

WE'RE OUT IN EVERY WAY!

Since April 2016, OutWire757 has become the primary alternative media and events company for the Hampton Roads' LGBTQ community. Our core demographic of 21-45 year old LGBTQ consumers and their allies is progressive, diverse, and growing. Here's how we reach this savvy and engaged audience.

OUTLIFE757 MAGAZINE • PAGE 1

Our bi-annual lifestyle magazine highlights the best of the region's thriving LGBTQ community.

OUTGUIDE 757 RESOURCE DIRECTORY • PAGE 3

Our resource directory is a handy guide to Hampton Roads' gay-owned and friendly businesses, support and social groups, and organizations.

OUTWIRE757.COM • PAGE 4

So far in 2018, we have logged an average of 5,800 page views per month and more than 2,000 weekly email subscribers.

SNAP! STUDENT & YOUTH MAGAZINE • PAGE 5

New for 2018, SNAP! is our student and youth magazine featuring content created by and for the region's LGBTQ high school, college, and university community.

OUTWORK757 LGBTQ CONSUMER & CAREER EXPO • PAGE 6

We're connecting consumers and job-seekers to meet the local LGBTQ-owned and allied business community at the only Hampton Roads LGBTQ Consumer and Career Expo.

SOCIAL MEDIA

We regularly engage with an active and growing social media audience of 5,000 Facebook, Instagram, and Twitter followers.

THE BEST OF GAYHRVA READER'S POLL

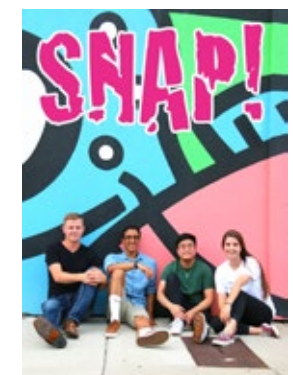
Our annual reader's poll attracts thousands of new readers and promotes businesses and organizations allied with the Coastal Virginia LGBTQ community.

SOCIAL EVENTS & TRAVEL

Our unique social and educational events, and LGBTQ travel opportunities offer high-visibility customized sponsorship opportunities and fundraising partnerships.

WEDDINGS WITH PRIDE.COM

Our sister company connects wedding professionals with LGBTQ couples with online vendor directory and digital magazine at WeddingswithPrideVA.com.



CONTACT ERIC HAUSE

757.761.3742 • eric@outwire757.com • www.Outwire757.com

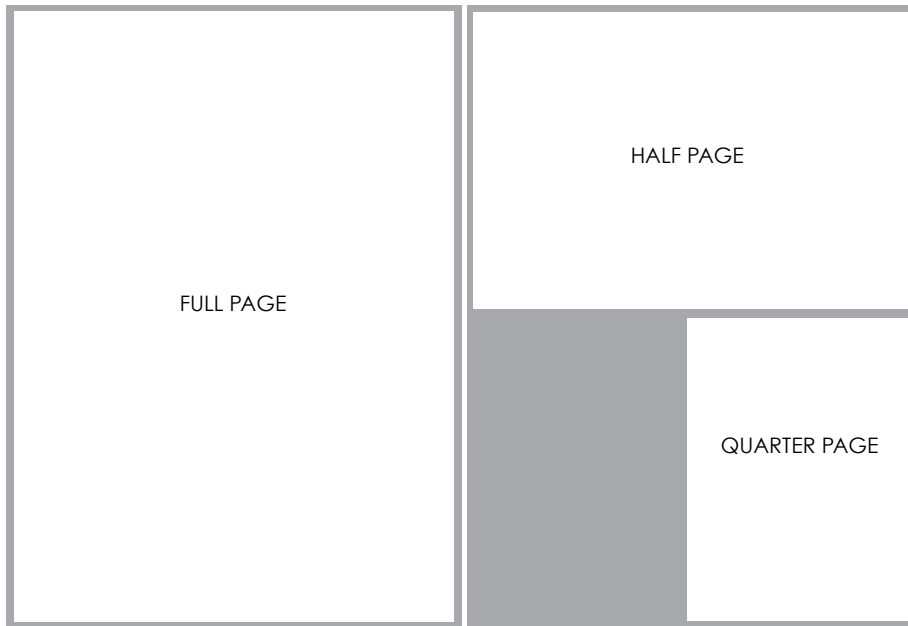


OUTLIFE757

COASTAL VIRGINIA'S LGBTQ LIFESTYLE MAGAZINE

NEXT EDITION: JANUARY 2019

- Original content featuring the people, places, events, and issues that make up Hampton Roads' LGBTQ and allied community.
- Display ad rates include a listing in OutGuide757, and in our online LGBTQ resource directory.
- Published bi-annually, 3,000 copies per issue.
- Free local, regional, and national distribution at advertiser places of business, our LGBTQ Business & Career Expo, Pride celebrations, online digital version, and single copy orders.
- Our print version is a coffee table keeper in full color, full size format on high gloss paper.
- Our interactive digital version offers add-on opportunities for embedded video, lead generation forms, and links to your web site.



