

# 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**

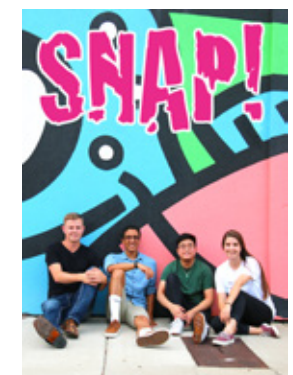
Our annual reader's poll attracts thousands of new readers and promotes businesses and organizations allied with the Coastal Virginia LGBTQ community.

## **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](http://WeddingswithPrideVA.com).



**CONTACT ERIC HAUSE**

757.761.3742 • [eric@outwire757.com](mailto:eric@outwire757.com) • [www.Outwire757.com](http://www.Outwire757.com)

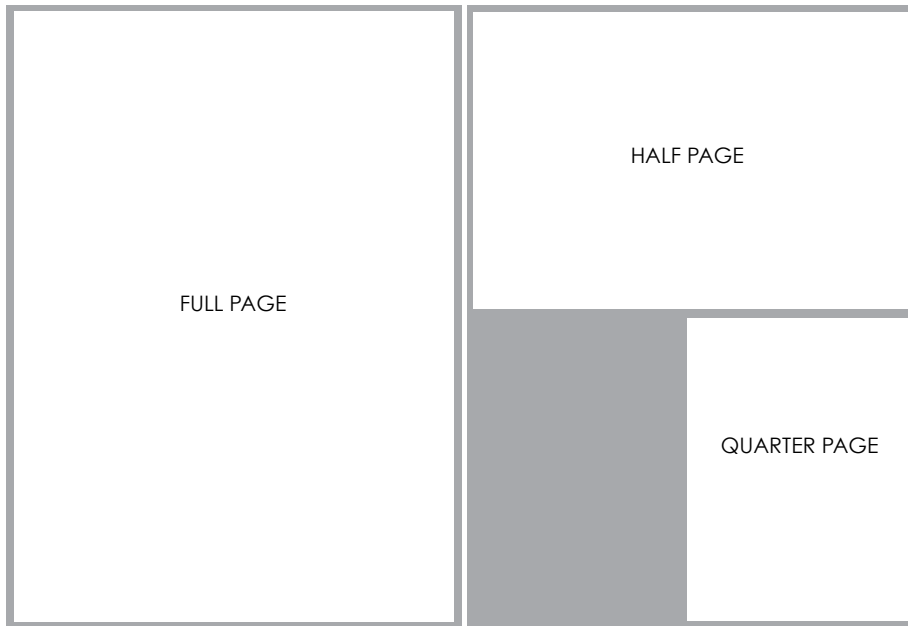


# OUTLIFE757

## COASTAL VIRGINIA'S LGBTQ LIFESTYLE MAGAZINE

NEXT EDITION: JUNE 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, 4,000 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

4,000 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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**Resources**  
 800.232.4634/TTY: 888.232.6348  
 Department of Health 800.523.4148  
 www.vh.gov/division/prevention  
 OutGuide757 Center 757.440.0929  
 www.outguide757.com  
 AIDS Resource Center 757.444.6170  
 www.aidsrc.org  
 Support Services 757.247.1879  
 www.supportservices.org  
 Home 757.828.8648  
 www.hampton.org  
 Women's Congress 757.425.0800  
 www.womenscongress.org  
**Garden**  
 Garden Center 757.722.9909  
 www.gardencenter.com  
**Resorts**  
 York Waterfront 757.422.4444  
 www.yorkwaterfront.com  
**COUNTRYSIDE GARDENS CENTER**  
 10000 York Blvd., Hampton  
 757-999-7222  
 www.countrysidegardens.biz

