

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.

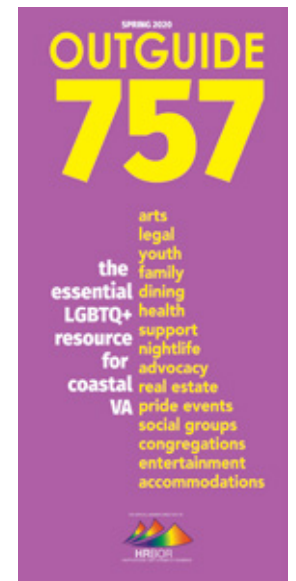
OUTLIFE757 MAGAZINE • PAGE 2

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

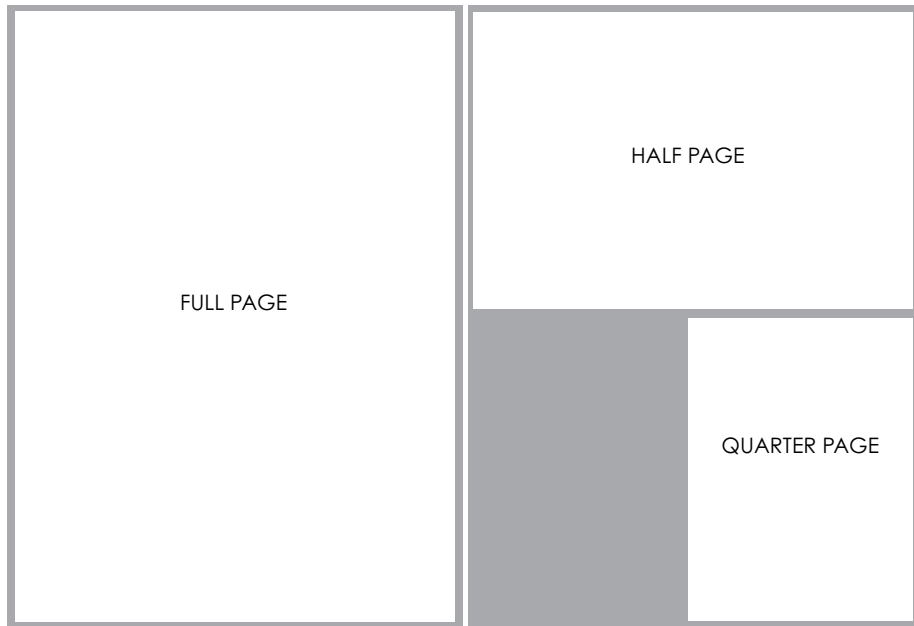
757.761.3742 • eric@outwire757.com • www.Outwire757.com



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.
- Average of 1,6000 views a month.
- Rates include a business listing in OUTGUIDE757 and our online resource directory.
- Our interactive digital version offers opportunities for embedded video, lead generation forms, and links to your web site.
- View our current edition at adobe.ly/2x5B4Sg



PUBLICATION DATES

January 2021

SPACE & ART DEADLINES

January 4, 2021

SPECIFICATIONS

Magazine size 8.5" x 11"
Full color

RATES (50% OFF PRINT RATES)

Two-page spread	\$600
Back cover	\$550
Inside covers	\$450
Full page	\$400
Half page	\$350
Quarter page	\$200

Rates are per issue.

All rates include:

- The opportunity to embed existing video or photo gallery in your ad (ask us how!)
- Your ad linked to you web site, email, and phone
- Graphic design services if needed
- A listing in our online resource directory

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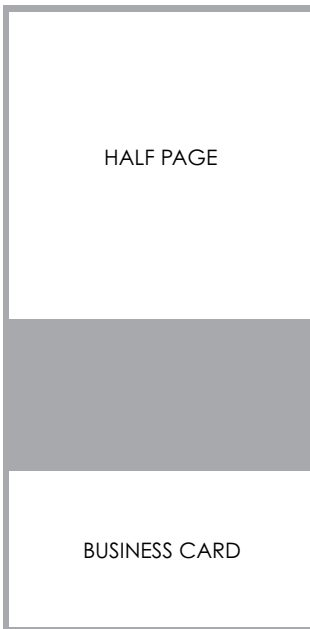
OUTGUIDE757

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.
- 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 opportunities for embedded video, lead generation forms, and links to your web site
- View our digital editon at adobe.ly/2x5B4Sg



