



# Charlotte Pride Media Kit

2024 Advertising Opportunities, Rates, & Specifications



# MORE THAN JUST A FESTIVAL

Charlotte Pride is the region's leader in LGBTQ visibility. Founded in 2000, Charlotte Pride carries on the more than 40-year legacy of Pride in the Queen City.

Since our founding in 2000, Charlotte Pride has expanded its year-round programming and partnerships to better connect community members with its mission, vision, and values. We are now one of the largest LGBTQ Pride organizations in the Southeast.







## our mission

Charlotte Pride creates programs and activities to enrich, empower, strengthen, and make visible the unique lives and experiences of LGBTQ people in Charlotte and the Carolinas.



## our vision

Charlotte Pride envisions a world in which LGBTQ people are affirmed, respected, and included in the full social and civic life of their local communities, free from fear of any discrimination, rejection, and prejudice.



## our values

**Dynamic:** Charlotte Pride knows that the needs of our LGBTQ community are not stagnant; we work to ensure our programs, projects and activities reflect the ever-changing face of our community.

**Collaborative:** Charlotte Pride recognizes that change takes partnership — among and between both LGBTQ and non-LGBTQ people and organizations. The greatest progress for the entire LGBTQ community necessitates a social justice-minded focus on issues which affect the lives of those individuals who live at or beyond the margins.

**Inclusive:** Charlotte Pride values the contributions of all people and mindfully works to include a wide range of life experiences, perspectives, and beliefs in all of our programs and activities.

**Intentional:** Charlotte Pride takes a deliberative and purposeful approach to our programs and activities, seeking to provide a thoughtful, open, and affirming space for community members to engage with our organization and its mission.



# WHAT WE DO



## arts & culture

Programs and efforts to support diverse arts and culture



## economic growth & upward mobility

Providing opportunities for LGBTQ people and groups to grow their economic power and stability



## community solidarity

Uplifting and empowering the lives of the most marginalized



## advocacy & education

Year-round programs to raise awareness & empower our people

# OUR PROGRAMS

Charlotte Pride presents and collaborates on programs, projects, and activities, including the annual Charlotte Pride Festival and Parade, Charlotte Latine Pride, Charlotte Trans Pride, Charlotte Pride Interfaith Programs, and Reel Out Charlotte, The Queen City's Annual LGBTQ Film Festival, among others.





# ABOUT OUR MAGAZINE

The Charlotte Pride Magazine is a limited-run, full-size glossy magazine. Like other premium arts, entertainment, leisure, and lifestyle publications, Charlotte Pride Magazine includes interviews with artists, entertainers, and high-profile community members, as well as features on the top trends and community icons each year.

The magazine also offers a wide breadth of useful information about Charlotte Pride’s programs and events and highlights community leaders, award winners, scholarship recipients, and more. The Charlotte Pride Magazine is an annual, evergreen source of information — perfect for living room coffee tables, reception rooms, and lounges, allowing readers to flip through the pages and find something new or interesting throughout the year.

The magaine also features directory listings of community organizations, events, and other useful information. Your Charlotte Pride Magazine advertisement will attract readers from across the region — no matter what month they pick it up!



## a unique resource

The Charlotte Pride Magazine is the go-to resource for LGBTQ residents, visitors, and newcomers to Charlotte! Filled to the brim with engaging features, community resource listings, and more, it is the perfect guide to Charlotte Pride and the LGBTQ community in the Charlotte region — think of it like the rainbow version of mainstream newcomer, resident, and visitor guides!



