

# WE'RE OUT IN EVERY WAY!

A 2016 Gallup Poll revealed that the Hampton Roads MSA is home to the 12th largest LGBTQ community per capita in the United States. OutWire757 is the only alternative media and events company specifically for that 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 2

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 2019, we have logged an average of 8,600 page views per month and more than 2,000 weekly email newsletter subscribers.

## OUTWORK757 LGBTQ CONSUMER & CAREER EXPO • PAGE 5

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.

## OUTVIRGINIA.COM • PAGE 6

Reach a larger audience through our new statewide LGBTQ web portal.

## 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.



**CONTACT ERIC HAUSE**

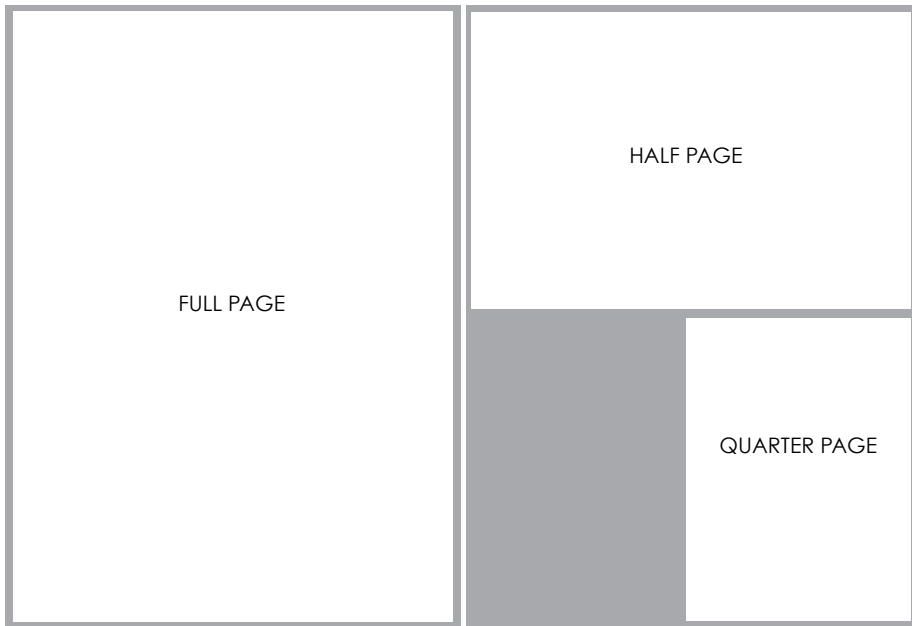
757.761.3742 • [eric@outwire757.com](mailto:eric@outwire757.com) • [www.Outwire757.com](http://www.Outwire757.com)



# OUTLIFE757 Magazine

COASTAL VIRGINIA'S LGBTQ LIFESTYLE PUBLICATION  
NEXT EDITION: JANUARY 2021

- Original content featuring the people, places, events, and issues that make up Hampton Roads' LGBTQ and allied community.
- Published bi-annually, 5,000 print 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.
- Display ad rates include a business listing in OUTGUIDE757, our online resource directory, custom email blasts to our opt-in subscriber database, and online ad banners during the tenure of your contract.
- Our interactive digital version offers add-on opportunities for embedded video, lead generation forms, and links to your web site.
- Advertorial and editorial opportunities available.



### PUBLICATION DATES

June 2020

### SPACE & ART DEADLINES

21st of the month preceding publication

### PRINT RUN

5,000 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

	1 ISSUE	2 ISSUES
Two-page spread	\$1200	\$1800
Back cover	\$1100	\$1650
Inside covers	\$900	\$1350
Full page	\$800	\$1200
Half page	\$700	\$900
Quarter page	\$400	\$600

All rates include the following: \*

- A listing in OutGUIDE757 print and online LGBTQ resource directory.
- Sponsored email newsletter blast to our subscribers.
- Sponsored content on OutWire757.com for one month.
- One social media mention on Facebook, Twitter and Instagram.
- Web site display ad package for one month.

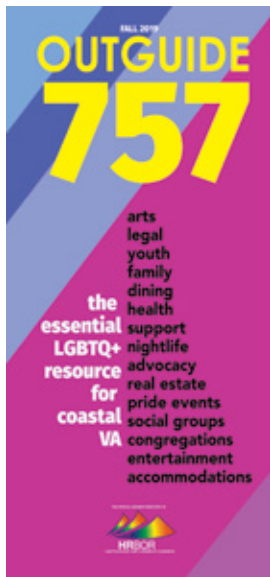
\* Redeemable every six months during the course of your ad contract.

