq@glaciermedia.ca

### Graphic Restriction:

Advertisers cannot use Vancouver Pride logo without the explicit permission of the VPS.

### Graphic Design

Deadline for submitting artwork is June 14 and must be emailed to trafiq@glaciermedia.ca and to prideguide@vancouverpride.ca

### Payment Terms:

Advertisers are encouraged to pay by credit card. Invoices will be issued upon receipt of a completed advertising agreement. Payment is due upon receipt. Please note that refunds will not be issued for ads submitted after the artwork deadline.

### Please confirm ad size below:

Ad insert	Size (W x H)	Rate
<input type="checkbox"/> Two Page Sponsored	17" x 11"	\$4,195
<input type="checkbox"/> Two Page Spread	17" x 11"	\$3,995
<input type="checkbox"/> Full Page Sponsored	8.5" x 11"	\$2,895
<input type="checkbox"/> Full Page	8.5" x 11"	\$2,695
<input type="checkbox"/> Half Page	7.5" x 4.75"	\$1,395
<input type="checkbox"/> Quarter Page	3.5" x 4.75"	\$695
<input type="checkbox"/> Eighth Page	3.5" x 2.125"	\$375

Please refer to advertising rates and sizes spec sheet for further information about sizes, safe areas, etc.

### Credit Card Authorization:

By providing the following credit card information and signing this agreement, the advertiser is consenting to pay the fees as outlined in the agreement plus taxes.

Name on Card \_\_\_\_\_

Billing Address \_\_\_\_\_

Credit Card Type \_\_\_\_\_

Credit Card #: \_\_\_\_\_

Expiry Date: \_\_\_\_\_ 3 digit security code: \_\_\_\_\_

## AGREEMENT:

I, \_\_\_\_\_, agree to the terms of advertising as laid out in this advertising agreement.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date