

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.

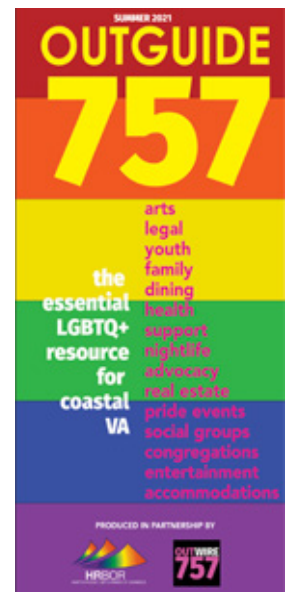
OUTLIFE757 MAGAZINE • PAGE 2

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

In 2021, 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

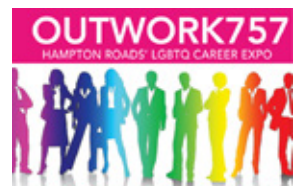
Reach a larger audience through our new statewide LGBTQ web portal.

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.



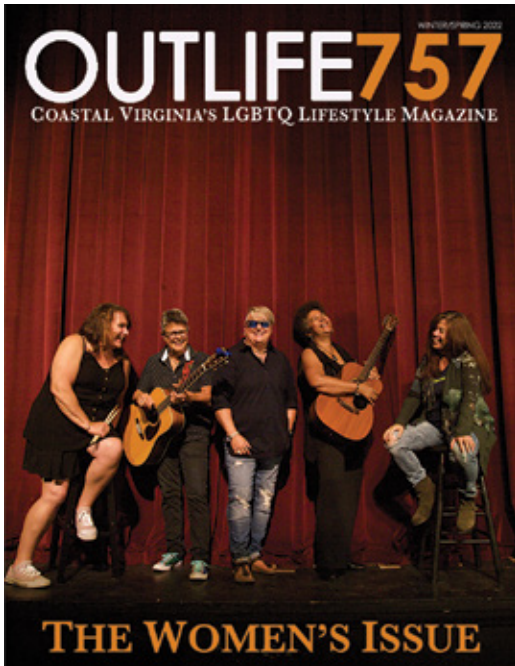
SOCIAL EVENTS & TRAVEL

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



CONTACT ERIC HAUSE

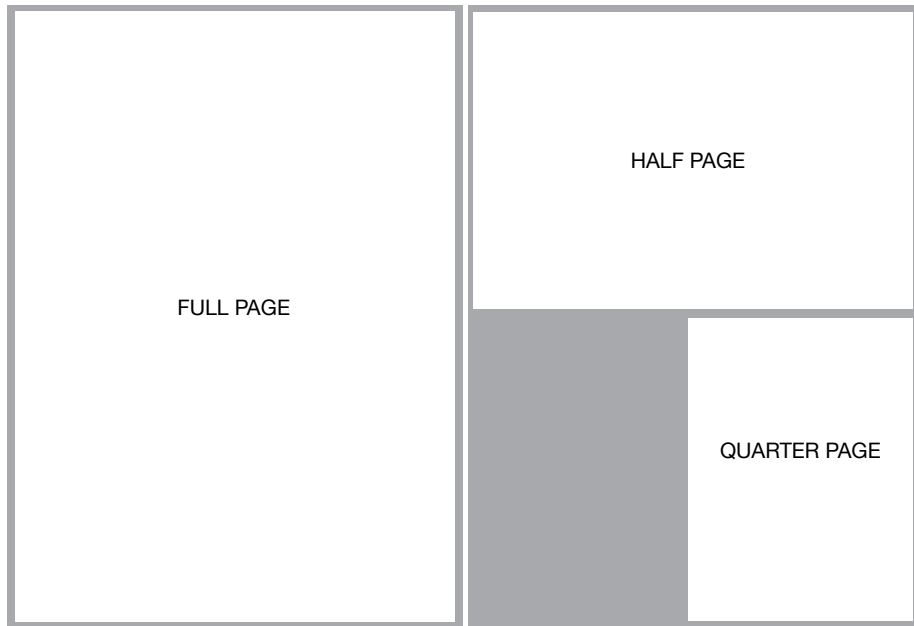
757.761.3742 • eric@outwire757.com • www.Outwire757.com



OUTLIFE757 MAGAZINE

COASTAL VIRGINIA'S LGBTQ LIFESTYLE PUBLICATION
NEXT EDITION: JANUARY 2022

- 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.
- 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.



