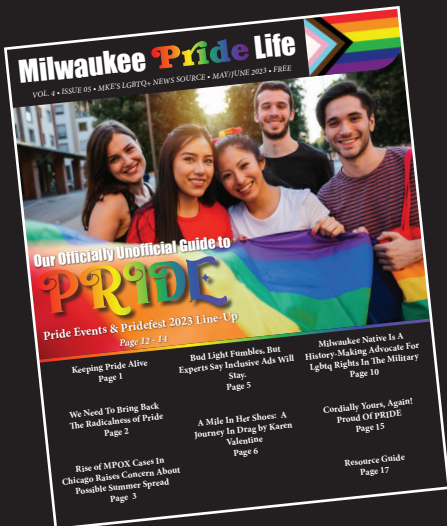


Milwaukee **Pride** Life

EFFECTIVE JANUARY 2024 THROUGH DECEMBER 2024



Advertising Rates 2024



Milwaukee's Only Fully Dedicated
LGBTQ+ Publication!

Serving
Southeastern Wisconsin and Beyond!

(414) 587-4977

mkepridelife@gmail.com

www.mkepridelife.com

Published Bi-Monthly



Mission Statement:

Our *Mission* is to be the leading source of news and information for LGBTQ+ individuals in Wisconsin and beyond. So that they can be well informed and empowered to lead their best lives.



Vision Statement:

Our *Vision* is to be a voice and guide to the LGBTQ+ people in Wisconsin and beyond, by being their primer news and information source.

About Us

WHAT IS MILWAUKEE PRIDE LIFE?



A Message from our President and Publisher:

As LGBTQ+ people we have struggled for years for equal representation in the media. While we have made great strides in media representation in entertainment, we have yet to receive equal representation in the news media. There are fewer open gay, lesbian, transgender, or non-gender/binary conforming news reporters in news media than there are representatives of other minorities.



Historically, the portrayals of LGBTQ+ communities in media have been negative, reflecting the cultural intolerance of LGBTQ+ individuals. While there has been an increase in the depictions of LGBTQ+ people, and issues within mainstream media in North America.¹ It has been the LGBTQ+ people who have taken an increasingly proactive stand in defining their own culture with a primary goal of achieving an affirmative visibility in mainstream media. The positive portrayal or increased presence of the LGBTQ+ communities in media has served to increase acceptance and support for LGBTQ+ communities, establish LGBTQ+ communities as a norm, and provide information on the topic.¹

However, there are still many great strides to make as we are still under-represented in print, television, radio and online news media. And with recent world events the world landscape and our place in it has changed. A global pandemic has "changed the game" on nearly every aspect of our lives. In conservative and evangelical media we are lambasted and vilified. And recent political upheavals have changed the political landscape for everyone in the country. In Milwaukee in recent years we have been lacking a guide and a voice in our community.

At ***Milwaukee Pride Life*** we want to strive to do more than just report the news and events that are important to our community; we also want to be its beacon in troubling times and its voice where it has previously had none. But a LGBTQ+ news outlet is nothing without the support of the community it represents. We hope you join us in our mission and support our publication and website by advertising with us both in print and online.

LGBTQ+ media has been key in the fight for equal rights, health and safety over the years for the community. Please help us in continuing this fight for by supporting us.

- William Scott Gooden, President & Publisher

¹ Editor, Linda Steiner; Fejes, Fred; Petrich, Kevin (1993-12-01). "Invisibility, homophobia and heterosexism: Lesbians, gays and the media". *Critical Studies in Mass Communication*. 10 (4): 395–422. doi:10.1080/15295039309366878. ISSN 0739-3180.



