



OUTLIFE757 MAGAZINE'S
**SUMMER '18
ROAD TRIPS
ISSUE**

TRAVEL FEATURES

GAY STAYCATIONS

LGBT-Friendly Summer Fun Right Here in Coastal Virginia.

SOMEWHERE OVER THE RAINBOW

Mid-Atlantic Gay Drive-to Destinations for a Weekend or a Week.

SUMMER TRAVEL CALENDAR

Gay Festivals & Events from DC to North Carolina.

PHOTO FEATURE: TIDEWATER TAILLIGHTS

Hot Rides with Hampton Roads' LGBT Classic Car Club.

CONTACT ERIC HAUSE

757.761.3742 • eric@outwire757.com

Download our full media kit at www.Outwire757.com/advertise

SPACE RESERVATIONS: MAY 15, 2018 • **PUBLICATION DATE:** JUNE 2018

OUTLIFE757 MAGAZINE is Coastal Virginia's LGBTQ lifestyle magazine featuring original content about the people, places, events, and issues that make up Hampton Roads' LGBTQ and allied community. We distribute 10,000 free copies annually throughout Coastal Virginia and Northeast North Carolina.

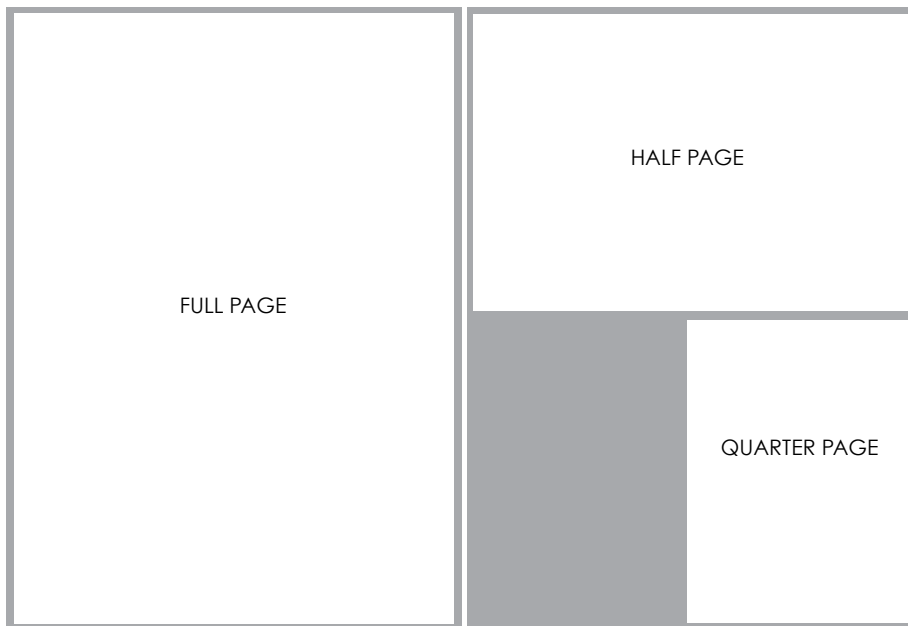


ABOUT OUTLIFE757

COASTAL VIRGINIA'S LGBTQ LIFESTYLE MAGAZINE

NEXT EDITION: JUNE 2018

- Original content about the people, places, events, and issues that make up Hampton Roads' LGBTQ and allied community.
- Display ad rates include a business profile on our companion web site, OutWire757.com, and a listing in OutGuide757, our print LGBTQ resource directory.
- Published bi-annually, 5,000 copies per issue.
- Local, regional, and national distribution at advertiser places of business, Pride celebrations, online -digital version, and single copy orders.
- A coffee table keeper in full color, full size format on high gloss paper.