2019 PUBLICATION DATES

January 2019
June 2019

SPACE & ART DEADLINES

21st of the month preceding publication

PRINT RUN

3,000 printed copies per issue
Interactive digital version online

SPECIFICATIONS

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

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

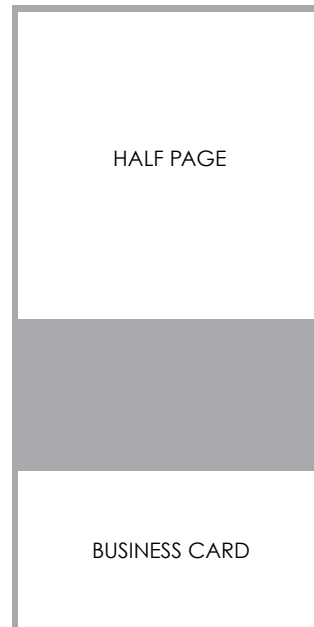
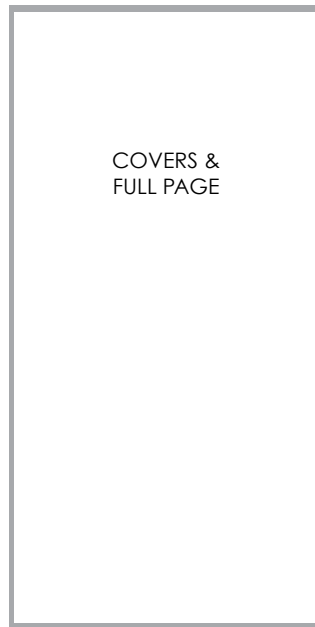
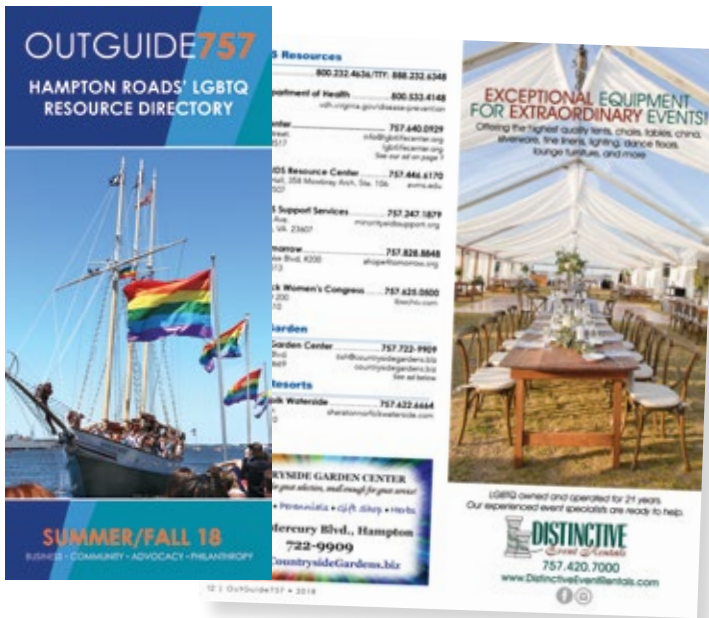
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OUTGUIDE757 COASTAL VIRGINIA'S LGBTQ DIRECTORY

NEXT EDITION: JANUARY 2019

- Full color 4 x 9 business, community, advocacy & organization directory.
- 3,000 copies (1,500 published twice a year).
- Free local, regional, and national distribution at advertiser places of business, our LGBTQ Business & Career Expo, Pride celebrations, online digital version, and single copy orders.
- Our interactive digital version offers add-on opportunities for embedded video, lead generation forms, and links to your web site