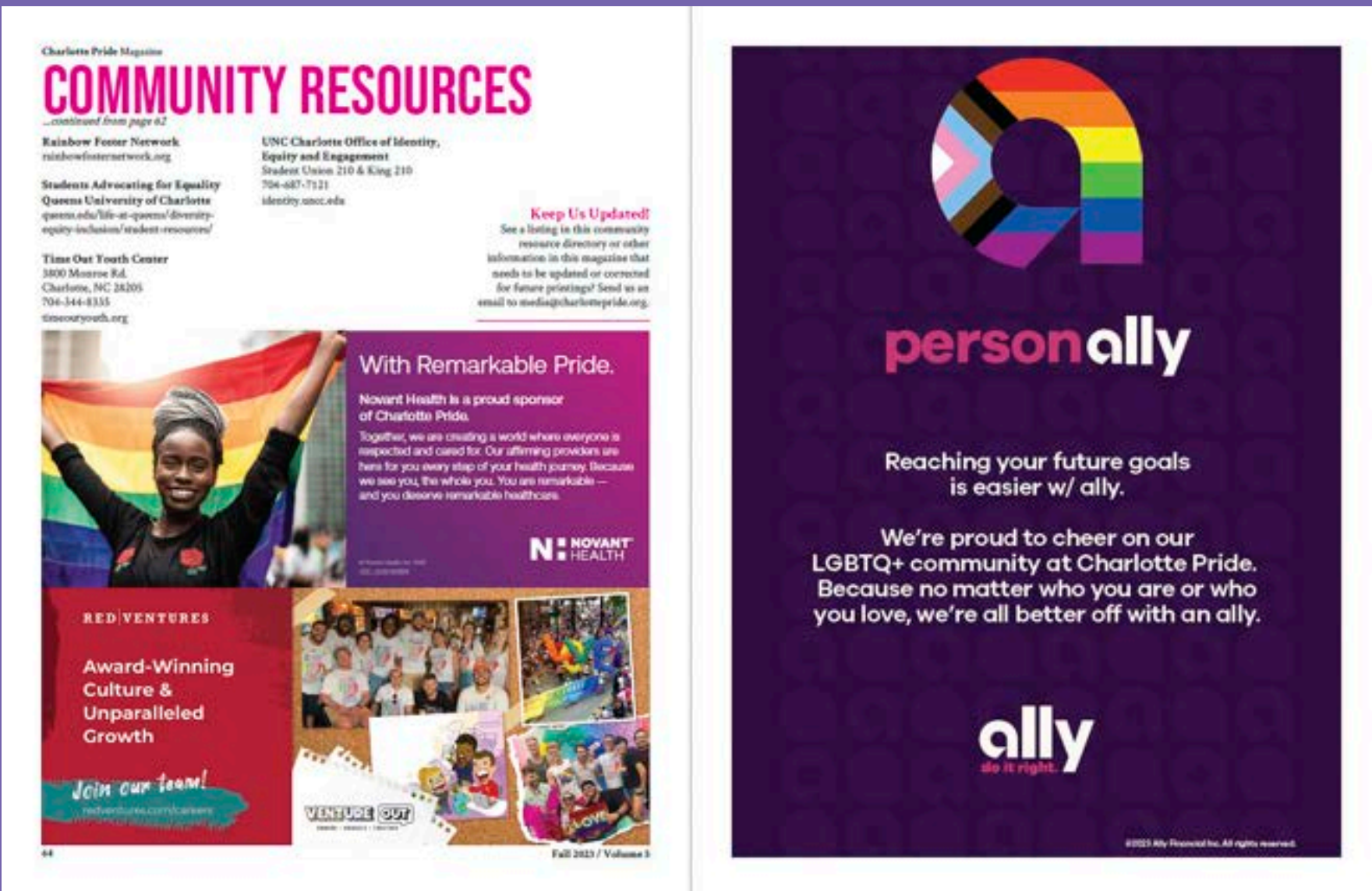
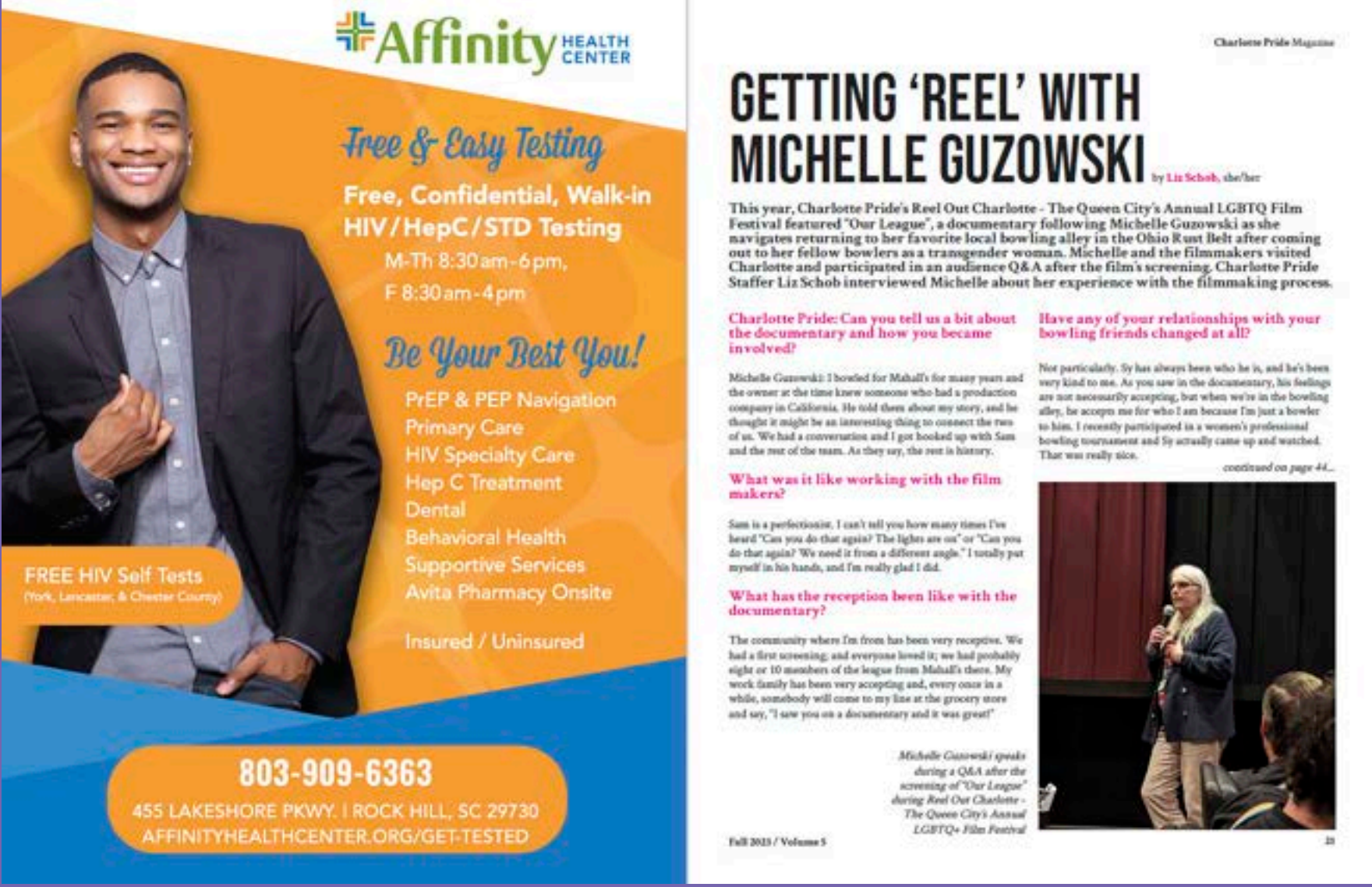
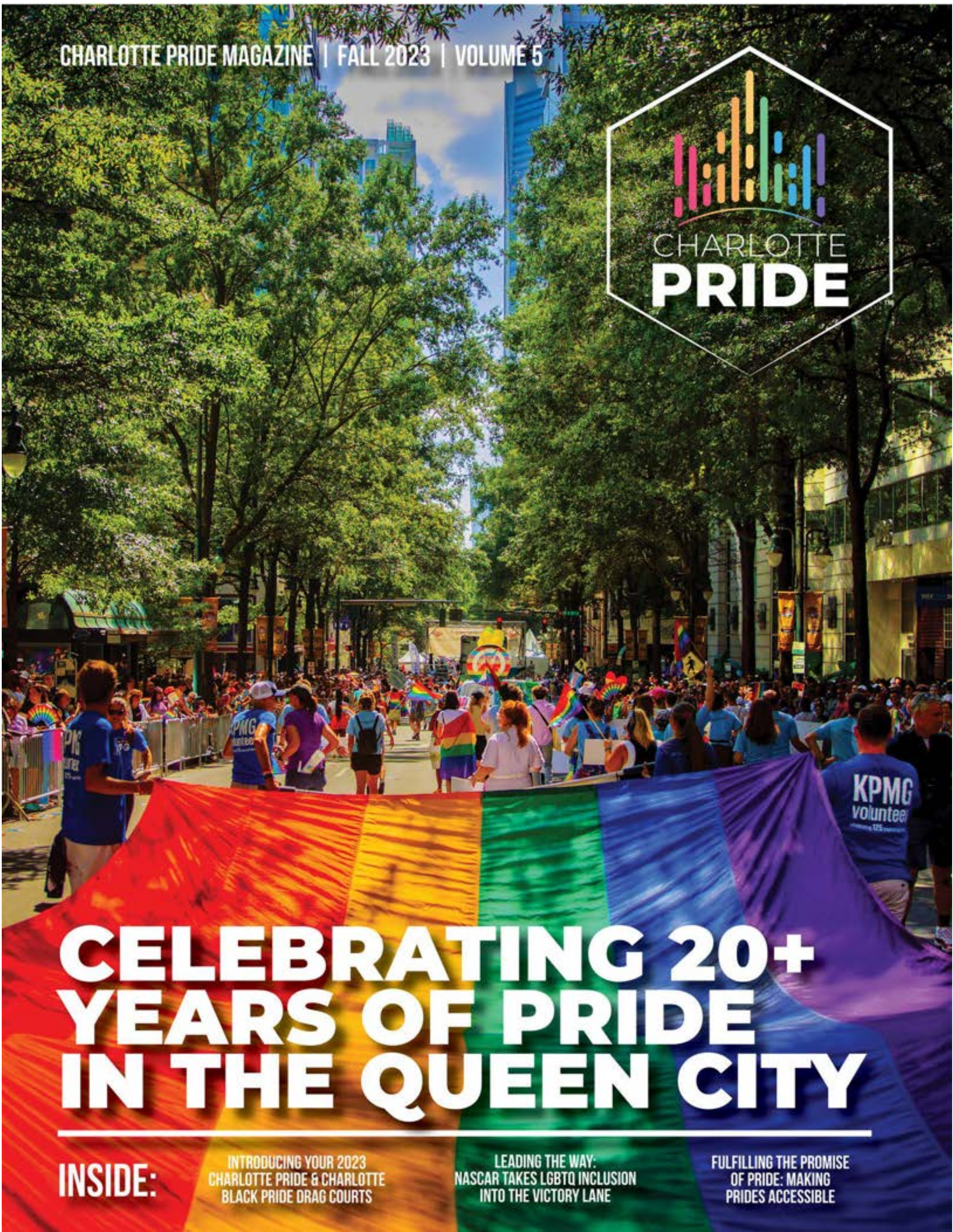
## the stats

