



Charlotte Pride Media Kit

2024 Advertising Opportunities, Rates, & Specifications

About Charlotte Pride

pride in the queen city

Charlotte Pride is the leader in LGBTQ visibility. Our programs and events exist to enrich, empower, strengthen, and make more visible the unique lives and experiences of LGBTQ people in Charlotte and the Carolinas. Founded in 2000, Charlotte Pride carries on the more than 40-year legacy of Pride in the Queen City.

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



Visibility & Education

Year-round programs to raise awareness & empower our people



About Charlotte Pride

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 American Southeast.



A Different Kind of Visibility

From our annual magazine, film festival playbill, or in our film festival preshow trailers, advertising with us will help connect you with new audiences in an exceptional way.

About the 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 popular 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 magazine 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

FormatFull-Sized Glossy
Size8.5 inches x 11 inches
Pages75+
Print Run2,000+



Distribution

Beginning in mid-October, the magazine is distributed 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

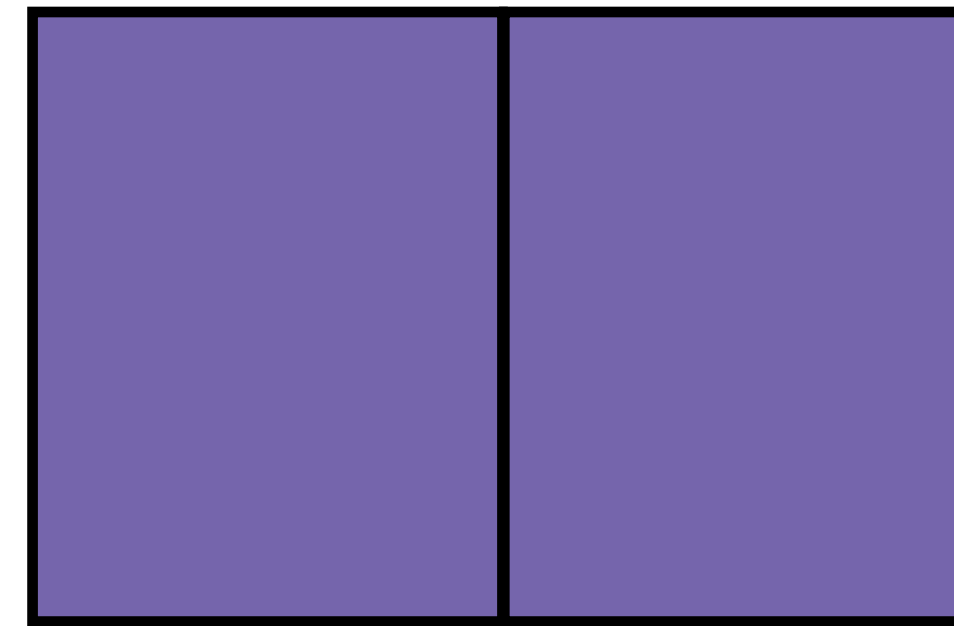
Advertising Deadline: July 31, 2024

Submit your ad file and advertising contract to lizs@charlottepride.org.

Nonprofit & Returning Advertiser Discount

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

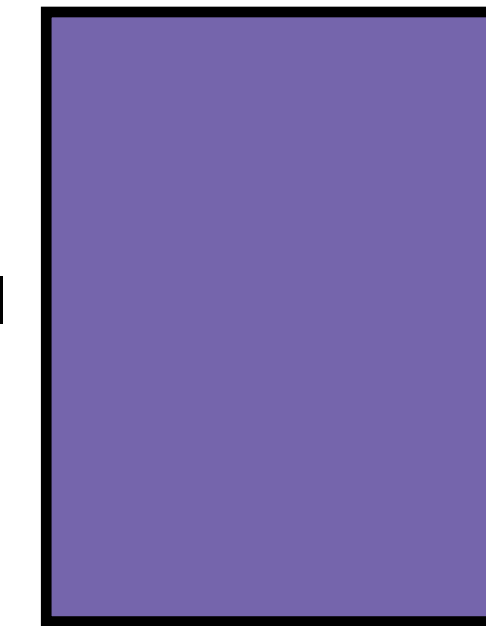
Note: Discount applies only to ads sized quarter-page and above.



