

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

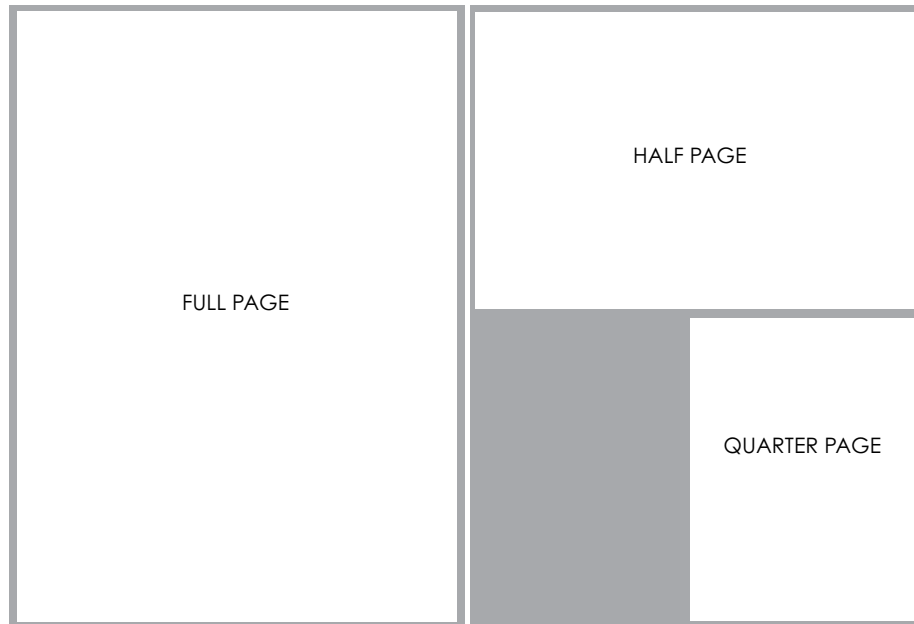
757.761.3742 • eric@outwire757.com • www.Outwire757.com



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, 4,000 print copies total with accompanying interactive online edition (*January 2021 print run has been reduced due to COVID 19).
- 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.



PUBLICATION DATES

January 2021

SPACE & ART DEADLINES

21st of the month preceding publication

JANUARY 2021 PRINT RUN

4,000 printed copies
Interactive online version

SPECIFICATIONS

Magazine size 8.5" x 11"
Full color

RATES

Two-page spread
Back cover
Inside covers
Full page
Half page
Quarter page

PRINT + DIGITAL

\$1800
\$1650
\$1350
\$1200
\$900
\$600

DIGITAL ONLY*

\$1000
\$800
\$700
\$600
\$500
\$300

* Online rates are per issue.

All rates include the following:

- Interactive online edition included in print rate or opt for online only
- 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 during course of contract.
- Web site display ad package for one month during course of contract.

DISCOUNTS

10% HRBOR member and nonprofit discount.

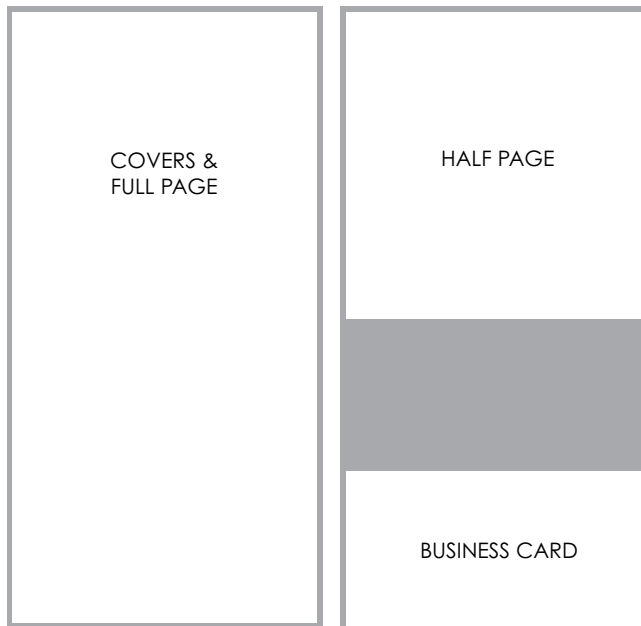
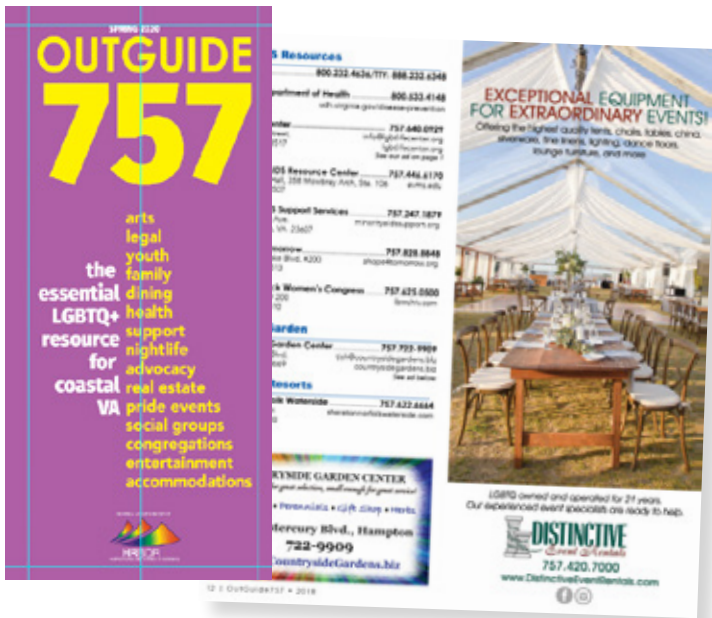
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OUTGUIDE757