OUR SECTIONS

- **Editorial:** Features our regular letter from our Publisher, and editorials from readers on current and hot topics.
- **In The News:** Features the latest news stories both locally and from around the globe that relate to the LGBTQ+ community.
- **Men's Life:** Our men's page is dedicated to news stories and articles that affect bi, gay and transgender men in our community.
- **Women's Life:** Our women's page is dedicated to news stories and articles that affect bi, lesbian and transgender women in our community.
- **Transgender Life:** This page dedicated to news stories and articles specifically about transgender men and women in our community.
- **Senior Life:** Our LGBTQ+ senior men and women are increasing in numbers everyday. This section discusses
- **Pride Life Features:** Our features section discusses topics and focus on those locally of note and interest.
- **Pride Life Spotlight:** Spotighting an individual, business or organization from Milwaukee's LGBTQ+ Community.
- **Our Queer History:** Queer Men and Women have had a greater influence on our history then ever before realized. In this section we look those that have shaped it.
- **Grooming Life:** Stay up on the latest grooming and beauty trends and products.
- **Art Life:** Our Arts section features news, reviews, and profiles of LGBTQ+ related artists and entertainment.
- **Cordially Yours, Again!:** Michael Johnston has been know for writing his Cordially Yours column for years in Milwaukee. We are honored to have him as part of our family keeping us abreast on all that is happening in the arts and entertainment community.
- **Events & Happenings:** A pictorial look at recent events and celebrations.
- **Community Resource List:** A handy up-to-date listing of local business, organizations, health centers and more.



Digital Rates

JANUARY 2021 THRU DECEMBER 2021



Banner Ads:

\$10/CPM* - Run of Site; includes up to 5 sizes

\$7/CPM - Specific Section(s) Placement; includes up to 4 sizes

\$5/CPM - Nonprofit Rate; includes up to 3 sizes

* CPM - cost per thousand

Sizes:

Leaderboard

1376 px X 127.67 px

1144.667 px X 141.511 px

913.333 px X 147.672 px

Double Skyscraper

333.325 px
X
666.65 px

Medium Rectangle

333.325 px
X
280 px

Square

333.325 px
X
333.325 px

Advertising Article (Advertorial)

Client Provided Article - \$400

MPL Produced Article- \$500

Section / Series Sponsorship

\$300 per week

Podcast Sponsorship

\$350 per episode

Looking for more creative digital ideas? Talk with your account executive to explore our options.



Print Rates

JANUARY 2021 THRU DECEMBER 2021

RUN OF PRESS

Size	1x Run	2x Run <i>(10% off)</i>	4x Run <i>(15% off)</i>	6x Run <i>(20% off)</i>	12x Run <i>(25% off)</i>
Cover Banner	\$2,000	\$3,600	\$6,800	\$9,600	\$18,000
Back Cover	\$1,500	\$2,700	\$5,100	\$7,200	\$13,500
Inside Covers	\$1,400	\$2,800	\$4,760	\$6,720	\$12,600
2-Pg. Spread	\$2,600	\$4,680	\$8,840	\$12,480	\$23,400
Full Page	\$1,300	\$2,340	\$4,420	\$6,240	\$11,700
2/3 pg. v	\$1,100	\$1,980	\$3,740	\$5,280	\$9,900
Half-Page Spread	\$2,000	\$3,600	\$6,800	\$9,600	\$18,000
1/2 H or V	\$1,000	\$1,800	\$3,400	\$4,800	\$9,000
1/3 V	\$800	\$1,440	\$2,720	\$3,840	\$7,200
1/4 H, V or Sq.	\$500	\$900	\$1,700	\$2,400	\$4,500
1/6 H or V	\$400	\$720	\$1,360	\$1,920	\$3,600
1/9 V	\$300	\$540	\$1,020	\$1,440	\$2,700
1/12 Sq.	\$200	\$720	\$680	\$960	\$1,800

Guaranteed Placement: Add 15%. Excludes inside front, inside back and outside back covers, and front cover banner.

Rates: All rates are net.

Non-Profit Rate: The Non-Profit/Not-for-Profit Rate is 10% off listed price.

Inserts: At this time Milwaukee Pride Life **does not** offer inserts.

Production Specs.



DEADLINES

Ad Space: Reservations must be made by the 10th of preceding month of publications. Print-ready artwork must be made and /or turned in no later than 5 p.m. on the preceding month of the publications.