DOUBLE

\$1,900

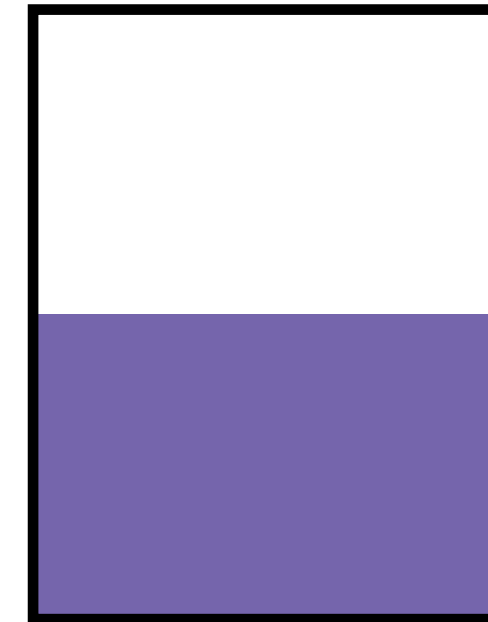
17" wide x 11" tall
(1/8" bleed)



FULL PAGE

\$1,100

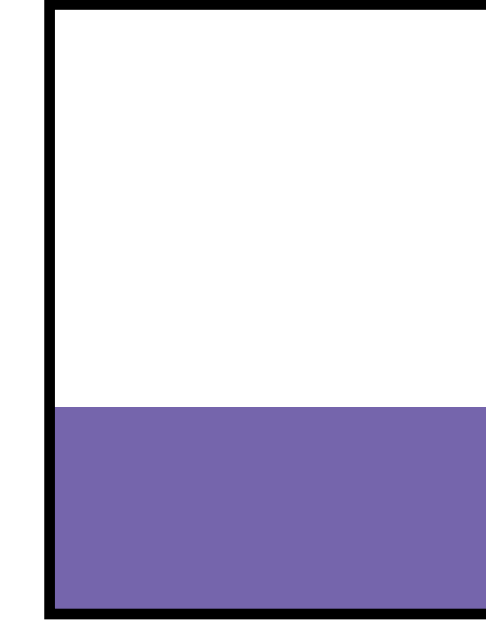
8.5" wide x 11" tall
(1/8" bleed)



HALF PAGE

\$800

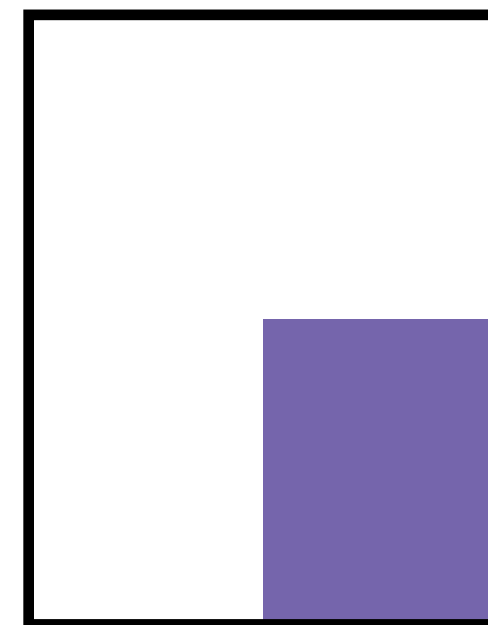
7.5" wide x 4.875" tall



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

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 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

