



Advertise online
pridetoronto.com

Pride Toronto's website receives web traffic year-round, with peak activity in May, June, and July each year. Two advertising spaces on the website provide impression-based advertising linked to a URL that you provide.

Advertising with Pride Toronto online is powerful advertising media and the funds raised through online advertising directly support the festival each year.

Research has proven that the Pride Toronto website is the single largest source of festival information. Our festival attendees are diverse in demographics. To view an 2009 Economic Impact Study outlining demographic research, please visit:

http://www.pridetoronto.com/downloads/Economic_Impact_Study_2009.pdf

SKYSCRAPER SAMPLE:

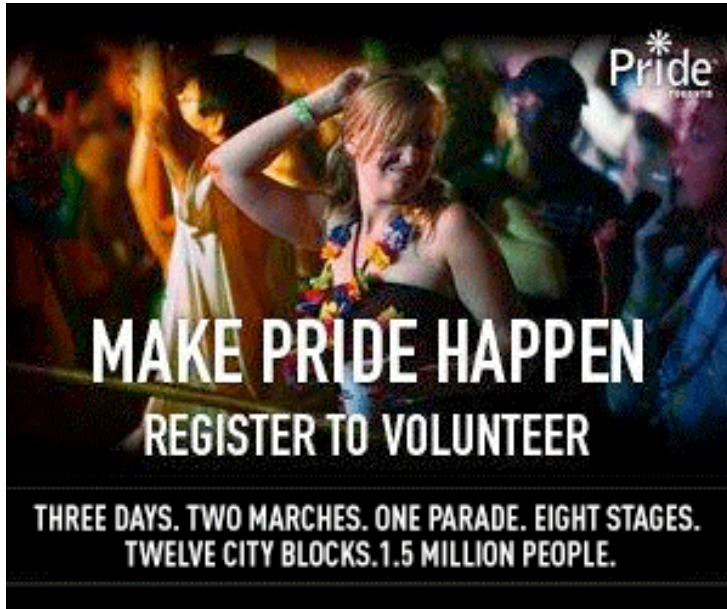
**MAKE
PRIDE
HAPPEN**

THREE DAYS. TWO MARCHES.
ONE PARADE. EIGHT STAGES.
TWELVE CITY BLOCKS.
1.5 MILLION PEOPLE.

**REGISTER TO
VOLUNTEER**

makepridehappen.com

RECTANGLE SAMPLE:



Artwork should be supplied in a high resolution format: **.JPEG, .EPS, .AI, .TIFF**

Please email artwork to **ryan@pridetoronto.com**

Number of ad impressions:	AD Space:	Cost:
5,000	Skyscraper Full Site	\$500
10,000	Skyscraper Full Site	\$800
15,000	Skyscraper Full Site	\$1,050
5,000	Rectangle Home Page	\$400
10,000	Rectangle Home Page	\$700
15,000	Rectangle Home Page	\$950

For orders exceeding 15,000 impressions, please contact Ryan Lester – ryan@pridetoronto.com

ARTWORK SPECS:

Skyscraper specs:

160 pixels wide by
600 pixels high

RECTANGLE specs:

300 pixels wide by
250 pixels high