2018-19 PUBLICATION DATES

June 2018
January 2019

SPACE & ART DEADLINES

15th of the month preceding publication

PRINT RUN

5,000 printed copies per issue
Digital version available online

SPECIFICATIONS

Magazine size 8.5" W x 11" H
Full color
Creative services available

DISPLAY RATES

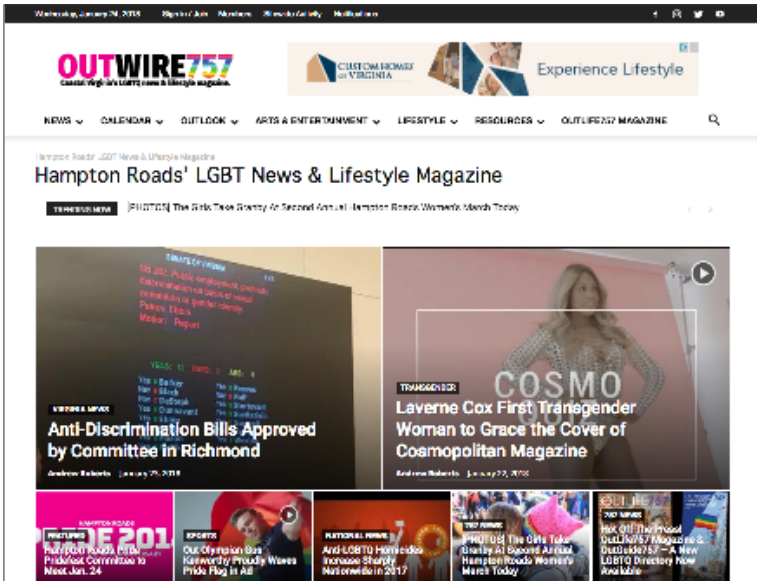
	1X	2X
2-page spread	\$1200	\$1800
Back cover	\$1100	\$1650
Inside covers	\$900	\$1350
Full page	\$800	\$1200
Half page	\$600	\$900
Quarter page	\$400	\$600

DISCOUNTS

10% HRBOR member & non-profit agency discount

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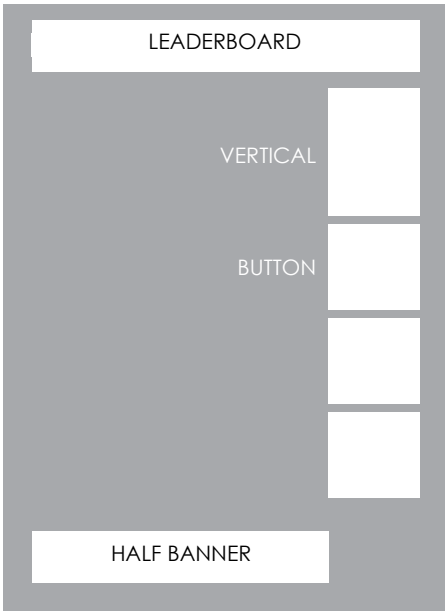
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ABOUT OUTWIRE757.COM

COASTAL VIRGINIA'S LGBTQ WEB PORTAL

- 5,800 average monthly views.
- 2,500 opt-in newsletter subscribers (January 2018), and growing daily.
- Top ten search engine results for LGBTQ and Gay Hampton Roads keywords.
- Original and topical news, lifestyle, personality, opinion, and local events content.
- LGBT business and organization directory.
- Page sponsorship & co-branded advertorial
- Editorial contributor opportunities
- Social media promotion opportunities



OUTWIRE757.COM
 Site-wide placement. No rotation.

Leaderboard 728X90
 \$200 month

Vertical Banner 300X500
 \$150 month

Button 300X300
 \$100 month

Half banner 235X60
 \$75 month

EMAIL NEWSLETTER
 Delivers weekly on Thursday AM
 Rates are per delivery

Leaderboard 600 X 115 \$125

Events banner 600 X 115 \$100

Footer banner 600 X 115 \$75

CO-BRANDED CUSTOM EMAIL BLAST
 \$250 per delivery

DISCOUNTS
 10% HRBOR member and non-profit agency discount.