PUBLICATION DATES

January 2019
Reprint: June 2019

SPACE & ART DEADLINES

21st of the month preceding publication

DISTRIBUTION

3,000 printed copies annually
Interactive digital version online

SPECIFICATIONS

Directory size 4" W x 9" H
Full color

ANNUAL DISPLAY ADVERTISING RATES

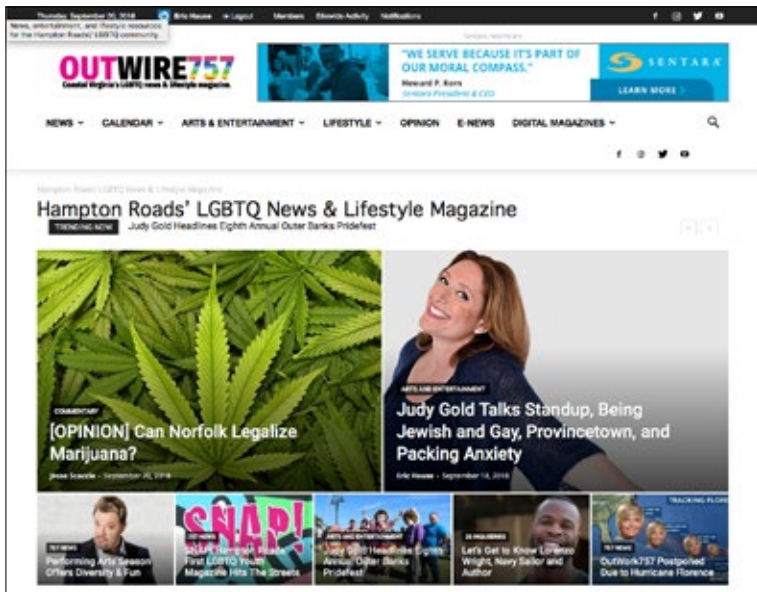
2-page spread	\$1100
Back cover	\$900
Inside covers	\$800
Full page	\$600
Half page	\$400
Business card	\$250
Directory listing	\$150 (business and non-profit)
Directory listing	\$40 (churches, social & support)

DISCOUNTS

10% HRBOR and non-profit agency discount
(only on display ad rates)

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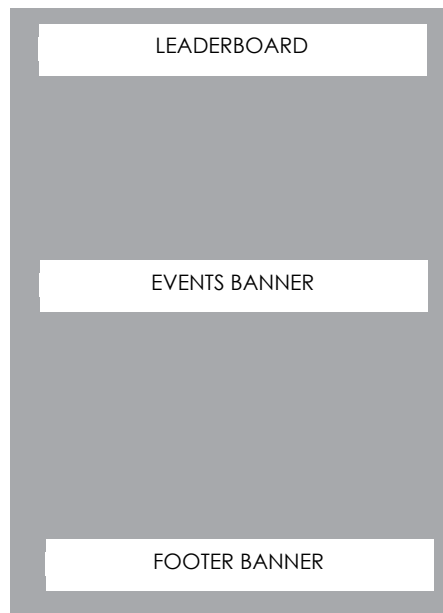
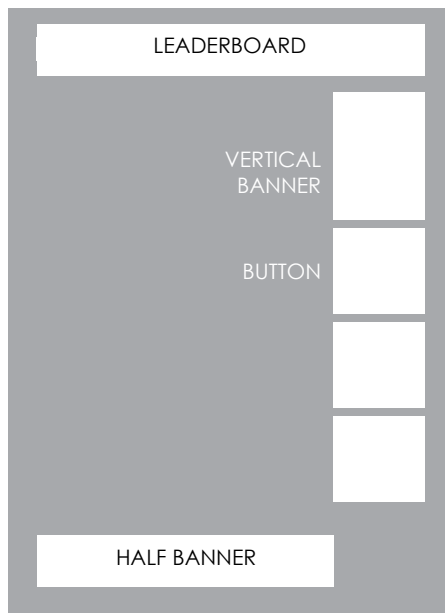
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OUTWIRE757.COM

COASTAL VIRGINIA'S LGBTQ WEB PORTAL

- 5,800 average monthly views.
- 2,000 loyal opt-in weekly email newsletter subscribers (July 2018) with an average 16.3% open rate and 3.8% click rate.
- Top ten search engine results for LGBTQ and Gay Hampton Roads keywords.
- Original and topical news, lifestyle, personality, opinion, and local events content.
- LGBTQ business and organization directory.
- Ask about page sponsorship, co-branded advertorial, social media promotion, and editorial contributor 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