Format .....Full-Sized Glossy  
Size .....8.5 inches x 11 inches  
Pages .....75+  
Print Run .....2,000+



## distribution

The magazine is distributed each fall to select locations across Charlotte, including popular neighborhoods like Plaza Midwood, NoDa, South End, Uptown, and more. Bulk deliveries of the magazine are also available by request. Magazines are available at official Charlotte Pride events, including the festival and parade, and others throughout 2024.





# MAGAZINE AD SPECS & PRICING

*See ad sizing and pricing  
to the right.*

## File Requirements:

- Resolution: 300dpi
- Color: CMYK
- Formats: PDF, JPG, EPS  
(please flatten all files  
and/or include all fonts  
when submitting your  
ad file)

# DEADLINES & SUBMISSION

**Advertising Deadline:  
July 31, 2024**

Submit your ad file and  
advertising contract to  
[lizs@charlottepride.org](mailto:lizs@charlottepride.org).

## Nonprofit & Returning Advertiser Discount

Returning advertisers  
from last year's magazine  
and nonprofit organizations  
receive a 20% discount!

*Note: Discount applies only to ads  
sized quarter-page and above.*



## DOUBLE

**\$1,900**

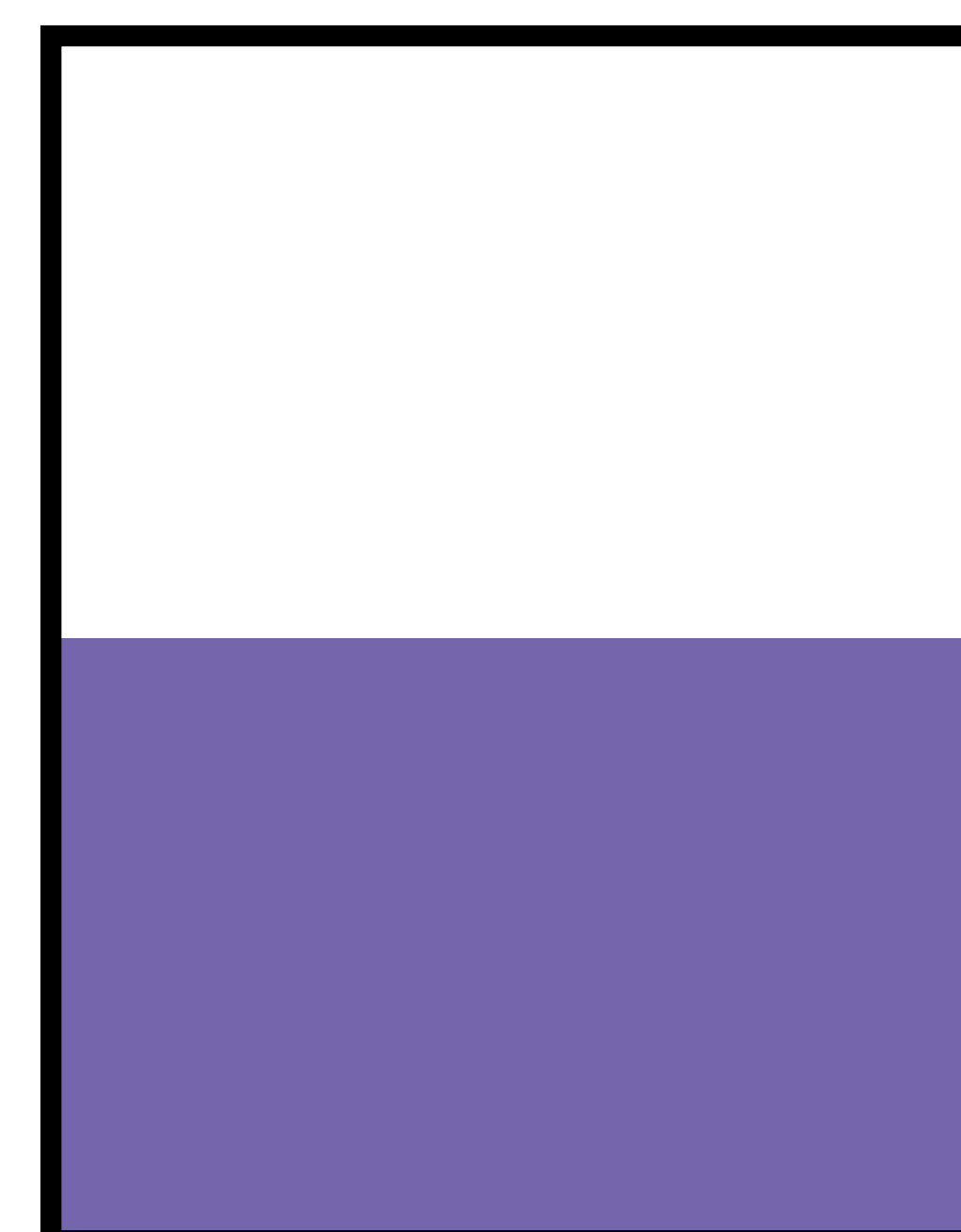
17" wide x 11" tall  
(1/8" bleed)