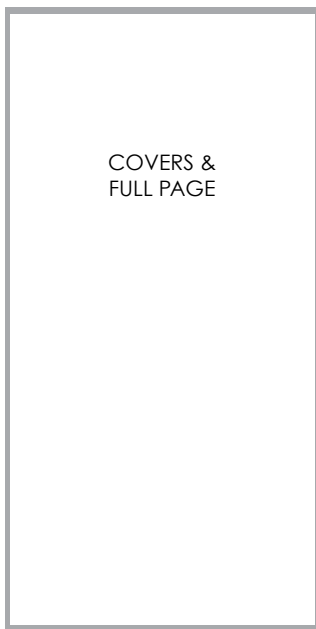


# OUTGUIDE757

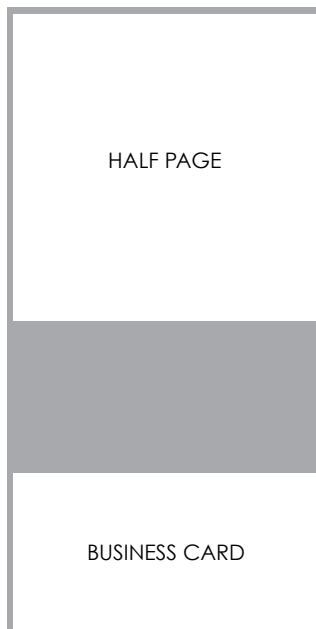
## COASTAL VIRGINIA'S LGBTQ DIRECTORY

NEXT EDITION: MARCH 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



COVERS & FULL PAGE



HALF PAGE

BUSINESS CARD

### PUBLICATION DATES

March 2019  
 September 2019

### SPACE & ART DEADLINES

21st of the month preceding publication

### DISTRIBUTION

3,000 printed copies annually  
 Interactive online digital version

### SPECIFICATIONS

Directory size 4" W x 9" H  
 Full color  
 Creative services available

### 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)

*Stand out with an enhanced listing.  
 Add \$25 for spot color and 20 words of descriptive text.*

### DISCOUNTS

10% HRBOR and non-profit agency discount  
 (applies only to display advertising rates)

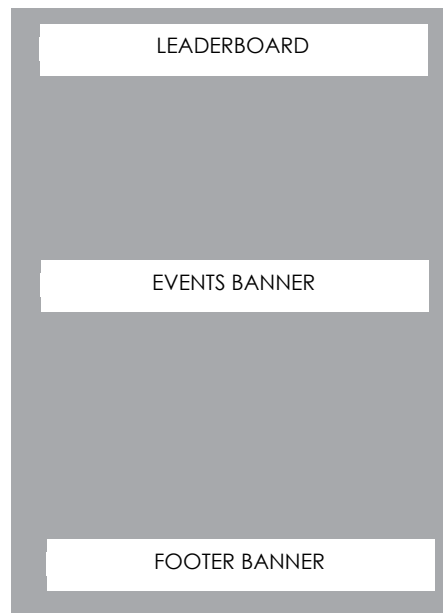
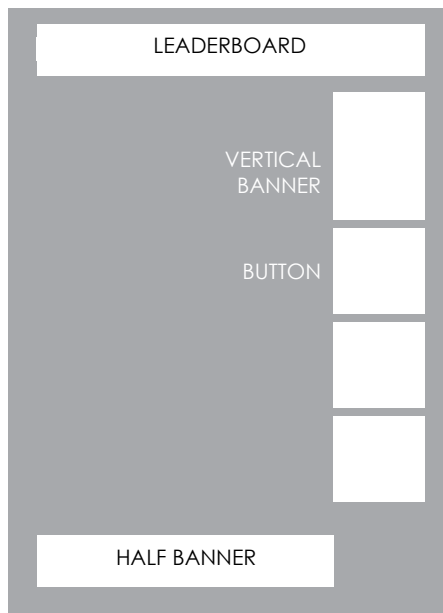
### CONTACT ERIC HAUSE

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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

