

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. Outlife757 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. Our January 2024 edition will feature the area's LGBTQ creative community.

OUTGUIDE 757 RESOURCE DIRECTORY • PAGE 3

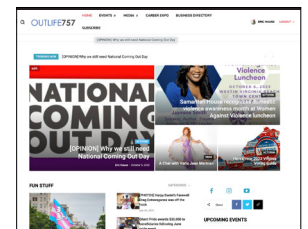
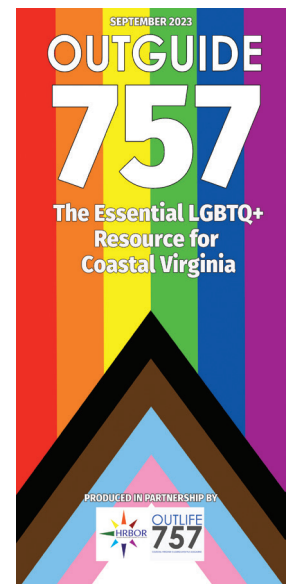
Our resource directory is a handy guide to Hampton Roads' gay-owned and allied businesses, support and social groups, and organizations.

OUTLIFE757.COM • PAGE 4

In 2022, we logged an average of 8,600 page views per month and more than 5,000 weekly email newsletter subscribers.

OUTWORK757 LGBTQ CAREER EXPO • PAGE 5

We're connecting job-seekers with the LGBTQ-owned and allied business community at the only Hampton Roads LGBTQ Career Expo.



WE ALSO OFFER THESE UNIQUE SPONSORSHIP OPPORTUNITIES

VIRGINIA QUEER FILM FESTIVAL

Our second annual festival will take place in September 2024 on the campus of Old Dominion University. For details, visit VAQFF.org

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

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

CONTACT ERIC HAUSE

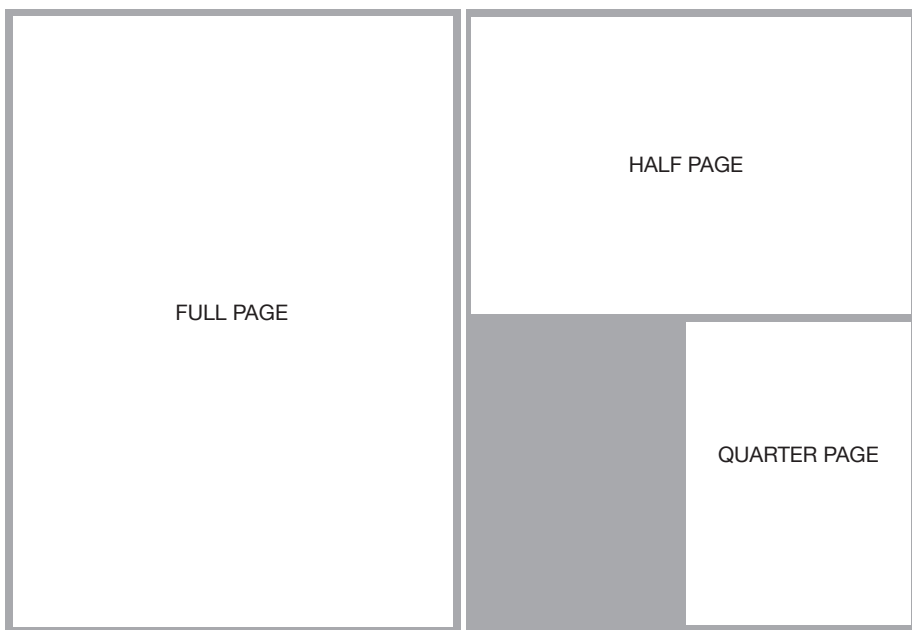
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OUTLIFE757 MAGAZINE

COASTAL VIRGINIA'S LGBTQ LIFESTYLE PUBLICATION
NEXT EDITION: JANUARY 2024

- 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 each edition and an interactive [online edition](#).
- Free local, regional, and national distribution at advertiser places of business, our LGBTQ Business & Career Expo, Pride celebrations, area military bases, all Hampton Roads' public library branches, our online version, and single copy orders.
- Our online edition offers add-on opportunities for embedded video, lead generation forms, and links to your web site.
- Advertorial and editorial opportunities available.



