

OUTLIFE757

COASTAL VIRGINIA'S LGBTQ MEDIA COMPANY

2026 MEDIA KIT

WE'RE OUT IN EVERY WAY...

“Virginia’s Hampton Roads region has long attracted diverse and mobile people . . .

– Charles H. Ford and Jeffery L. Littlejohn, LGBT Hampton Roads: Images of Modern America

Gallup Inc. boasts the largest ongoing study of the LGBTQ population in the United States, including a recent poll of more than 370,000 tracking interviews with LGBTQ people. The results placed the Virginia Beach–Norfolk Metropolitan Statistical Area (MSA) 12th at 4.4 percent of our population in the United States.

Outlife757 is the only alternative media and events company specifically for our 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 • MEMBERSHIP

Support LGBTQ Media. Become a Member Today.

When you become a member of OutLife757 you not only receive all kinds of great benefits. You're also supporting independent queer media.

Basic Membership

- Subscription to our weekly email newsletter.
- Copy of annual Pride edition of Outlife757 Magazine.
- 10% discount on all ShopOutlife.com merchandise.
- A packet of 10 Outlife757 LGBTQ Pride stickers.
- A listing in our online member directory.

JOIN TODAY • \$10/MO.

Basic+ Membership

- All the Basic Membership benefits.
- Subscription to our members-only newsletter with exclusive content.
- Invitation to Outlife757 networking and social events.
- Members-only discounts from our advertisers.
- Access to our job board and classified ads sections.

JOIN TODAY • \$25/MO.

Everything Membership

- All the benefits available to monthly members.
- 20% off ShopOutlife merchandise.
- 20% off print and digital advertising with Outlife757.
- Discounts on event tickets from our arts and entertainment partners.
- Two tickets for our annual Pride Month Cruise on the American Rover.

JOIN TODAY • \$100/YR.

Memberships renew automatically at the end of your membership period. You may cancel at any time by [emailing us](#) with your request.

OUTLIFE757 MAGAZINE

AT A GLANCE

Our bi-annual magazine is the region's only LGBTQ publication, and we make it a point to highlight the best of our thriving LGBTQ community.

- Original content featuring the people, places, events, and the issues that impact Hampton Roads' LGBTQ and allied communities.
- Free interactive online edition published with ad creative updates available on demand, video, lead generation forms, embed and sharing, and more.
- Your ad is linked directly to your web site or other online presence.
- 4,000 copies of a print Pride Guide distributed free of charge at regional Pride festivals and related events year-round.
- A listing in our online LGBTQ resource directory coming to Outlife757.com in January plus other digital marketing perks (see page 5).

READ THE LATEST EDITION

RATES	JANUARY ONLY	JUNE PRIDE GUIDE
Two-page spread	\$1000	\$1950
Back cover	\$800	\$1800
Inside covers	\$900	\$1500
Full page	\$700	\$1350
Half page	\$700	\$1050
Quarter page	\$500	\$750

Our January edition is digital only. Our June Pride Guide is a limited run print version distributed at Pride events year-round. All rates include complimentary creative services and on-demand updates to your ad creative in our digital edition during the term of your commitment.