## FULL PAGE

**\$1,100**

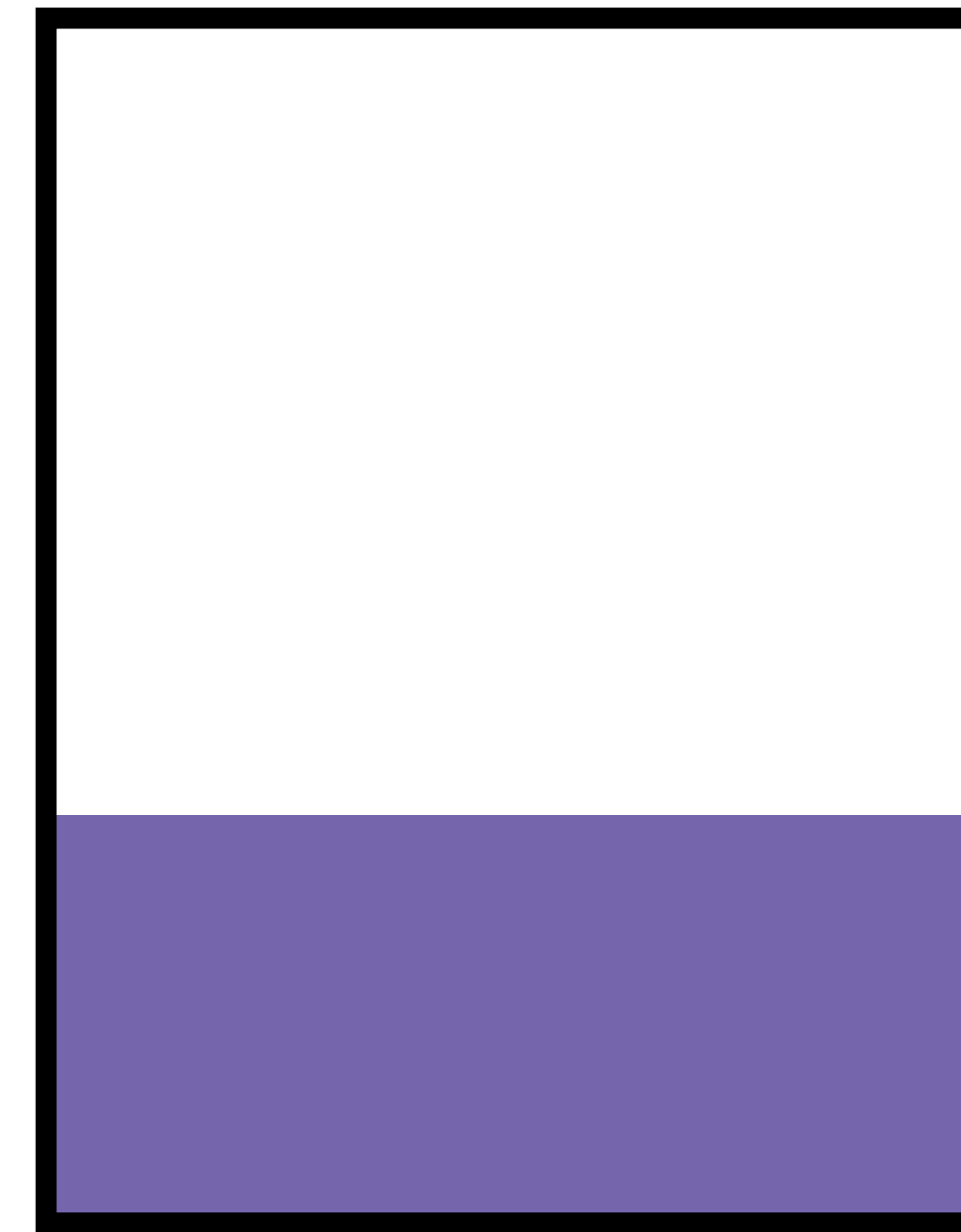
8.5" wide x 11" tall  
(1/8" bleed)