2024 PUBLICATION DATES

January and June 2024

SPACE AND ART DEADLINES

January edition: December 16, 2023

June edition: May 12, 2024

2024 PRINT RUN

10,000 free printed copies annually.
Distributed to 120 locations in Hampton Roads plus an interactive online version averaging 1,200 views per month.

SPECIFICATIONS

Magazine size 8.5" x 11"

Full color

Complimentary creative services available.

RATES

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

1 ISSUE

\$1300
\$1200
\$1000
\$900
\$700
\$500

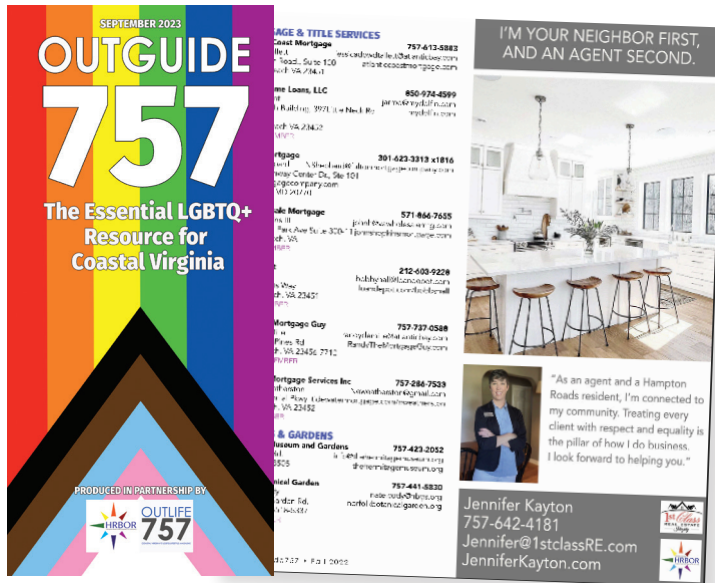
2 ISSUES

\$1950
\$1800
\$1500
\$1350
\$1050
\$750

All rates include the placement in our interactive online edition.

CONTACT ERIC HAUSE

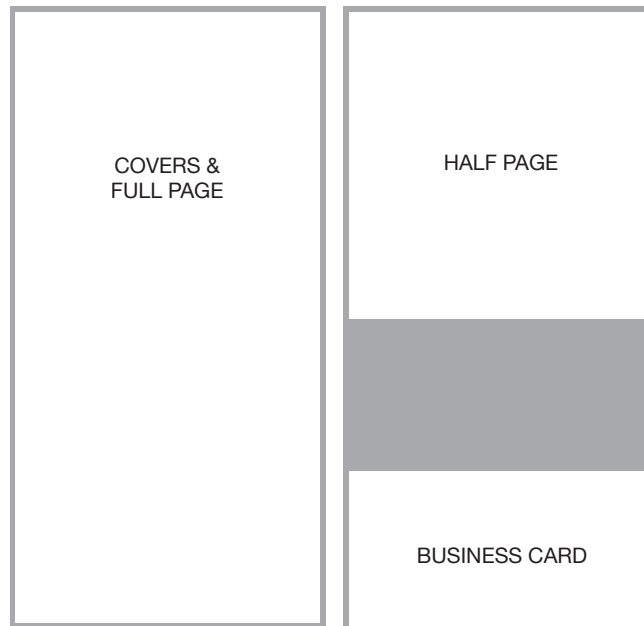
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OUTGUIDE757

LGBTQ RESOURCE & HRBOR MEMBER DIRECTORY
NEXT EDITION: MARCH 2024

- Full color 4 x 9 business, organization, community, and advocacy directory.
- Published bi-annually, 4,000 print copies each edition and an digital edition.
- Free local, regional, and national distribution at advertiser places of business, our LGBTQ Business & Career Expo, Pride celebrations, area military bases, all Hampton Roads' public libraries, an digital version, and single copy orders.
- Our digital version offers add-on opportunities for embedded video, lead generation forms, and links to your web site.



NEXT PUBLICATION DATES

March and September 2024

SPACE & ART DEADLINES

March edition: February 29, 2024

September edition: September 6, 2024

DISTRIBUTION

8,000 printed copies annually.

Distributed to 120 locations in Hampton

Roads plus an interactive online version

averaging 2,100 views per month.