2022 PUBLICATION DATES

January and June 2022

SPACE & ART DEADLINES

January edition: December 1, 2021

June edition: May 1, 2022

2022 PRINT RUN

4,000 free printed copies each edition. Distributed to 100 locations in Hampton Roads plus an interactive online version averaging 1,200 views per month.

SPECIFICATIONS

Magazine size 8.5" x 11"
Full color

RATES

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

1 ISSUE

\$1200
\$1100
\$900
\$800
\$600
\$400

2 ISSUES

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

All rates include the following:

- Interactive online edition
- A listing in Outguide757 print and digital LGBTQ resource directory.
- Sponsored email newsletter blast to our subscribers.
- One social media mention during course of contract.
- Web site display ad package for one month during course of contract.

DISCOUNTS

10% HRBOR member discount
20% loyal advertiser discount

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Theatre 757.732.4875
 Norfolk, VA
 www.hamptonroadtheatre.org

Web Creative Studio 757.627.1520
 1010
 www.hamptonroadtheatre.org

Wood for the Arts Foundation 757.898.1671
 1010
 www.woodforthearts.org

Yoga 757.427.8427
 1010
 www.hamptonroadtheatre.org

Yoga Center 757.418.9880
 1010
 www.hamptonroadtheatre.org

Art Show 757.622.8141
 1010
 www.hamptonroadtheatre.org

Art Show 757.282.2822
 1010
 www.hamptonroadtheatre.org

Art Show 757.627.1234
 1010
 www.hamptonroadtheatre.org

Art Show 757.410.7943
 1010
 www.hamptonroadtheatre.org

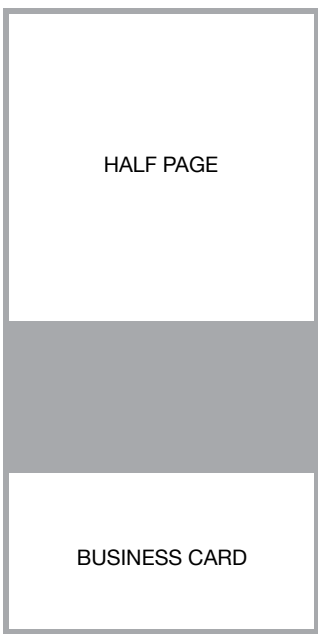
757 • Summer 2021



OUTGUIDE757

COASTAL VIRGINIA'S LGBTQ DIRECTORY
 NEXT EDITION: JANUARY 2022

- Full color 4 x 9 business, organization, community, and advocacy directory.
- Co-produced with Hampton Roads Business Outreach as a HRBOR member directory.
- 3,000 copies (1,500 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



NEXT PUBLICATION DATE
 January and June 2022

SPACE & ART DEADLINES
 The 21st of the month prior to publication

DISTRIBUTION
 3,000 printed copies annually
 Interactive online digital version

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

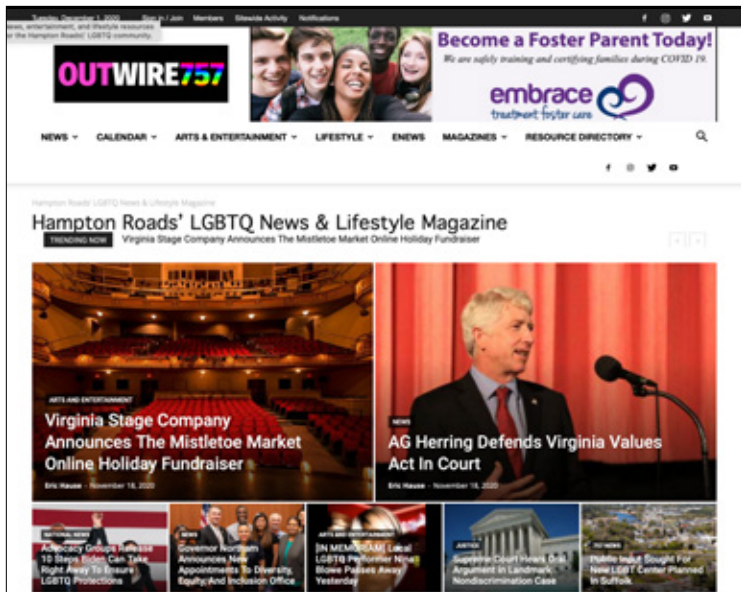
ANNUAL DISPLAY RATES

Two-page spread	\$1100
Back cover	\$900
Inside covers	\$800
Full page	\$600
Half page	\$400
Business card	\$200

