



# WINDY CITY TIMES PRIDE ISSUE JUNE 10, 2021



Booking deadline May 27

- The print legacy continues on as a pull-out section in the *Chicago Reader*
- The section will be coordinated by longtime WCT editors, with contributions by staff and freelancers from both publications.
- The LGBTQ+ and HIV/AIDS @ 40 coverage will continue, along with a special travel and tourism feature.

## STANDARD ADVERTISING RATES

### WCT DISPLAY ADVERTISING RATES (PRINT)

SIZE	STANDARD RATE	COST	SIZE	STANDARD RATE	COST
1/12 page	\$265	\$212	1/3 page	\$975	\$780
1/8 page	\$435	\$348	1/2 page	\$1,400	\$1,120
1/6 page	\$535	\$248	3/4 page	\$2,330	\$1,864
1/4 page	\$800	\$640	Full page	\$2,700	\$2,160

Distribution: 55,000 copies + downloadable PDF

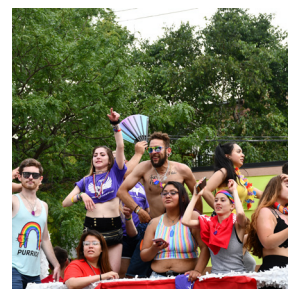
**FACT:** LGBT adults are twice as likely to plan travel over Memorial Day weekend vs. non-LGBT adults (8% vs. 4%)\*

**FACT:** LGBT adults reported feeling more comfortable traveling to a U.S. destination than non-LGBT adults (64% vs 58%)\*

**FACT:** LGBT adults are also more likely to stay at a hotel, an Airbnb, or fly a commercial aircraft than non-LGBT adults\*

**FACT:** 85% of gay males and 77% of lesbians own a passport, compared with a roughly 30% rate of all Americans. 54% of gay men used their passport within the last year.\*\*

\*The Harris Poll 2020 \*\*Community Marketing Inc. 2020 LGBT survey.



More special pull-out sections: September 2, 2021, December 9, 2021

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