COVERS &
FULL PAGE



HALF PAGE

BUSINESS CARD

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	\$800
Back cover	\$700
Inside covers	\$600
Full page	\$500
Half page	\$300
Business card	\$150

PRINT + DIGITAL

Directory listing only	\$150 (business and non-profit) \$40 (churches, social & support)
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Stand out with an enhanced listing. Add \$25 for spot color and 20 words of descriptive text. [Visit outwire757.com/outguide757_listing](http://www.outwire757.com/outguide757_listing)

DISCOUNTS

- 50% HRBOR member discount on display ads.
- All HRBOR members receive a complimentary basic directory listing.
- 10% non-profit agency discount

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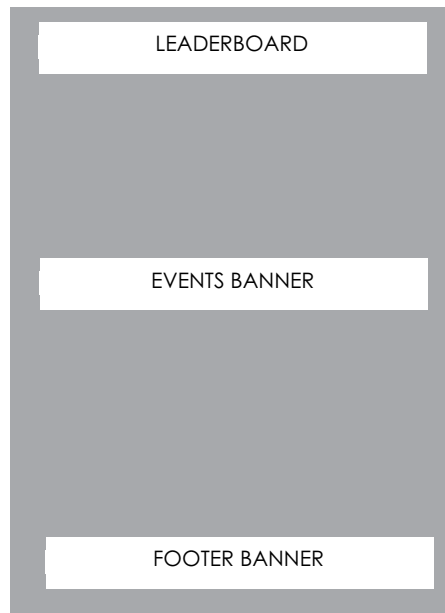
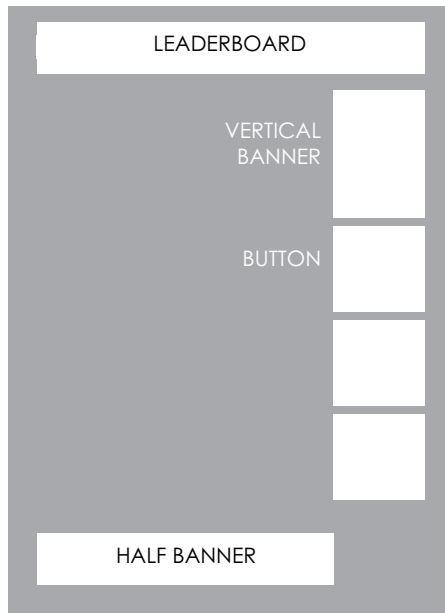
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OUTWIRE757.com

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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OUTWORK757

HAMPTON ROADS' LGBTQ CAREER FAIR
NEXT EXPO: MARCH, 2021

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.

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.

EXHIBITOR OPPORTUNITIES

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

PRESENTED BY



OUTWIRE757



WITH THE GENEROUS HELP OF OUR SPONSORS



ALL EXHIBITORS RECEIVE:

- 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.
- An 8 x 10 interview space with six-foot table, two chairs, and free Wi-fi.

NOTE: Due to COVID 19 and restrictions on in-person gatherings, we are considering going virtual for 2021. We will make the decision in January 2021.

If we do, the career fair platform we will use is called Handshake.

You can learn about it at learn.joinhandshake.com.

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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

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Delivers weekly on Thursday AM
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Leaderboard 600 X 115 \$100

Events banner 600 X 115 \$75

Footer banner 600 X 115 \$50

Custom Enail Blast: \$150 per delivery

SPONSORED CONTENT

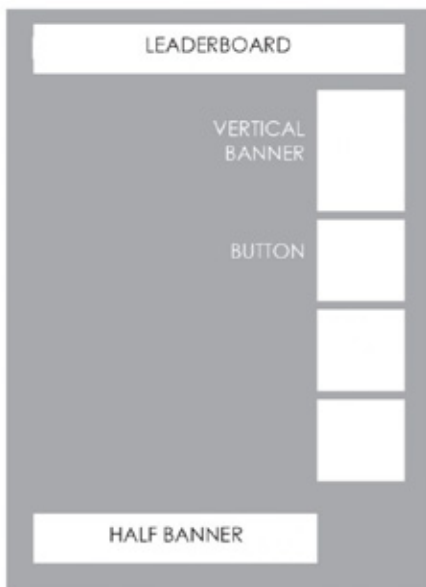
600 word max. Unlimited links.
Up to six images. Embedded video.

One month: \$150

Three months: \$200

Six months: \$400

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



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