

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. Since 2016, OutWire757 has served as the only alternative media and events company for them. 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.

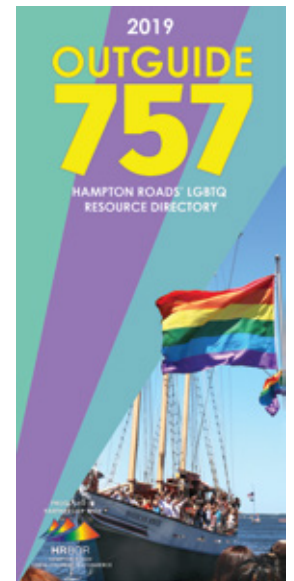
OUTLIFE757 MAGAZINE • PAGE 2

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 2018, we have logged an average of 5,800 page views per month and more than 2,000 weekly email 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.



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.

OUTWORK757



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.

CONTACT ERIC HAUSE

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



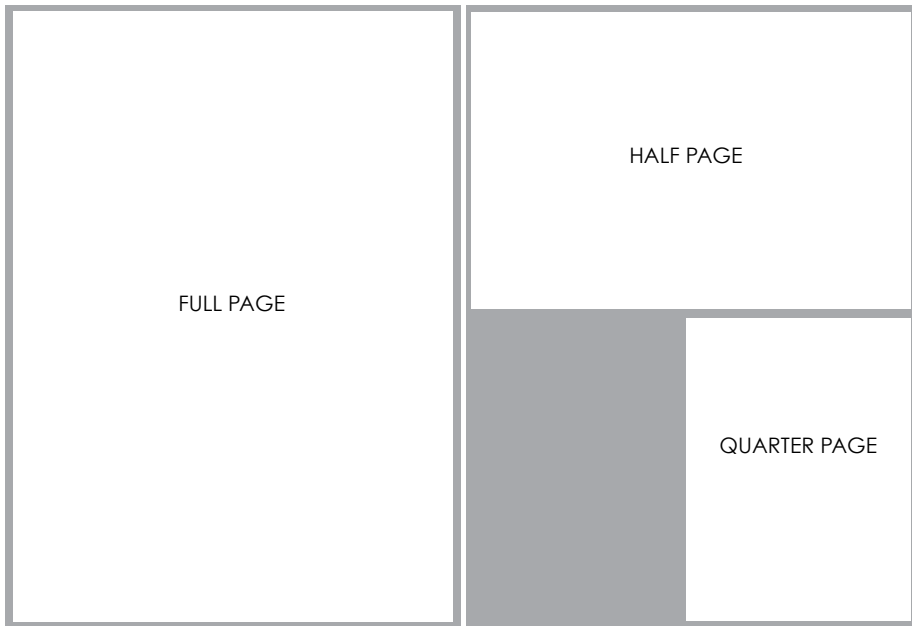
OutLIFE757 Magazine

COASTAL VIRGINIA'S LGBTQ LIFESTYLE PUBLICATION

NEXT EDITION: JUNE 2019

View at <http://bit.ly/OutLife757>

- 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 2019
January 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

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

1 ISSUE

\$1200
\$1100
\$900
\$800
\$700
\$400

2 ISSUES

\$1800
\$1650
\$1350
\$1200
\$900
\$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.

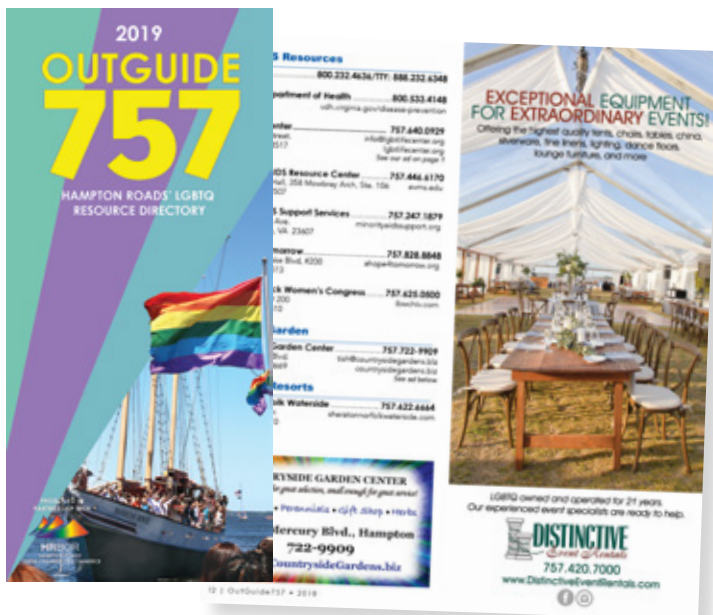
* Redeemable every six months during the course of your ad contract.