## HALF PAGE

**\$800**

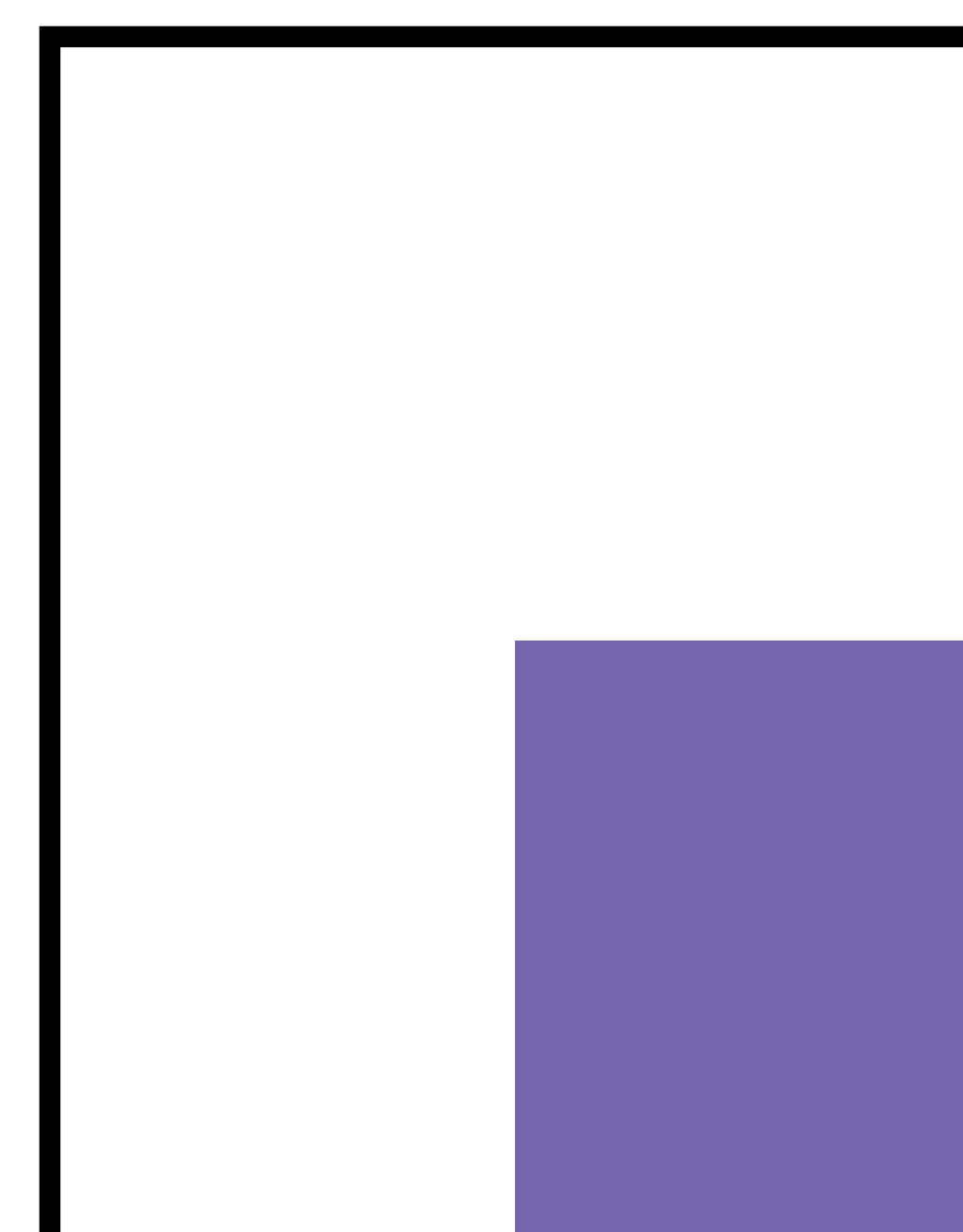
7.5" wide x 4.875" tall



## THIRD PAGE

**\$500**

7.5" wide x 3.167" tall



## QUARTER PAGE

**\$350**

3.625" wide x 4.875" tall



## BUSINESS CARD

**\$250**

3.5" wide x 2" tall

**ADVERTISING DEADLINE: July 31, 2024**

To advertise, email Liz Schob  
at [lizs@charlottepride.org](mailto:lizs@charlottepride.org)



# ABOUT REEL OUT CHARLOTTE

As we plan our **film festival's 16th year**, we invite you to join us to bring more exciting films that highlight the beauty of independent cinema and celebrate our **LGBTQ lives, loves, and triumphs**. When you purchase ad space in the playbill or in the preshow trailers for **Reel Out Charlotte, the Queen City's Annual LGBTQ Film Festival**, you'll amplify your year-round support of Charlotte Pride, our LGBTQ community, and the arts.

Thank you for supporting us as we endeavor to showcase the best in LGBTQ-themed films and to foster a vibrant arts community in Charlotte.

We'll see you at the movies!



## highlights



### May 15-19, 2024

Film festival's return



## The Independent Picture House

We'll enjoy a true theatre experience as we return to Charlotte's new Independent Picture House for a second year



## 10+ films

Plus a packed, free-admission annual short films night!



## Hundreds of Attendees

over the five day festival



# REEL OUT CHARLOTTE ADVERTISING OPPORTUNITIES: PLAYBILL

*See ad sizing and pricing to  
the right.*

## File Requirements:

- Resolution: 300dpi
- Color: CMYK
- Formats: PDF, JPG, EPS  
(please flatten all files and/or  
include all fonts when  
submitting your ad file)

## DEADLINES & SUBMISSION

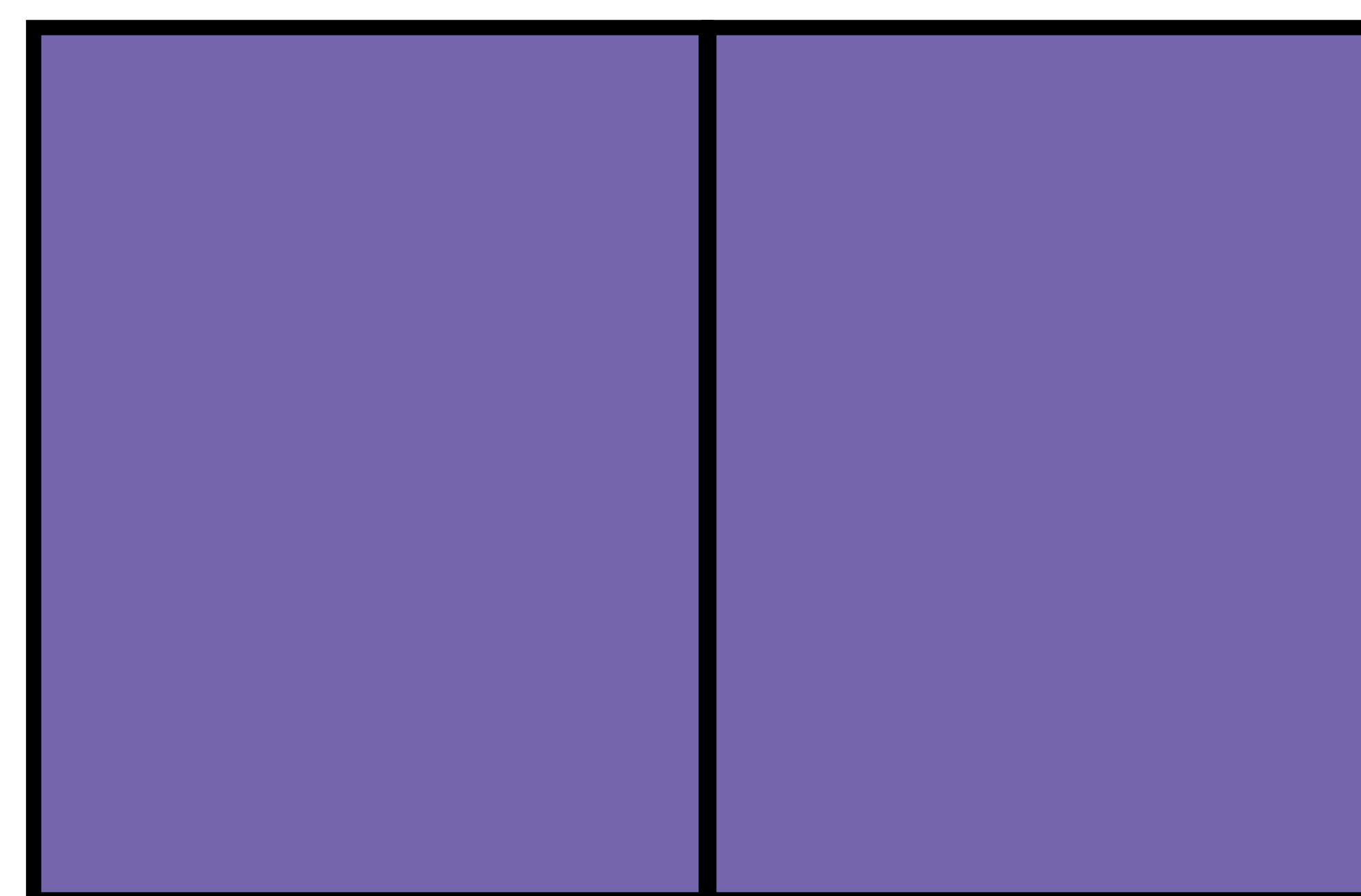
**Advertising Deadline:**  
**April 19, 2024**