2026 PUBLICATION DATES

January and June 2026

SPACE AND ART DEADLINES

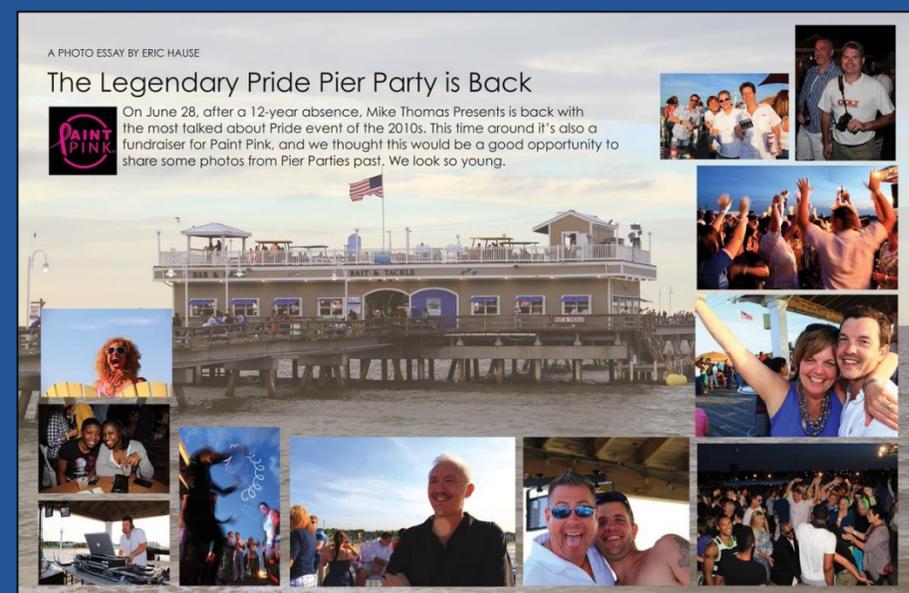
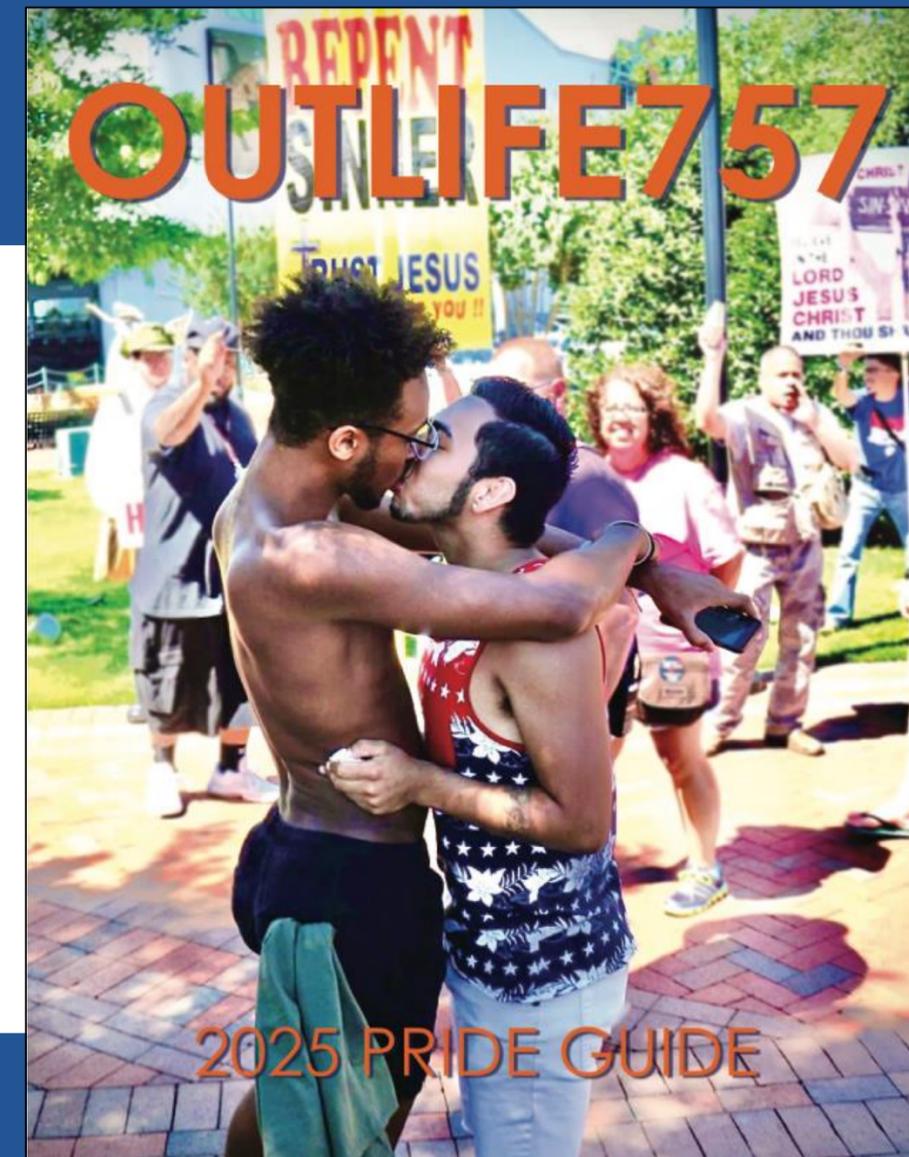
January 2026 edition: December 20, 2025

June 2026 Pride Guide: May 15, 2026

REACH

Interactive online editions average 1,200 views per month.

