



# Tennessee Pride Travel Guide Advertising Package

**Deadline to reserve an ad package is April 1, 2024**

[Sign Up](#)



# Overview

## Purpose and Benefit of Visitors Guide Advertising:

Our annual Tennessee Pride Travel Guide provides market exposure to Tennessee Pride Chamber of Commerce members and non-members who would like to feature LGBTQI+ owned and allied businesses in the area.

Current Pride Chamber members whose businesses annually attract Nashville tourists will be automatically featured in the guide. However, members may choose to amplify their market exposure by purchasing additional advertisement space.

Run-time for the 2024-2025 tourism guide will take place from:

June 1, 2024 – December 31, 2025

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# Advertising Package Summary and Comparison

Package Media Components and Costs: <i>Note:</i> The * indicates which components are included in each package based on your Chamber membership level.	Print and Digital Media				
	Business information inside the visitors guide	Quarter Page/ Business Card (3.5 x 2 in.)	Third Box ad (3.5 x 2.75 in.)	Half-page ad (3.5 x 4.25 in.)	Full-page ad (with bleed) (4.25 x 9.25 in.)  Magazine trim: 4x9 in.
Titanium member	*				*
Platinum member	*			*	+ \$2250
Gold member	*			*	+ \$2250
Silver member	*		*	+ \$1000	+ \$2250
Bronze member	*		*	+ \$1000	+ \$2250
Copper member	*	*	+ \$750	+ \$1000	+ \$2250
Networking member	+ \$250	+ \$500	+ \$750	+ \$1000	+ \$2250
Non-member	+ \$250	+ \$750	+ \$1,000	+ \$1250	+ \$2500



# Print Ad Sizes

Shown here are the ad sizes.



## visitors' guide

Magazine trim: **4x9 inches**

Ad Size	Dimensions
<b>FULL PAGE</b> With bleed: <b>4.25 x 9.25</b> Magazine trim: <b>4 x 9</b>	<b>4.25 x 9.25 inches</b>
<b>FULL PAGE (NO BLEED)</b> <b>3.5 x 8.5 inches</b>	<b>3.5 x 8.5 inches</b>
<b>HALF PAGE</b> <b>3.5 x 4.25 inches</b>	<b>3.5 x 4.25 inches</b>
<b>THIRD BOX</b> <b>3.5 x 2.75 inches</b>	<b>3.5 x 2.75 inches</b>
<b>QUARTER PAGE/ BUSINESS CARD</b> <b>3.5 x 2 inches</b>	<b>3.5 x 2 inches</b>



# Publication Timeline at a Glance

2024

January

February

March

April

May

June

Application  
period for ad  
space

1/1/24 – 4/1/24

Acceptance of  
ad application  
(rolling basis)