Submit your ad file and  
advertising contract to  
[lizs@charlottepride.org](mailto:lizs@charlottepride.org).

## Nonprofit Advertiser Discount

Nonprofit organizations  
receive a 20% discount!

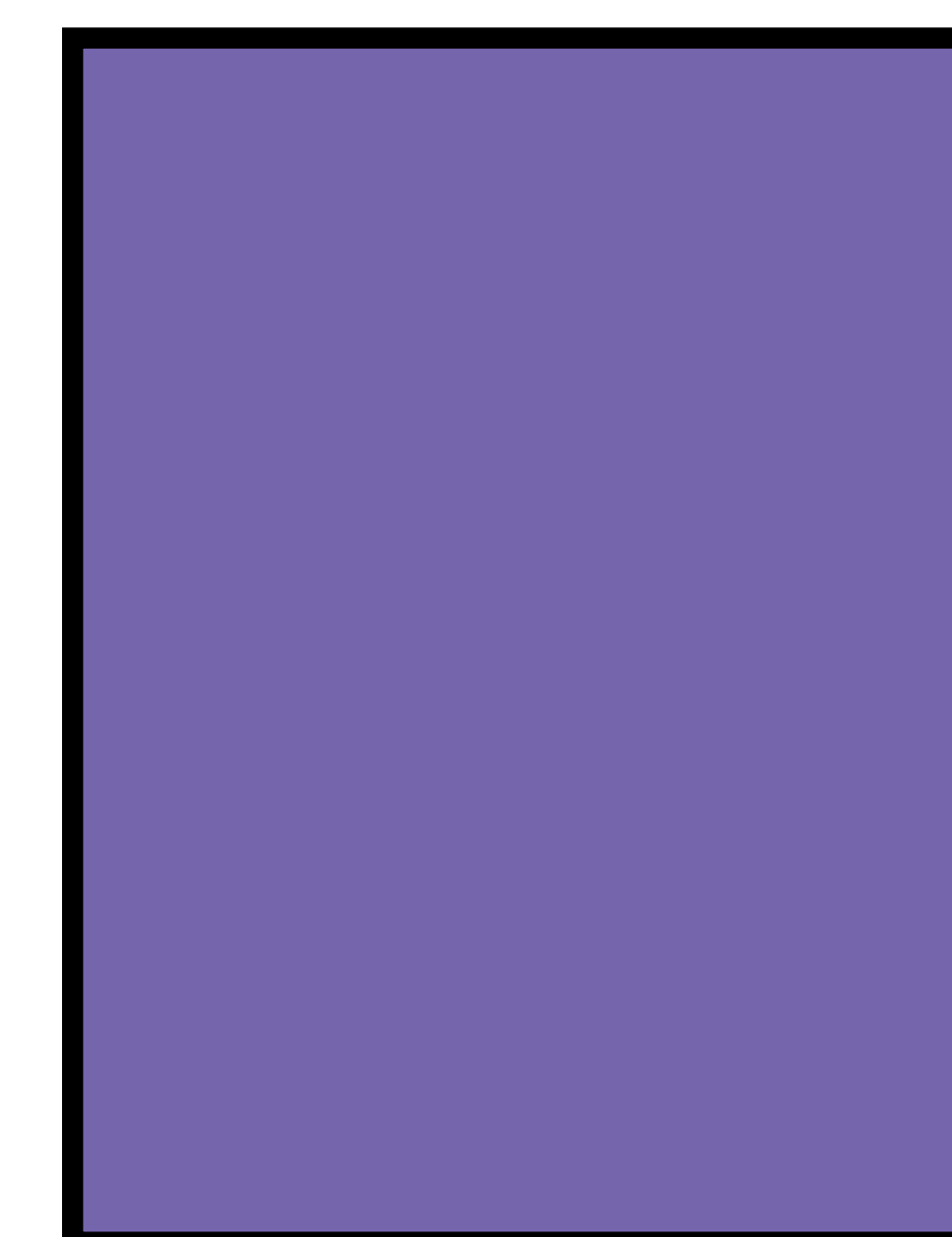
*Note: Discount applies only to ads  
sized quarter-page and above.*