### DISCOUNTS

10% HRBOR member & non-profit agencies

### CONTACT ERIC HAUSE

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



# OUTGUIDE757

COASTAL VIRGINIA'S LGBTQ DIRECTORY  
NEXT EDITION: OCTOBER 2020

- Full color 4 x 9 business, community, advocacy & organization directory.
- Co-produced with Hampton Roads Business Outreach as a HRBOR member directory.
- 4,000 copies (2,000 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



### 2020 PUBLICATION DATES

March 2020  
October 2020

### 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

### DISPLAY RATES

Two-page spread  
Back cover  
Inside covers  
Full page  
Half page  
Business card

### 1 ISSUE

\$1100  
\$900  
\$800  
\$600  
\$400  
\$250

### 2 ISSUES

\$1300  
\$1200  
\$1000  
\$750  
\$550  
\$350

Directory listing only

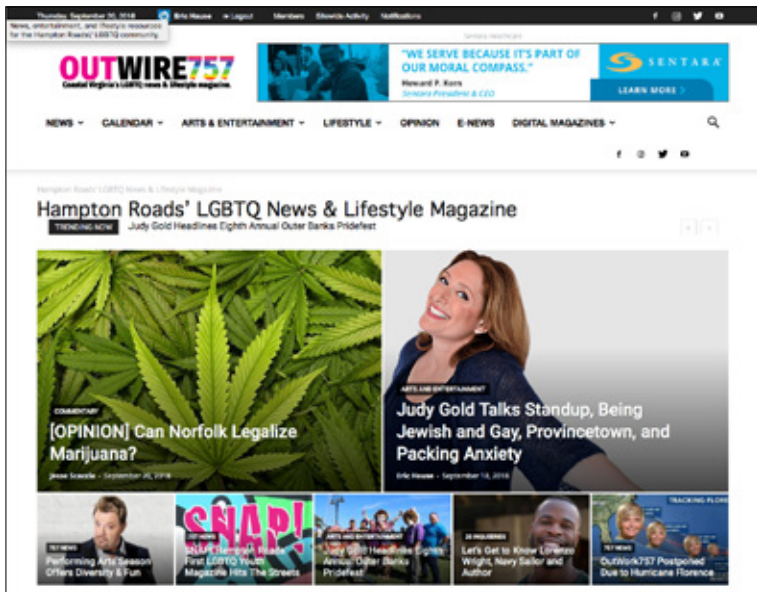
\$150 (business and non-profit)  
\$40 (churches, social & support)

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

### DISPLAY ADVERTISING DISCOUNTS

50% HRBOR member discount  
All HRBOR members receive a free directory listing.  
10% non-profit agency discount

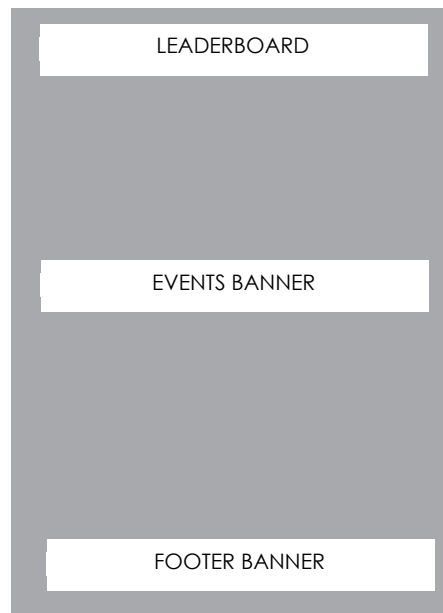
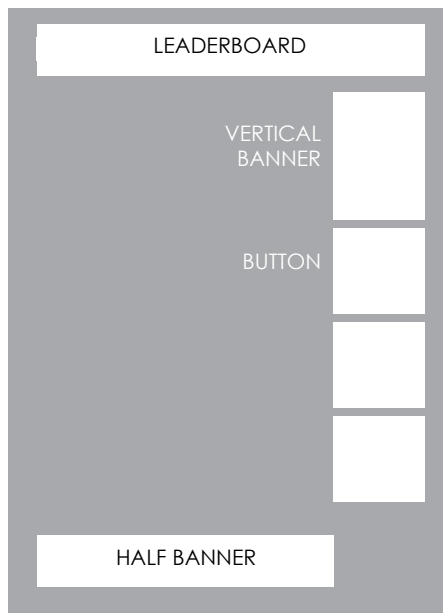
### CONTACT ERIC HAUSE



# OUTWIRE757.com

## COASTAL VIRGINIA'S LGBTQ WEB PORTAL

- 8,600 average monthly page views.
- 2,000 loyal opt-in weekly email newsletter subscribers (January 2019) with an average 16.3% open rate and 3.8% click rate.
- Top ten organic search engine results for LGBTQ/ Hampton Roads-related 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

10% HRBOR member and non-profit agency

### CONTACT ERIC HAUSE

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





# OUTWORK757

## HAMPTON ROADS' LGBTQ CAREER EXPO

**NEXT EXPO: SEPTEMBER, 2020**

Hampton Roads' only LGBTQ Career Expo is a unique human resource event for affirmative businesses, organizations, and recruiters looking to diversify their workforce, volunteer base, or intern program.