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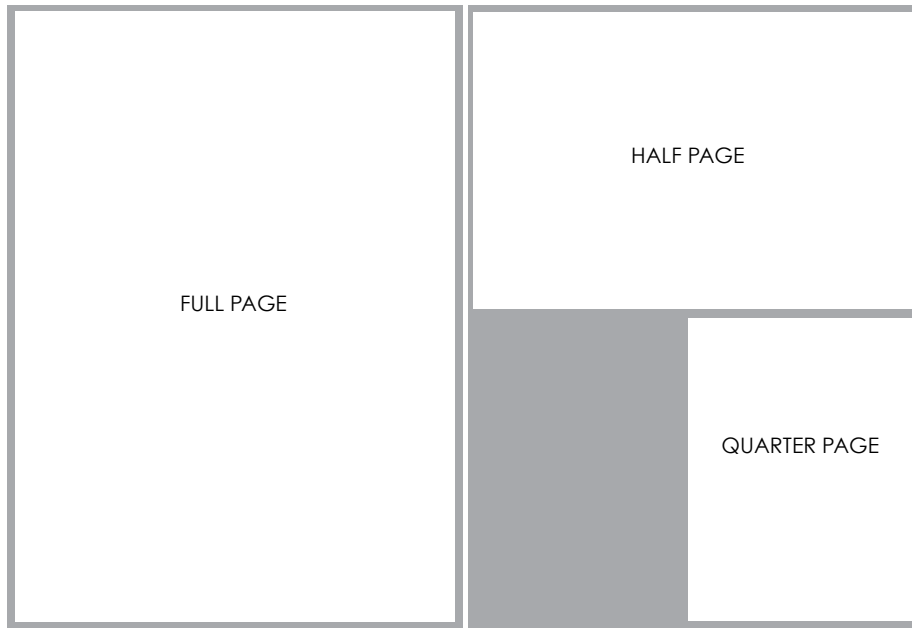


SNAP!

HAMPTON ROADS' LGBTQ STUDENT & YOUTH MAGAZINE

NEXT EDITION: MARCH 2019

- Original content created by and for the Hampton Roads' LGBTQ college and high school student population
- Display ad rates include a listing in OutGuide757, our annual print LGBTQ resource directory.
- Published twice annually, 2,000 copies per issue.
- Free distribution at all Hampton Roads' university and college GSA and diversity offices, area high school GSAs, our LGBTQ Consumer & Career Expo, Pride celebrations, and interactive online digital version.



2018 PUBLICATION DATES

September 2018
February 2019

SPACE & ART DEADLINES

10th of the month preceding publication

PRINT RUN

2,000 printed copies per issue
Digital version available online

SPECIFICATIONS

Magazine size 5.5" W x 8.5" H
Full color
Creative services available for additional fee

DISPLAY RATES

2-page spread	\$800
Back cover	\$500
Inside covers	\$400
Full page	\$300
Half page	\$200

DISCOUNTS

10% HRBOR members and non-profit agencies.

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OUTWORK757

LGBTQ CONSUMER & CAREER EXPO

MARCH 28, 2019 AT THE TED CONSTANT CENTER
OLD DOMINION UNIVERSITY, NORFOLK

- The Expo is a unique blend of consumer showcase and hiring event.
- Target markets: consumers supportive of LGBTQ-owned and allied businesses; high school and college graduates and interns; and experienced hires in search of a career change.
- An aggressive regional marketing program will supplement the more than 100 attendees who have already registered.
- Admission is free.

SPONSORSHIP OPPORTUNITIES

GOLD | \$1000

- Co-branded email blast to our database of email subscribers prior to the Expo.
- Invitation to contribute our attendee swag bag.
- Premier 8 x 10 exhibit space (first row)
- Social media live interview during the Expo.
- Recognition in signage, show guide, multi-media display, show shout outs, and online.
- Four social media posts prior to the Expo.
- Full page ad in the Expo Guide.

SILVER | \$800

- Invitation to contribute our attendee swag bag.
- Logo recognition in signage, multi-media display, show guide, and online.
- Featured 8 x 10 exhibit space (second row)
- Two social media posts prior to the Expo.
- Half page ad in the Expo Guide.

BRONZE | \$500

- Invitation to contribute to attendees' swag bag.
- Logo in signage, online, and show guide.
- One social media post prior to show.
- Preferred exhibit space placement.
- Quarter page ad in show guide.

EXHIBITOR OPPORTUNITIES

FOR PROFIT & GOVERNMENT | \$400

NON-PROFIT AGENCIES | \$300

SOCIAL & SUPPORT GROUPS* | \$50

* Only five 8 x 10 spaces available for groups. You will share a space with one other group

ALL EXHIBITORS RECEIVE:

- An 8 x 10 footprint with a 6-foot table, two chairs, access to electricity, and free Wi Fi.
- A listing for your business or organization in our free show guide given to attendees and on our web site
- A complete list of attendees with their contact information and interests following the expo.

**REGISTER AND PAY ONLINE AT
WWW.OUTWORK757.COM/REGISTER**

PRESENTED BY



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