### DOUBLE

**\$400**

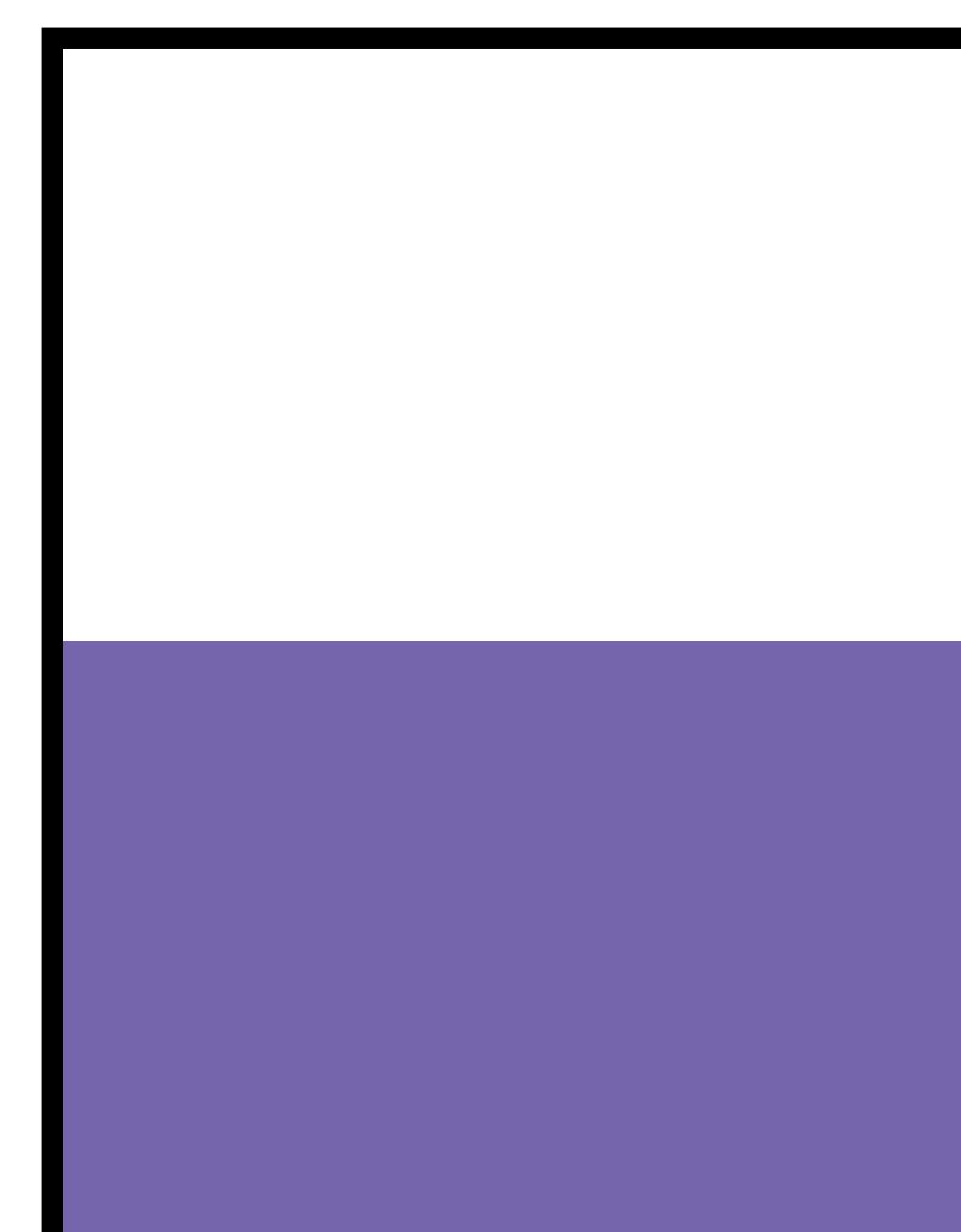
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(1/8" bleed)



### FULL PAGE

**\$200**

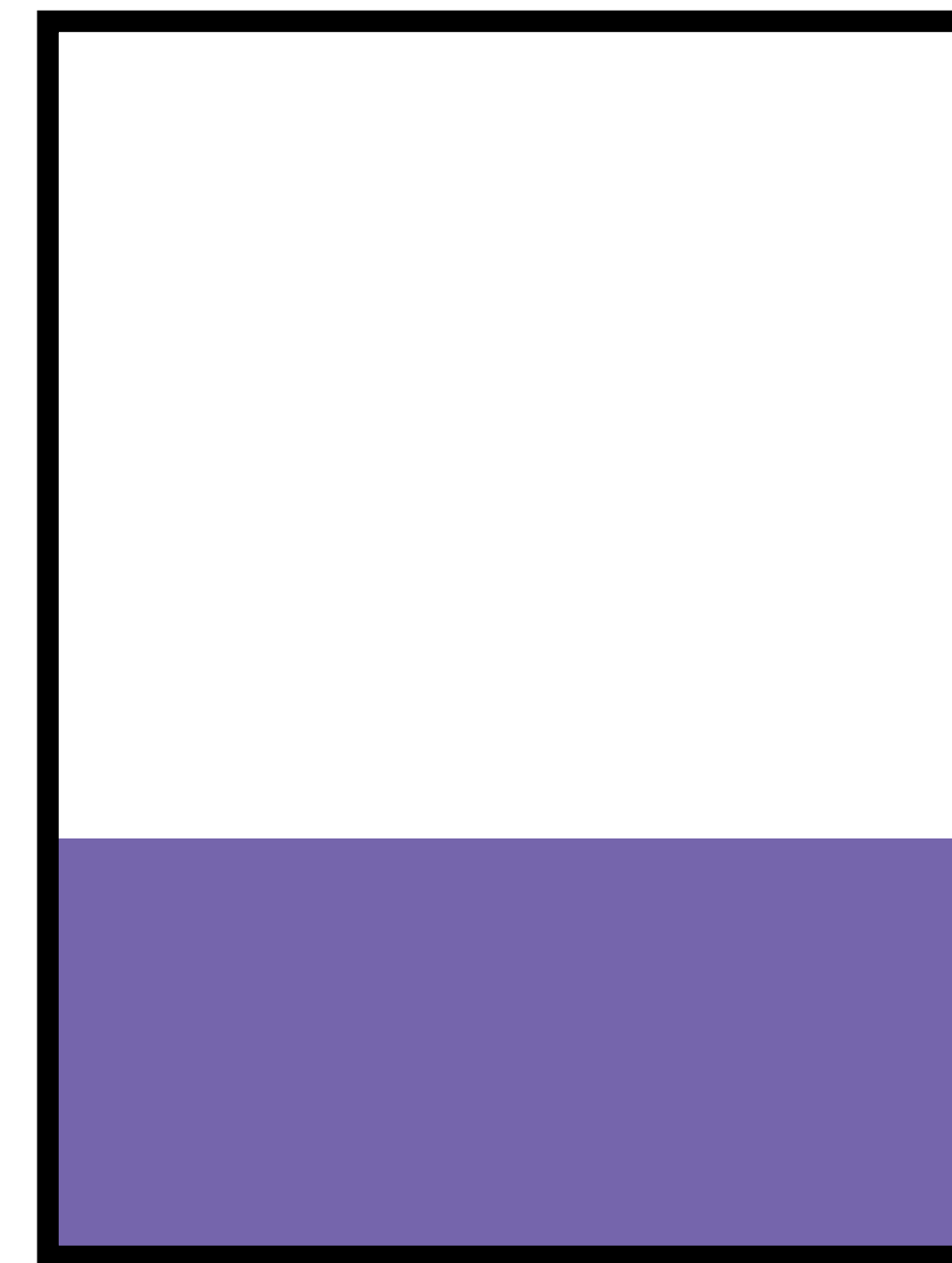
5.5" wide x 8.5" tall  
(1/8" bleed)