2020 marks our second annual expo. In 2019, we attracted 250 LGBTQ+ attendees from 18 to 70 years old.

Exhibitors and sponsors can register and pay online at [OutWork757.com](http://OutWork757.com) or contact us directly.

### EXHIBITOR OPPORTUNITIES

For-profit & government	\$400
Non-profit agencies	\$300
Social and support groups	\$50

### 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 OUTGUIDE757, Hampton Roads' LGBTQ Resource Directory, and on our web site.
- Free postings for one year on our job board at [OUTWORK757.com](http://OUTWORK757.com)
- A list of qualified attendees following the expo.

### 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 March 2020 edition of OUTGUIDE757.

#### Silver \$800

- Invitation to contribute our attendee swag bag.
- Logo recognition in signage, multi-media display, OUTGUIDE757, and online.
- Featured 8 x 10 exhibit space (second row).
- Two social media posts prior to the Expo.
- Half page ad in the March 2020 edition of OUTGUIDE757.

#### Bronze \$500

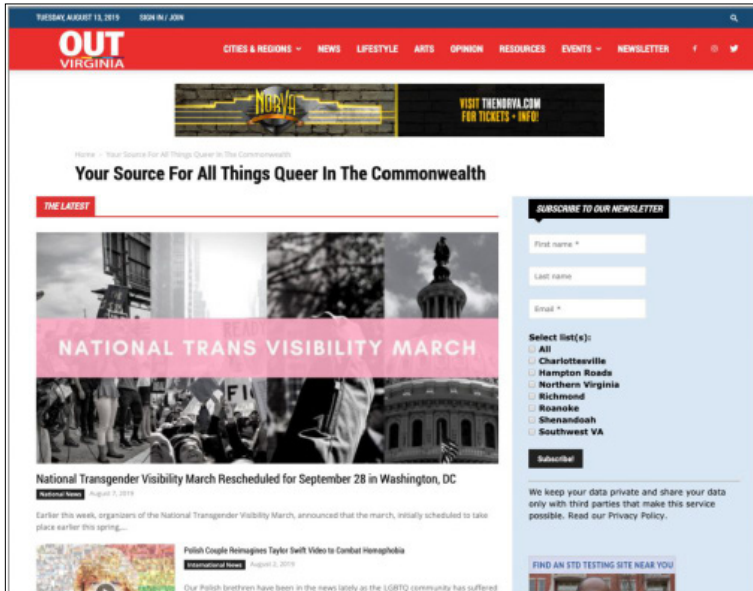
- Invitation to contribute to attendee swag bag.
- Logo in signage, online, and show guide.
- One social media post prior to show.
- Preferred exhibit space placement.
- Business card ad in the March 2020 edition of OUTGUIDE757.



# OUTWIRE757

**CONTACT ERIC HAUSE**

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



# OUTVIRGINIA.com

## VIRGINIA'S STATEWIDE LGBTQ WEB PORTAL

- 10,000 average monthly page views.
- 3,000 loyal opt-in weekly email newsletter subscribers (January 2019) with an average 16.3% open rate and 3.8% click rate.
- Top ten organic search engine results for LGBTQ/ and Virginia-related keywords.
- Original and topical news, lifestyle, personality, opinion, and statewide events content.
- LGBTQ business and organization directory.

### WEB SITE

Site-wide placement. No rotation.

Leaderboard 728X90  
\$150 month

Vertical Banner 300X500  
\$100 month

Button 300X300  
\$75 month

### EMAIL NEWSLETTER

Delivers weekly on Thursday AM  
Rates are per delivery

Leaderboard 600 X 115     \$100

Events banner 600 X 115     \$75

Footer banner 600 X 115     \$50

Custom Email Blast: \$150 per delivery

### SPONSORED CONTENT

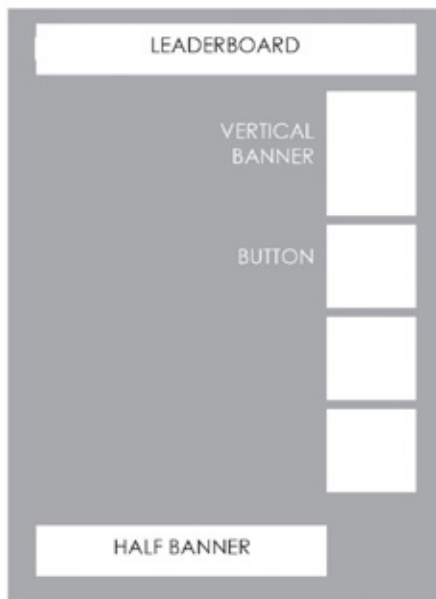
600 word max. Unlimited links.  
Up to six images. Embedded video.

One month:     \$150

Three months:     \$200

Six months:     \$400

Ask about social media promotion and contributor add-on opportunities.



### CONTACT ERIC HAUSE

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