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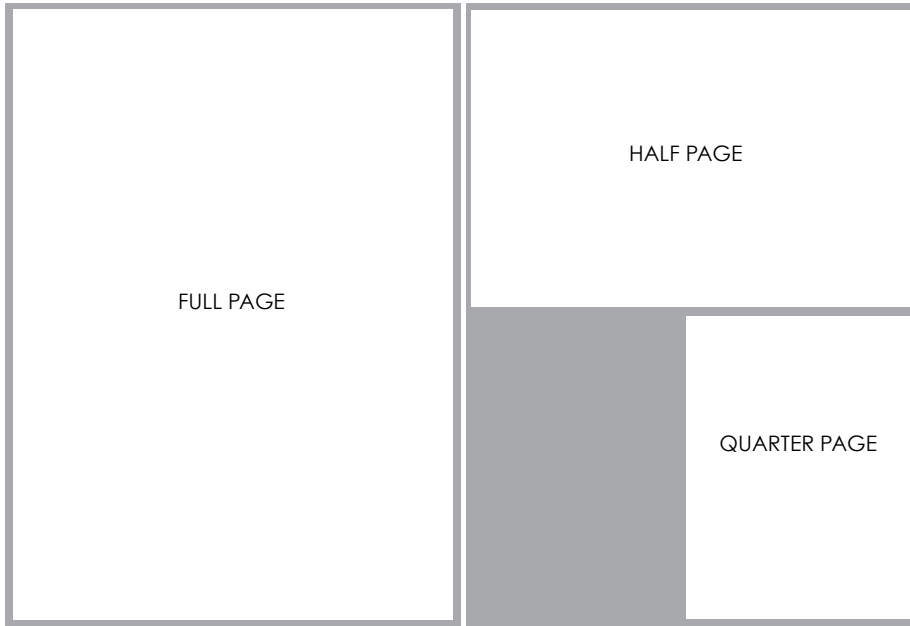


# INTRODUCING SNAP!

## 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.
- 3,000 copies published annually.
- 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.
- An OutWire757 publication



### PUBLICATION DATE

March 2019

### SPACE & ART DEADLINES

February 27, 2019

### PRINT RUN

3,000 printed copies per issue  
Digital version available on  
OutWire757.com

### SPECIFICATIONS

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

### DISPLAY RATES

Back cover	\$500
Inside covers	\$400
Full page	\$300
Half page	\$200
Quarter page	\$100

### DISCOUNTS

10% HRBOR members and non-profit agencies.

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# OUTWORK757

HAMPTON ROADS' FIRST LGBTQ CONSUMER & CAREER EXPO



**MARCH 28, 2019 • 11 AM UNTIL 3 PM**  
**TED CONSTANT CENTER AT OLD DOMINION UNIVERSITY**  
**NORFOLK, VIRGINIA**

## ABOUT OUTWORK757

OutWork757 is Hampton Roads' first-ever LGBTQ Business & Career Expo. Produced by OutWire757, Hampton Roads' LGBT Media Company, this event is a unique blend of consumer showcase and hiring event. Admission is free.

## FOR CONSUMERS, JOB-SEEKERS, INTERNS, & VOLUNTEERS.

- Meet the area's LGBTQ-owned and friendly businesses and organizations.
- For career or internship seekers, meet businesses and organizations that are actively seeking LGBTQ applicants.
- For LGBTQ consumers, find businesses and organizations that support the community and welcome your patronage.

## FOR BUSINESSES & ORGANIZATIONS

- Showcase your services or products to the LGBTQ community.
- Meet and interview prospective LGBTQ employees and interns.
- Solicit prospective interns and volunteers.

## 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.

## CONTACT ERIC HAUSE

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**OR RESERVE YOUR SPACE ONLINE AT**  
**[WWW.OUTWORK757.COM](http://WWW.OUTWORK757.COM)**

## EXHIBITOR OPPORTUNITIES

**FOR PROFIT & GOVERNMENT | \$400**

**NON-PROFIT AGENCIES | \$300**

**SOCIAL & SUPPORT GROUPS\* | \$50**

*\* Only five 8 x 10 social & support group spaces available. You will share a space with one other group.*

## SPONSORSHIP OPPORTUNITIES

**GOLD | \$1000**

- Preshow branded email blast to our database of subscribers.
- Invitation to contribute our attendee swag bag.
- First row 8 x 10 exhibit space.
- 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 Show 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 Show 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.



PRESENTED BY



**OUTWIRE757**

WITH THE GENEROUS HELP OF OUR SPONSORS