### HALF PAGE

**\$100**

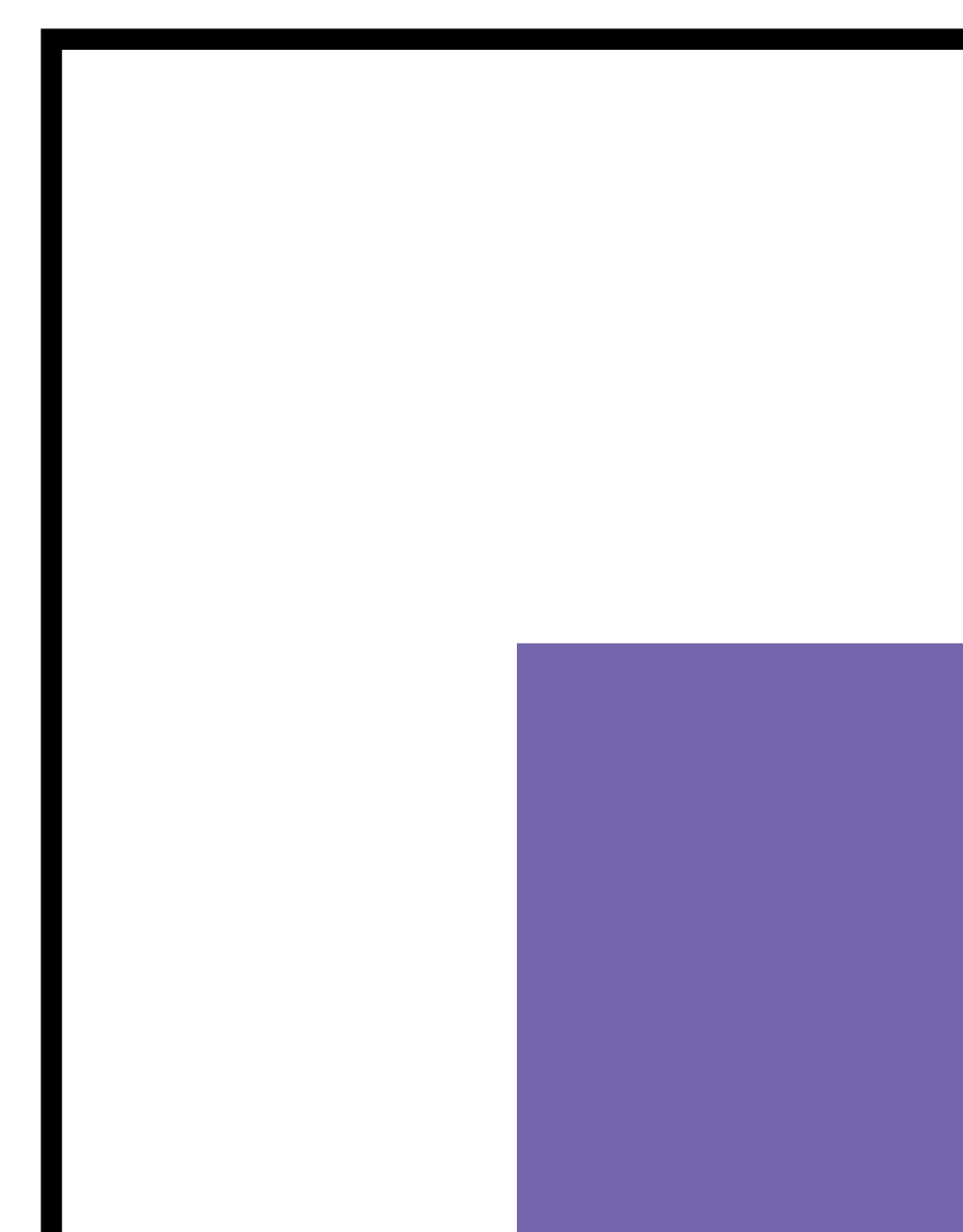
5.5" wide x 4.25" tall



### THIRD PAGE

**\$65**

5.5" wide x 2.83" tall



### QUARTER PAGE

**\$50**

2.75" wide x 4.25" tall



### BUSINESS CARD

**\$25**

3.5" wide x 2" tall

**ADVERTISING DEADLINE: April 19, 2024**

To advertise, email Liz Schob  
at [lizs@charlottepride.org](mailto:lizs@charlottepride.org)



# REEL OUT CHARLOTTE ADVERTISING OPPORTUNITIES: PRESHOW TRAILERS

## DEADLINES & SUBMISSION

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and above.*

# SEE YOUR STILL AD ON THE BIG SCREEN

### **STILL ADVERTISEMENT \$500**

- (10 sec max) in trailer loop
- Longer still or video advertisements are available at higher-tier sponsor levels
- Still ad must be a minimum 1998 x 1080 pixels

**ADVERTISING DEADLINE: April 19, 2024**

To advertise, email Liz Schob  
at [lizs@charlottepride.org](mailto:lizs@charlottepride.org)



# EXTEND YOUR SUPPORT: BECOME A SPONSOR

**when you become a  
sponsor of Charlotte Pride,  
you can:**

- Connect in-person with the LGBTQ community
- Develop unique connections with LGBTQ Charlotteans and Carolinians
- Get increased recognition, reach new customers, and develop new brand loyalty
- Provide team-building, appreciation, and volunteer opportunities for your LGBTQ employees
- Support and spotlight the LGBTQ community inside your organization while supporting education, visibility, and awareness efforts in the greater community
- Receive advertising opportunities with Reel Out Charlotte and/or our Festival and Parade Weekend







# **let's get together**

**Want to learn more about  
further involvement like  
sponsorship? Contact us!**

**Advertising Contact:**  
**Liz Schob (she/her)**  
**Communications Manager**  
**[lizs@charlottepride.org](mailto:lizs@charlottepride.org)**

**Sponsor Contact:**  
**Meredith Thompson (she/her)**  
**Programs & Development Director**  
**[meredith@charlottepride.org](mailto:meredith@charlottepride.org)**