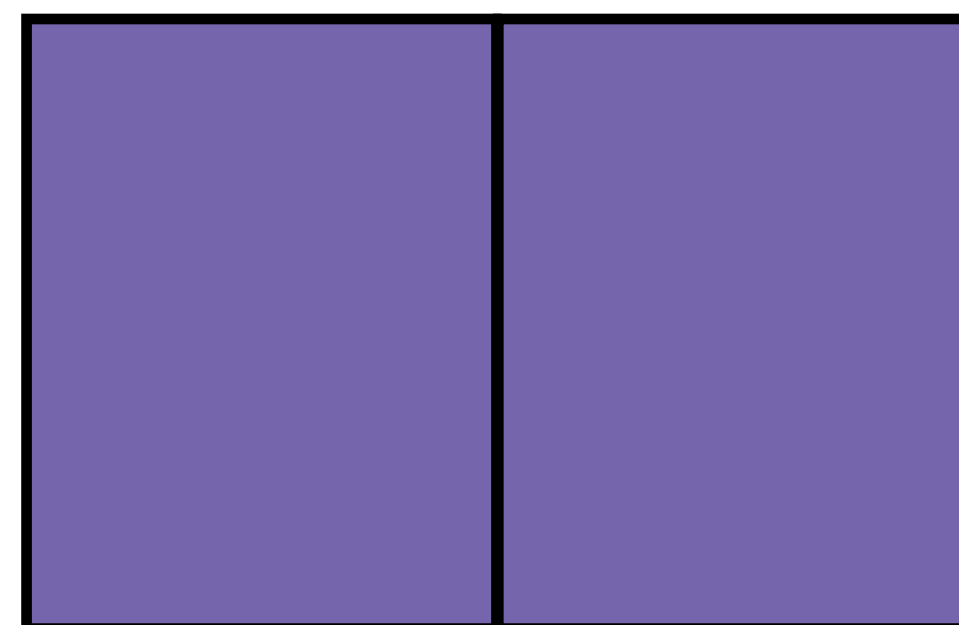
Advertising Deadline: April 30, 2024

Submit your ad file and advertising contract to 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

\$400

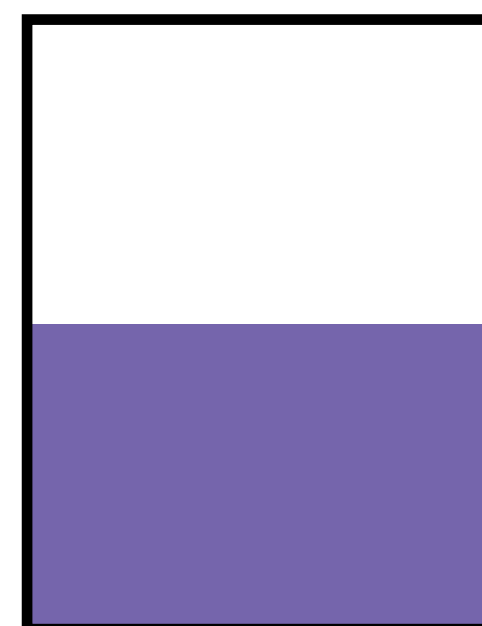
11" wide x 8.5" tall
(1/8" bleed)



FULL PAGE

\$200

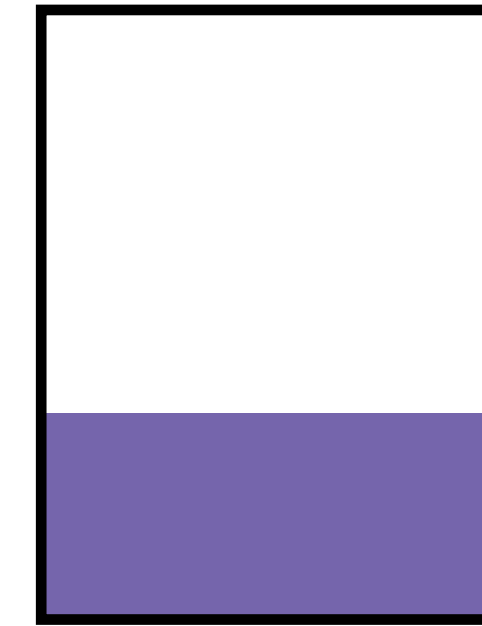
5.5" wide x 8.5" tall
(1/8" bleed)



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 30, 2024

To advertise, email Liz Schob
at lizs@charlottepride.org

Reel Out Advertising Opportunities: Preshow Trailers

See ad sizing and pricing to the right.

Deadlines & Submission

Advertising Deadline: April 30, 2024

Submit your ad file and advertising contract to lizs@charlottepride.org.

ADVERTISING DEADLINE:

April 30, 2024

To advertise, email Liz Schob at lizs@charlottepride.org



**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 3360 x 1890 pixels

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





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**

**Sponsor Contact:
Meredith Thompson (she/her)
Managing Director
meredith@charlottepride.org**