



LGBT Weekly Guide
Palm Springs

888-743-3349

2015 MEDIA KIT

THE VALLEY'S ONLY LGBT WEEKLY MAGAZINE

WE ARE NOW CELEBRATING 20 YEARS!

YOUR ONE-STOP SPOT FOR INFO ON BARS, RESORTS EVENTS,
PARTIES, AND PRIDES, WHERE TO GO AND BEYOND!

2014-2015 Business Of The Year Award

Veterans For Peace

2013-2014 Peoples Choice Award

PNN Pride TV



Print



Web



Social
Marketing



Design &
Technology

DDG LGBT Weekly Guide Palm Springs April 29 to May 5, 2015

DDG LGBT Weekly Guide Palm Springs April 22 to April 28, 2015

FULL RIDING & RODEO! BUD LIGHT HORSE EVENTS

PALM SPRINGS HOT RODEO AND COUNTRY FAIR

MAY 1, 2, 3, 2015

STREET TIME BAR

JEFFREY BANKER PRESENTS

WP2015

WHITE PARTY PALM SPRINGS

APRIL 24-27

BLATING! OAGIS

May 1, 2, and 3

ccoc

- Black Party April 25
- Beer Bust April 26
- World Famous Tea Dance April 26
- Mighty Tightly Whiskey Weekend Party April 25
- Pool Party April 26
- Movie Night April 24
- Matt Siemonee and Sebastian Rio Lose Your Tightly Whiskey Party April 25
- ExtraABRAGANZA April 25 and 26
- ...And More Inside!

DDG LGBT Weekly Guide Palm Springs

DO YOU REMEMBER YOUR FIRST TIME WITH THE FIRST?

March 25 to March 31 2015



DDG LGBT Weekly Guide Palm Springs

DO YOU REMEMBER YOUR FIRST TIME WITH THE FIRST?

March 15 to March 24, 2015

THE LARGEST DANCE MUSIC FESTIVAL IN THE WORLD

WP

APRIL 24-27

WHITE PARTY APRIL 24 25 26 27 PALM SPRINGS

DDG LGBT Weekly Guide Palm Springs

DO YOU REMEMBER YOUR FIRST TIME WITH THE FIRST?

FREE! March 4 to March 10, 2015

Matt Shepard is a friend of mine.

MATT SHEPARD IS A FRIEND OF MINE CAMELOT THEATRES MARCH 6TH p30

PLUS RED DRESS PARTY p6

MR. PALM SPRINGS LEATHER 2015 CLIFF TATUM TO ROAST CHRIS REES p5

BOUND FOR FLORIDA THIRD ANNIVERSARY PARTY p12

CATHERAL CITY LGBT DAYS p51

SCOTT HINES MEMORIAL p55

PRIMARY RATES (END AT CLASSIFIED SECTION)
COLOR: CMYK / 100% BLACK TEXT

AD SIZE CATEGORY	SINGLE INSERTION RATE	6+ WEEKS INSERTION RATE	DIMENSIONS OF AD
BUSINESS CARD	\$100 PER WEEK	\$80 PER WEEK	2.875W X 1.675H
QUARTER PAGE	\$140 PER WEEK	\$100 PER WEEK	2.875W X 3.625H
HALF PAGE B/W	\$180 PER WEEK	\$160 PER WEEK	6.00W X 3.625H
FULL PAGE B/W	\$230 PER WEEK	\$185 PER WEEK	6.00W X 7.50H FULL BLEED (ASK)
FULL PAGE COLOR	\$350 PER WEEK	\$300 PER WEEK	6.00W X 7.50H FULL BLEED (ASK)
FULL PAGE MONTHLY RATES AS LOW AS \$460			

PROUDLY GAY OWNED AND OPERATED!

Reaching 2500 readers weekly for over 20 years, Desert Daily Guide Magazine has been the only weekly covering Palm Springs and the Desert Cities LGBT community. We are the local voice lifestyle, social commentary, arts and entertainment for our loyal readers.

Distribution: weekly, every Wednesday, to 60 locations.

We provide service to our year round locals and the vast travel market, delivering to 25 LGBT Resorts and hotels.

CLASSIFIED RATES (START AT CLASSIFIEDS)
COLOR: CMYK / 100% BLACK TEXT

AD SIZE CATEGORY	SINGLE INSERTION RATE	6+ WEEKS INSERTION RATE	DIMENSIONS OF AD
LINE LISTING	\$15 PER WEEK	\$15 PER WEEK	TEXT ONLY (30 WORDS OR LESS)
BUSINESS CARD	\$45 PER WEEK	\$35 PER WEEK	2.875W X 1.675H
QUARTER PAGE	\$70 PER WEEK	\$50 PER WEEK	2.875W X 3.625H
HALF PAGE B/W	\$90 PER WEEK	\$75 PER WEEK	6.00W X 3.625H
FULL PAGE B/W	\$145 PER WEEK	\$120 PER WEEK	6.00W X 7.50H FULL BLEED (ASK)
SPECIAL SPREADS AND COVERS BY DESIGN			

Proud annual sponsor of Palm Springs Pride, Palm Springs Leather Pride, Harvey Milk Memorial Lunch, Veterans For Peace Memorial Day Luncheon, White Party Palm Springs, Blatino Oasis and numerous other charity events. Founding sponsor of DBA, Palm Springs Pride, Joshua Tree Pride, Cathedral City LGBT Days. Original Producer and Sponsor of the Queen Of The Desert DAP Annual Charity event.

WE WORK TO PROMOTE YOU!

Office address: 1717 E Vista Chino A7-480, Palm Springs, CA 92262
 or call 888-743-3349 or 760-913-3340 or FAX 844-800-9700

WE TARGET THE LGBT MARKET WITH YOU!

What is your most important reason to select an ad campaign with the DDG?

- **Trust?** The DDG is now in its 20th year of publication, serving the valley each week.
- **Distribution?** We are the only weekly LGBT community magazine, and the only local magazine with a weekly distribution to over 60 locations, over 25 gay resorts, and during the high season to San Diego and Los Angeles.
- **Sponsorship?** Palm Springs Pride - White Party Blatino - Desert ROMP - PSGMC - Leather Pride - Joshua Tree Pride - and many, many more!
- **Response?** Our advertisers agree that the DDG works; just ask them! Major local businesses like CCBC, Q Trading Company and Tool Shed have been in the magazine for many years. CCBC resort has advertised in our magazine with a full page ad every week for over 15 years.
- **Readership?** The DDG is the only LGBT weekly in the desert with many features that our readers and business owners love, including our Calendar, Adrian's Picks, free event listings, daily what's happening, along with press releases & non-profit donations. Our readers are aware of the goings on in their community.

OUR TESTIMONIALS:

I have come to the conclusion everyone living or traveling to Palm Springs reads the DDG!

-REV KEV.