DISCOUNTS

10% HRBOR member & non-profit agencies

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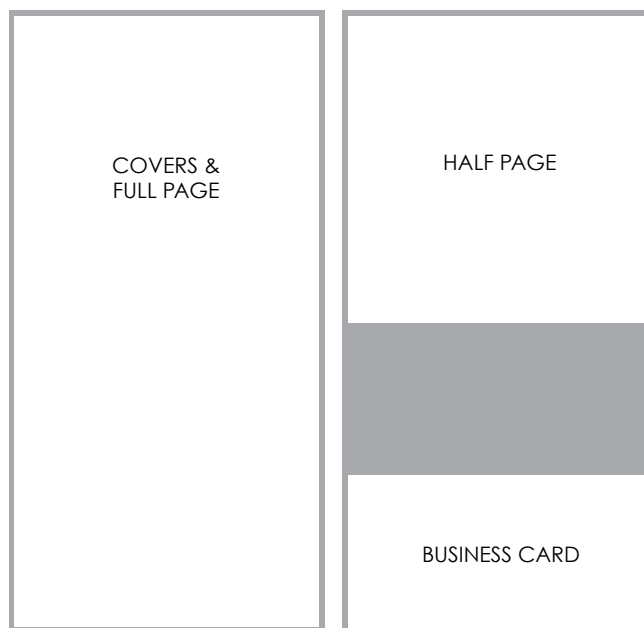


OutGUIDE757

COASTAL VIRGINIA'S LGBTQ DIRECTORY

NEXT EDITION: SEPTEMBER 2019
 View at <http://bit.ly/OutGuide757>

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



PUBLICATION DATES

September 2019
 March 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

ANNUAL DISPLAY ADVERTISING RATES

Two-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)

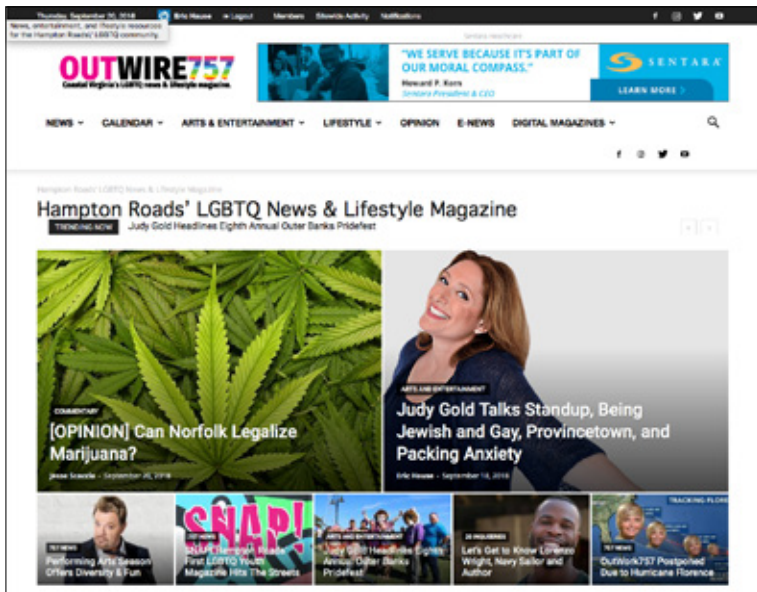
*Stand out with an enhanced listing.
 Add \$25 for spot color and 20 words of descriptive text.*

DISPLAY ADVERTISING DISCOUNTS

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

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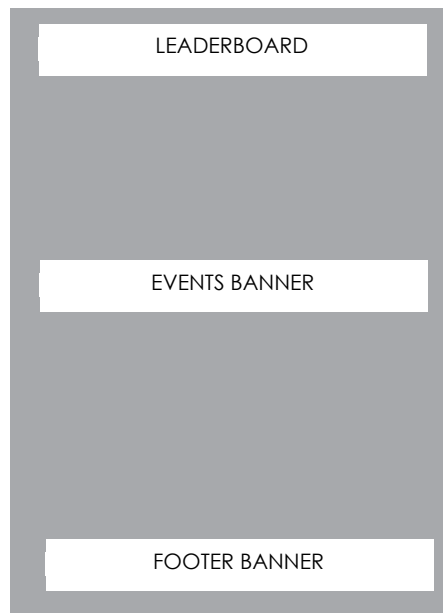
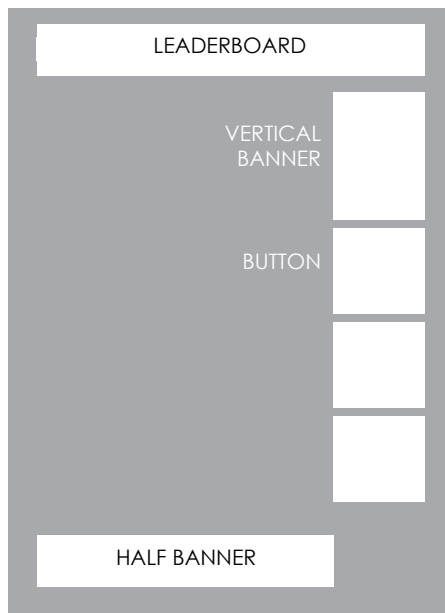
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OutWIRE757.com

COASTAL VIRGINIA'S LGBTQ WEB PORTAL

- 5,800 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

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OutWORK757

LGBTQ CONSUMER & CAREER EXPO

NEXT EXPO: MARCH 2020

- Hampton Roads' only Expo. is a unique blend of consumer showcase and hiring event.
- 250 attendees in 2019
- Showcase your services or products to the LGBTQ community.
- Meet and interview prospective LGBTQ employees and interns.
- Solicit prospective interns and volunteers

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 and on our web site.
- Free postings for one year on our job board at OUTWORK757.com
- A complete list of attendees with their contact information and interests following the expo.

SPONSORSHIP OPPORTUNITIES

- Gold \$1000
- Pre-show 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 OUTGUIDE757 for one year.

- 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 OUTGUIDE757 for one year.

- 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 OUTGUIDE757 for one year.



PRESENTED BY



OUTWIRE757

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