COASTAL VIRGINIA'S LGBTQ DIRECTORY
NEXT EDITION: MARCH 2021

- 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) and interactive online edition.
- 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

March 2021

SPACE & ART DEADLINES

21st of the month preceding publication

DISTRIBUTION

3,000 printed copies
Interactive online version

SPECIFICATIONS

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

DISPLAY RATES

Two-page spread \$1100
Back cover \$900
Inside covers \$800
Full page \$600
Half page \$400
Business card \$250

PRINT + DIGITAL

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.

DISCOUNTS

50% HRBOR member discount
All HRBOR members receive a complimentary basic directory listing.

10% non-profit agency discount

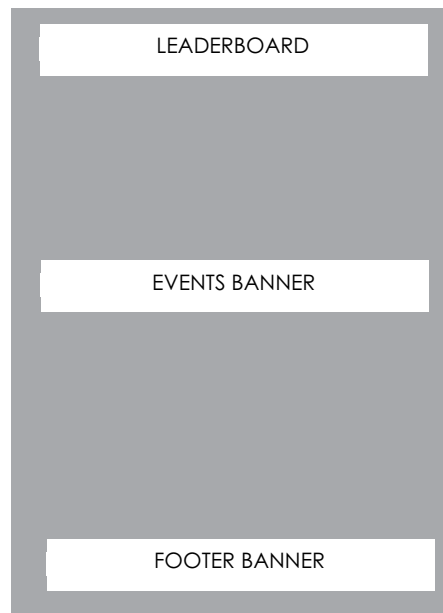
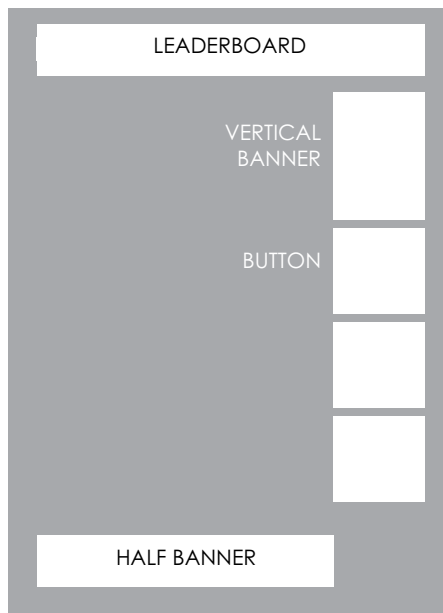
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OUTWIRE757.com

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 5 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

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PRESENTED BY



OUTWIRE757



WITH THE GENEROUS HELP OF OUR SPONSORS



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 Outwire757.com
- A list of qualified attendees following the expo.

OUTWORK757

HAMPTON ROADS' LGBTQ CAREER FAIR
 NEXT EXPO: MARCH, 2021
 CHARTWAY ARENA AT OLD DOMINION UNIVERSITY

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.

2021 marks our second annual expo. In 2019, we attracted 250 LGBTQ+ attendees from 18 to 70 years old.

NOTE: Due to COVID 19, we are weighing our options for an in-person versus virtual event. We hope to have a final decision on format by January 2021

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 2021 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 2021 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 2021 edition of OutGuide757.

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OUTVIRGINIA.com

VIRGINIA'S STATEWIDE LGBTQ WEB PORTAL

- 5,000 monthly page views.
- 1,200 loyal opt-in weekly email newsletter subscribers (January 2020) 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: \$130 per delivery

SPONSORED CONTENT

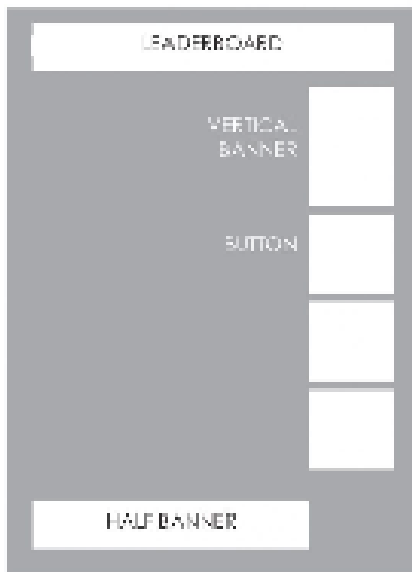
600 word max. Unlimited links.
Up to six images. Embedded video.

One month: \$150

Three months: \$200

Six months: \$400

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



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