SPECIFICATIONS

Directory size 4" W x 9" H

Full color

Complimentary creative services available.

RATES

Two-page spread

Back cover

Inside covers

Full page

Half page

Business card

Business listing only

1 ISSUE

\$1100

\$900

\$800

\$600

\$400

\$200

\$150

2 ISSUES

\$1650

\$1350

\$1400

\$900

\$600

\$300

\$250

All display rates include the following:

- Placement in our [digital edition](#).
- A basic business listing in OutGuide757 print and digital versions.

HRBOR members automatically receive a basic business listing.

CONTACT ERIC HAUSE

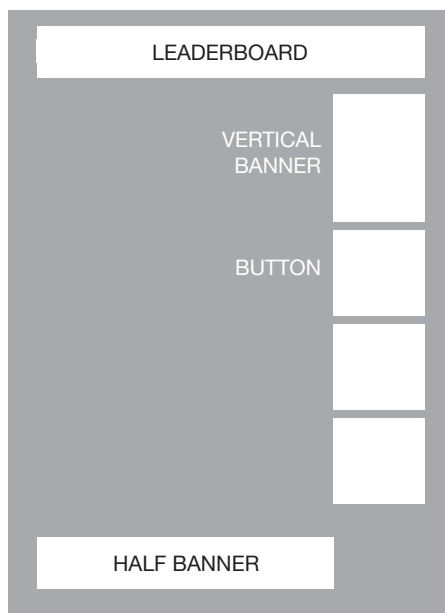
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COASTAL VIRGINIA'S LGBTQ WEB PORTAL

- 8,600 average monthly page views.
- 6,000 loyal opt-in weekly email newsletter subscribers (January 2023) with an average 3.8% open rate and 13.6% 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.



OUTLIFE757.COM

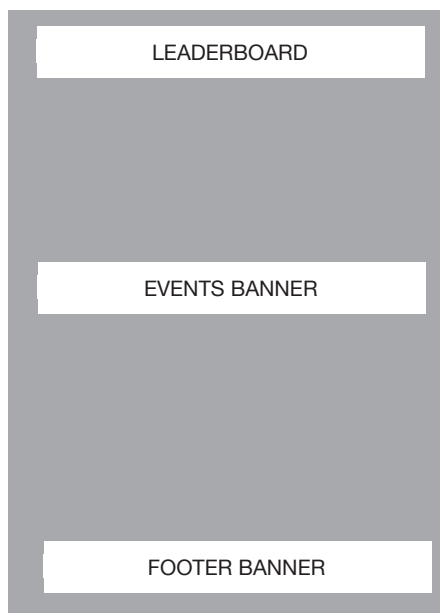
Site-wide placement. No rotation.

Leaderboard 728X90
\$250 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 \$150

Events banner 600 X 115 \$125

Footer banner 600 X 115 \$75

CO-BRANDED CUSTOM EMAIL BLAST

\$250 per delivery

CONTACT ERIC HAUSE

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OUTWORK757 LGBTQ CAREER EXPO

March 21, 2024 • 11 AM - 3 PM
Webb University Center, Old Dominion University
Norfolk, VA

RECRUITER OPPORTUNITIES

For-profit & government	\$300
Non-profit agencies	\$200
Social and support groups	\$50

Hampton Roads Business Outreach members receive 10% off the for-profit/government and non-profit rates.

ALL RECRUITERS RECEIVE:

- An 8 x 10 footprint with a 8-foot table, two chairs, access to electricity, and free Wi Fi.
- A list of qualified attendees following the expo.
- A listing for your business or organization in [OutGuide757](#), Hampton Roads' LGBTQ Resource Directory.
- Invitation to attend our [Diversity + Inclusion Seminar](#) prior to the Expo.
- Free postings for one year on our job board at [Outwork757](#).

OUTWORK757

HAMPTON ROADS' LGBTQ CAREER EXPO
MARCH 21, 2024

Virginia's 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.

2024 marks our fourth annual expo. In 2023 we attracted 200 LGBTQ job-seekers from across the Commonwealth, ages 18 to 70. This year, we are moving the expo to Webb Center on the campus of ODU ensuring that students will have easy access to 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 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.

REGISTER ONLINE AT WWW.OUTWORK757.COM



PRESENTED BY

OUTWIRE757



WITH THE GENEROUS HELP OF OUR SPONSORS



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