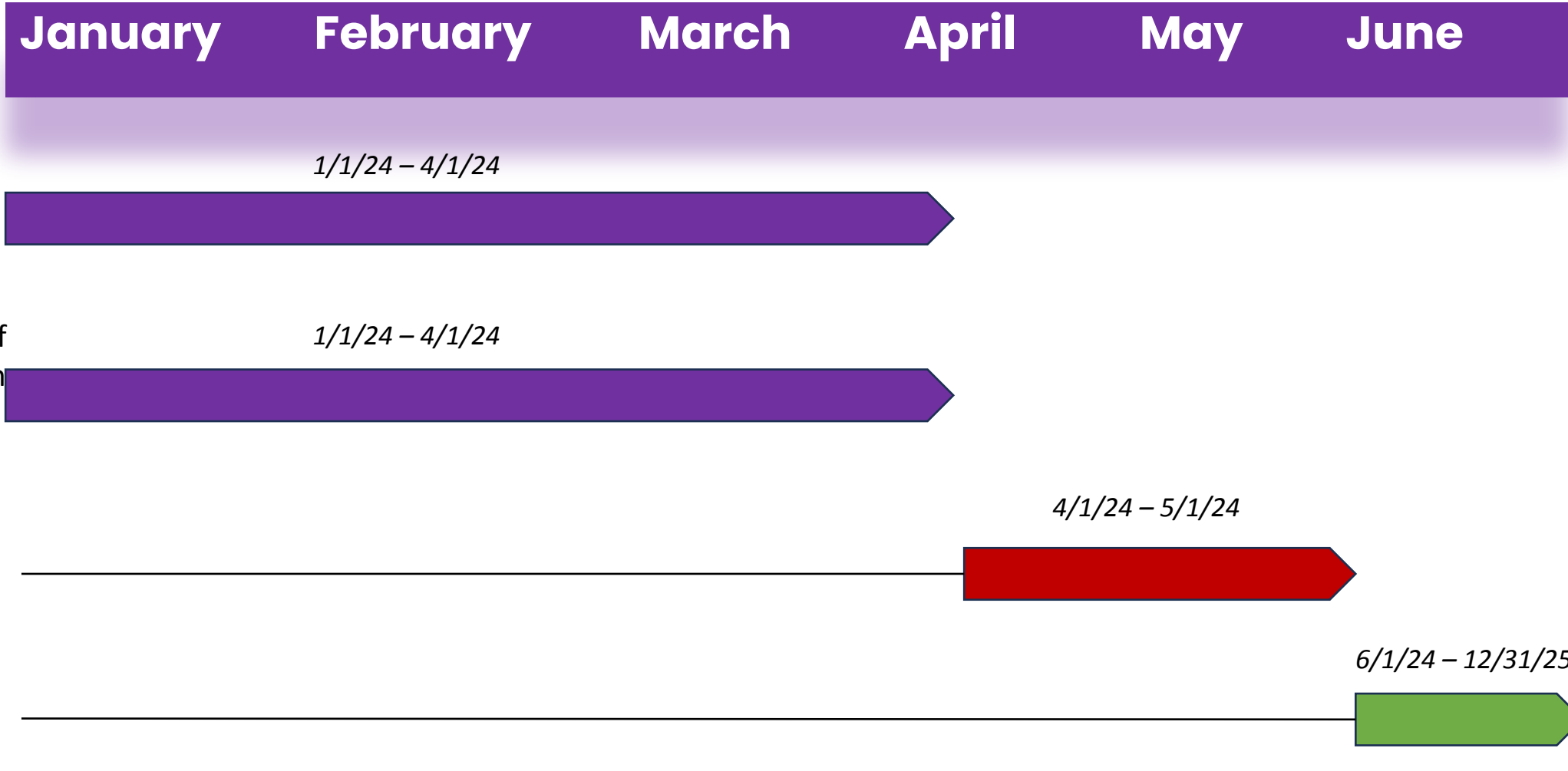
1/1/24 – 4/1/24

Mock-up and  
final  
confirmation

4/1/24 – 5/1/24

Publication  
and  
circulation

6/1/24 – 12/31/25





# Advertisement Audience and Reach

We have partnered with **Connect Media** and the **Nashville Convention and Visitors Corp (NCVC)** for ad distribution.

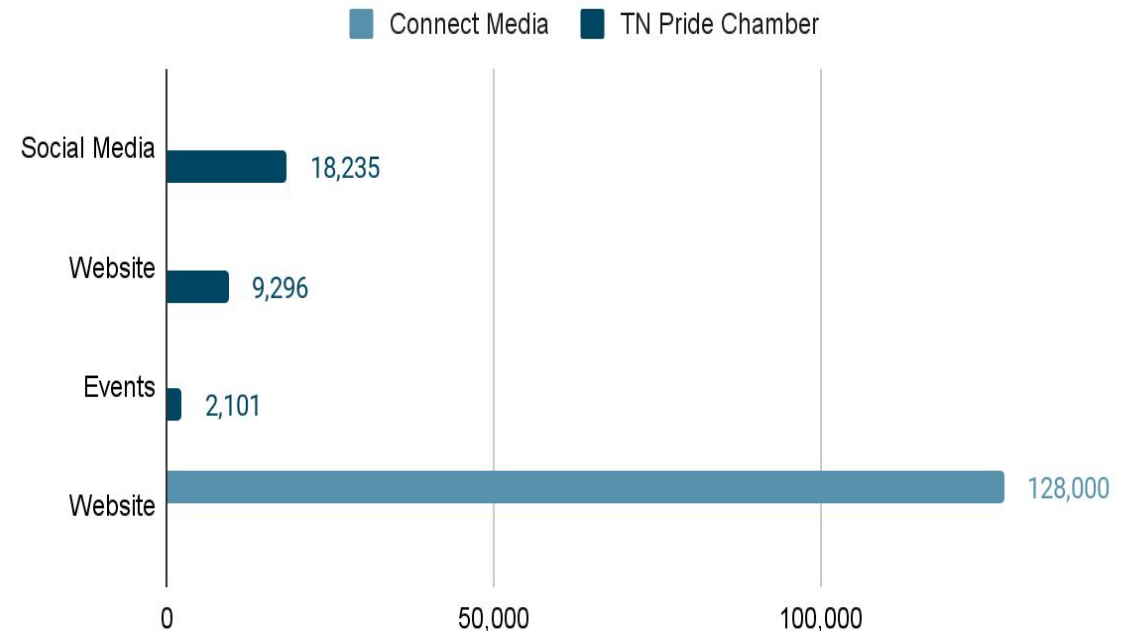
## **DIGITAL Distribution:**

- TN Pride Chamber website, social media, and weekly newsletter
- NCVC national convention planners and inquiring partners
- Connect Media website

## **PRINT Distribution:**

- Tentatively set for Fall 2024

Audience Views in 2023





# Ready to apply for ad space?

Head over to our [Submission Form](#)

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Questions?

Contact Steph Mahnke ([stephanie@tnpridechamber.com](mailto:stephanie@tnpridechamber.com)) for questions about pricing.  
Contact Selena Haynes ([selena@weconnect.lgbt](mailto:selena@weconnect.lgbt)) for questions about ad dimensions and publication.