Directory listing only \$150 (business and non-profit)
 \$40 (churches, social & support groups)
 Enhancements available at additional fee

Add your listing at www.outwire757.com/outguide757_listing. All HRBOR members receive a complimentary basic directory listing.

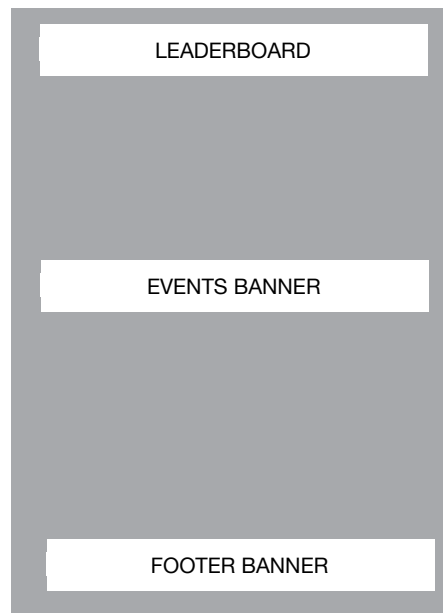
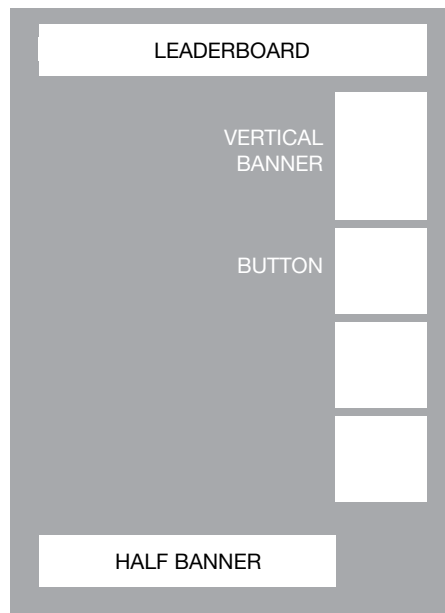
DISCOUNTS
 20% loyal advertiser and HRBOR member discount



OUTWIRE757.COM

COASTAL VIRGINIA'S LGBTQ WEB PORTAL

- 8,600 average monthly page views.
- 6,000 loyal opt-in weekly email newsletter subscribers (January 2021) 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.
- 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 discount
20% loyal advertiser discount

CONTACT ERIC HAUSE

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OUTWORK757

HAMPTON ROADS' LGBTQ CAREER EXPO



PRESENTED BY
OUTWIRE757

EXHIBITOR OPPORTUNITIES

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

HRBOR members receive 25% off.

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
CHARTWAY ARENA AT ODU • MARCH 17, 2022

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.

2022 marks our second annual expo. In 2019 we attracted 250 LGBTQ job-seekers 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 next 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 next 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 next 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 2021) 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 Enail Blast: \$150 per delivery

SPONSORED CONTENT

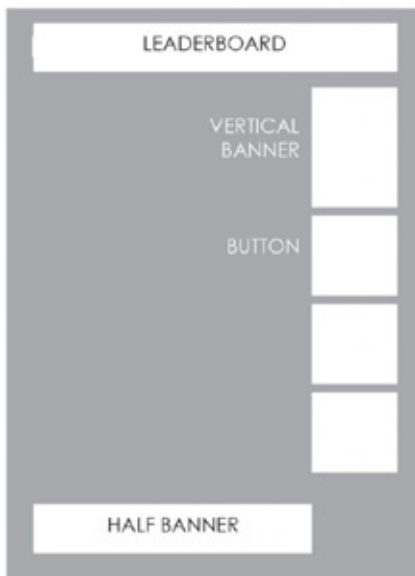
600 word max. Unlimited links.
Up to six images. Embedded video.

One month: \$150

Three months: \$200

Six months: \$400

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



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