ONLINE & PRINT RESOURCE DIRECTORY LISTING IS INCLUDED IN ALL OUTGUIDE757 & OUTLIFE757 MAGAZINE DISPLAY AD RATES.
 Or purchase an a la carte listing at www.outwire757.com/business-directory

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Resources

800.232.4634/TTY: 800.232.4348

Department of Health 800.533.4148
 www.virginia.gov/lgbsee-prevention

Center 757.440.0929
 info@lgbcenter.org
 lgbcenter.org
 See our ad on page 1

OS Resource Center 757.444.1170
 ext. 258 Monday Arch, Ste. 106
 www.aids.org

Support Services 757.347.1879
 ext. 23607
 www.hamptonroads.org

Home 757.828.8048
 ext. 4200
 whp@hamptonroads.org

Women's Congress 757.425.0500
 ext. 250
 wc@hamptonroads.org

Garden

Riverside Garden Center 757.722.9909
 ext. 888
 info@countrysidegardens.biz
 countrysidegardens.biz
 See ad below

Resorts

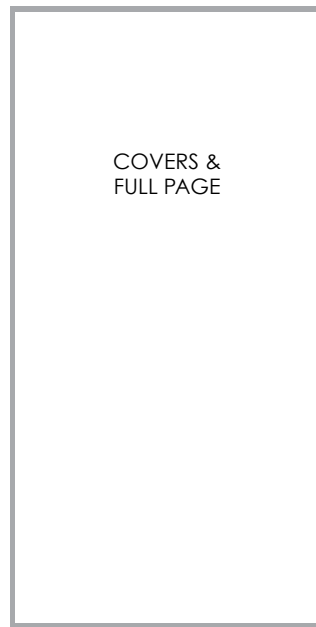
Waterside 757.422.6644
 www.watersideva.com

RYNSIDE GARDEN CENTER
 For your wedding, anniversary, or any other special occasion!
 • Potpourri • Gift Shop • Herbs
 Mercury Blvd., Hampton
 722-9909
 countrysidegardens.biz



ABOUT OUTGUIDE757 COASTAL VIRGINIA'S LGBTQ DIRECTORY

- Full color 4 x 9 business, community, advocacy & organization directory.
- 3,000 copies annually.
- Free at Hampton Roads distribution locations and via downloadable online edition.
- A resource directory listing on Outwire757.com is included in all Outlife757 and Outguide757 ad and listing rates.



PUBLICATION DATE

January 2018 (reprint in mid-2018)

SPACE & ART DEADLINES

15th of the month preceding publication

DISTRIBUTION

3,000 printed copies annually
 100% free

SPECIFICATIONS

Directory size 4" W x 9" H
 Full color

ANNUAL DISPLAY ADVERTISING RATES

2-page spread	\$1000
Back cover	\$750
Inside covers	\$650
Full page	\$500
Half page	\$350

The following options are available to non-profit, social, and support groups only:

Business card scan	\$250
Directory listing only	\$150 (non-profit) \$40 (social & support groups)

DISCOUNTS (ON DISPLAY ADVERTISING ONLY)

10% HRBOR and Outlife757 magazine advertisers.

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THE FIRST ANNUAL HAMPTON ROADS

LGBTQ BUSINESS & CAREER EXPO

SEPTEMBER 15, 2018 • OLD DOMINION UNIVERSITY • NORFOLK, VA

Showcase your business or organization to LGBTQ students and consumers from throughout the region at the first ever Hampton Roads LGBTQ Business and Career Expo.

- Showcase your services or products at the business expo.
- Be a presenter at one of our career training seminars.
- Meet and schedule one-on-one interviews in our Out at Work Lounge.
- Entertainment, food & drink, and special guests.

EXHIBITOR & SPONSORSHIP OPPORTUNITIES AVAILABLE IN APRIL 2018.

PRESENTED BY

OUTWIRE757



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