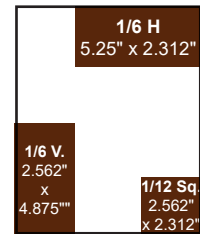
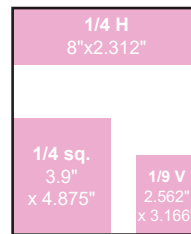
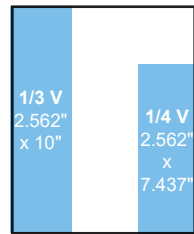
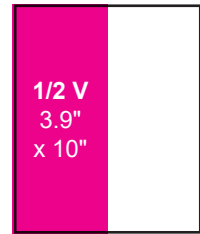
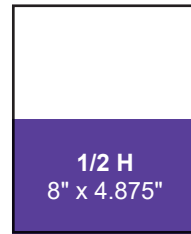
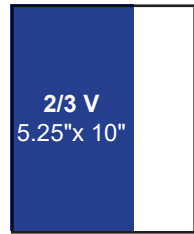
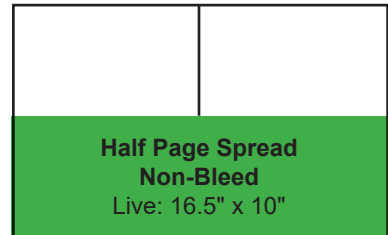
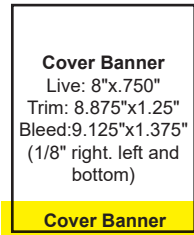
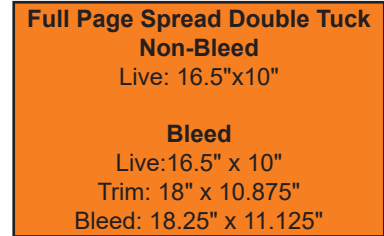
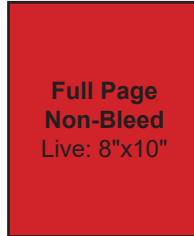
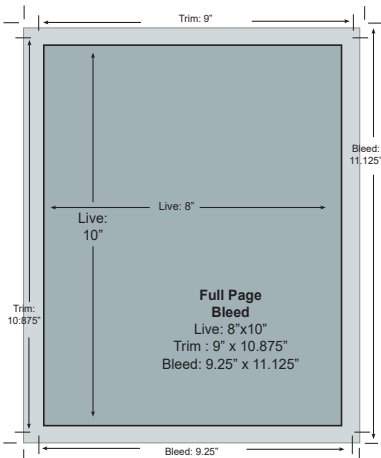
SPECIFICATIONS

Magazine Trim Size: 9"x10.875"
Magazine Live (non-bleed) Size: 8x10
Magazine Bleed Size: 9.25" x 11.125"

Image Resolution: 266-300 dpi.
 RGB and LAB colors are unacceptable.

Color: 4/C Process. Convert spot colors to process. Publisher will match any second color with four color process, except metallic-base sheen inks and special inks.

Preferred Digital File Format: PDF/X1a, with high resolution CMYK or grayscale images and all fonts embedded. Application files such as Adobe Illustrator, Adobe InDesign, Quark Xpress and Pagemaker are not acceptable.



Page Sponsorship: Page Sponsorship is a minimum 6 months commitment of \$2,190.

For more information contact: Carmen A. Murguia at mkepridelife@gmail.com or call (414)-534-0701



Ad Supplement Schedule

JUNE 2023 THRU DECEMBER 2023

Here is our publication schedule for the next year. If you are interested in advertising or placing articles for any of these topics please email us at mkepridelife@gmail.com or call us at 414-587-4977

JANUARY/FEBRUARY

- The New Year, New You!
- LGBTQ+ Black History

MARCH/ APRIL

- LGBTQ+ Small Business Special
- LGBTQ+ Women's History

MAY/JUNE

- The Officially Unofficial Pride Guide

JULY/AUGUST

- LGBTQ+ Health Special
- Summer Fun Special

SEPTEMBER/OCTOBER

- Politics and Social Issues

NOVEMBER/DECEMBER

- Year In Review
- Transgender Awareness



DISTRIBUTION LOCATIONS

Milwaukee:

- Harbor Room Bar
- 16th Street Clinic
- Woody's Bar
- Milwaukee Times
- Purple Door Ice Cream
- Diverse & Resilient
- Outwords Books
- Kruz Bar
- This is It! Bar
- Zocolo Food Park
- Oun Kine Grindz
- Art Bar
- Hunty's Social Club
- DIX Video Bar

- La Cage Night Club
- Walker's Pint Bar
- Fluid Bar
- Todo Postres LLC.
- Public Library (Main Branch)
- Shorewood Public Library
- C3 Jewlery Design
- Community Health Systems, Inc.
- Sherman Park Cafe
- MKE LGBT Center
- LGBT Waukesha
- La Finca Coffeehouse
- And more to come...