4,000 Pride Guides distributed at regional Pride events throughout the year.

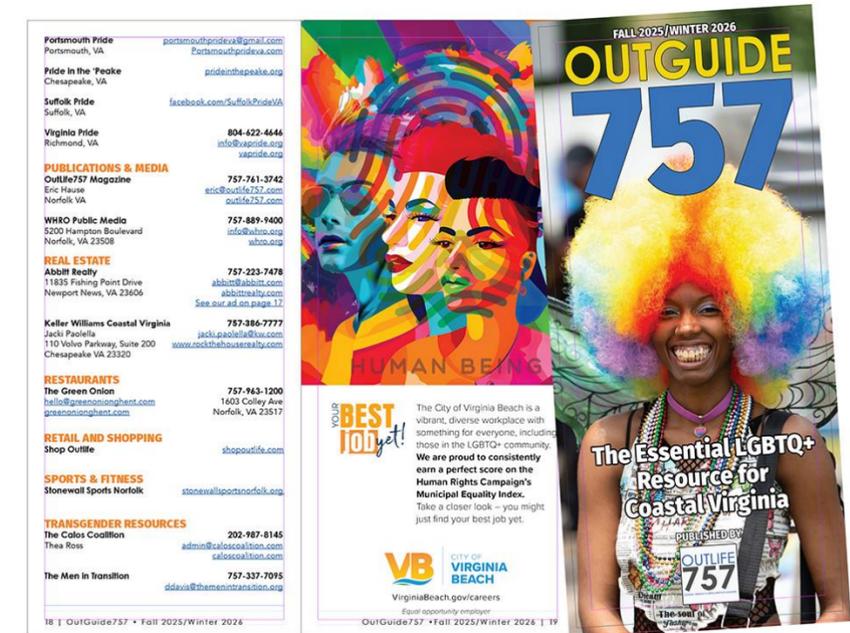


OUTGUIDE757 • LGBTQ RESOURCE DIRECTORY

This handy downloadable digital guide is the essential resource for LGBTQ owned and allied businesses, government agencies, and non-profits in Hampton Roads and beyond. Display advertising and affordable directory listings are available to showcase your business or organization.

AT A GLANCE

- Full color 4 x 9 business, organization, community, and advocacy directory.
- Downloadable digital edition with links to your email, web site or other online presence.
- Published bi-annually in a digital edition with ad creative updates available on demand, opportunities for video, lead generation forms, and embedding and sharing capabilities.
- Includes a listing in Outlife757.com’s online LGBTQ resource directory (coming December 2025).



REVIEW OUR LATEST EDITION

RATES	ONE ISSUE	TWO ISSUES
Center spread (2 pages)	\$900	\$1100
Back cover	\$800	\$1000
Inside covers	\$700	\$900
Full page	\$600	\$800
Half page	\$400	\$500
Business card	\$200	\$300
Business listing only	\$150	\$250

All rates include the following:

- A directory listing in the digital edition Outguide757 with hyperlinks to your contact info.
- Outlife757 display advertisers and members receive a complimentary listing.

PUBLICATION DATES

March and September 2026

SPACE & ART DEADLINES

February 1, 2026

August 1, 2026

REACH

Our interactive online version averages 2,300 views per month with a 4.2% click through rate

SPECIFICATIONS

Directory size 4” W x 9” H
Downloadable, full color

OUTLIFE757.COM • BANNER ADS

Outlife757.com is Coastal Virginia’s LGBTQ web portal featuring local and national news, a free calendar of events of interest to the LGBTQ community, a weekly email newsletter, and features about the people and places that make our community so vibrant.

AT A GLANCE

- 8,600 average monthly page views.
- 2,000 loyal opt-in weekly email newsletter subscribers (September 2025) with an average 41.9% open rate and 3.7% click rate.
- Top 5 organic search engine results for LGBTQ/ Hampton Roads related keywords.
- Performance metrics provided at end of campaign.

BANNER ADVERTISING ON OUTLIFE757.COM

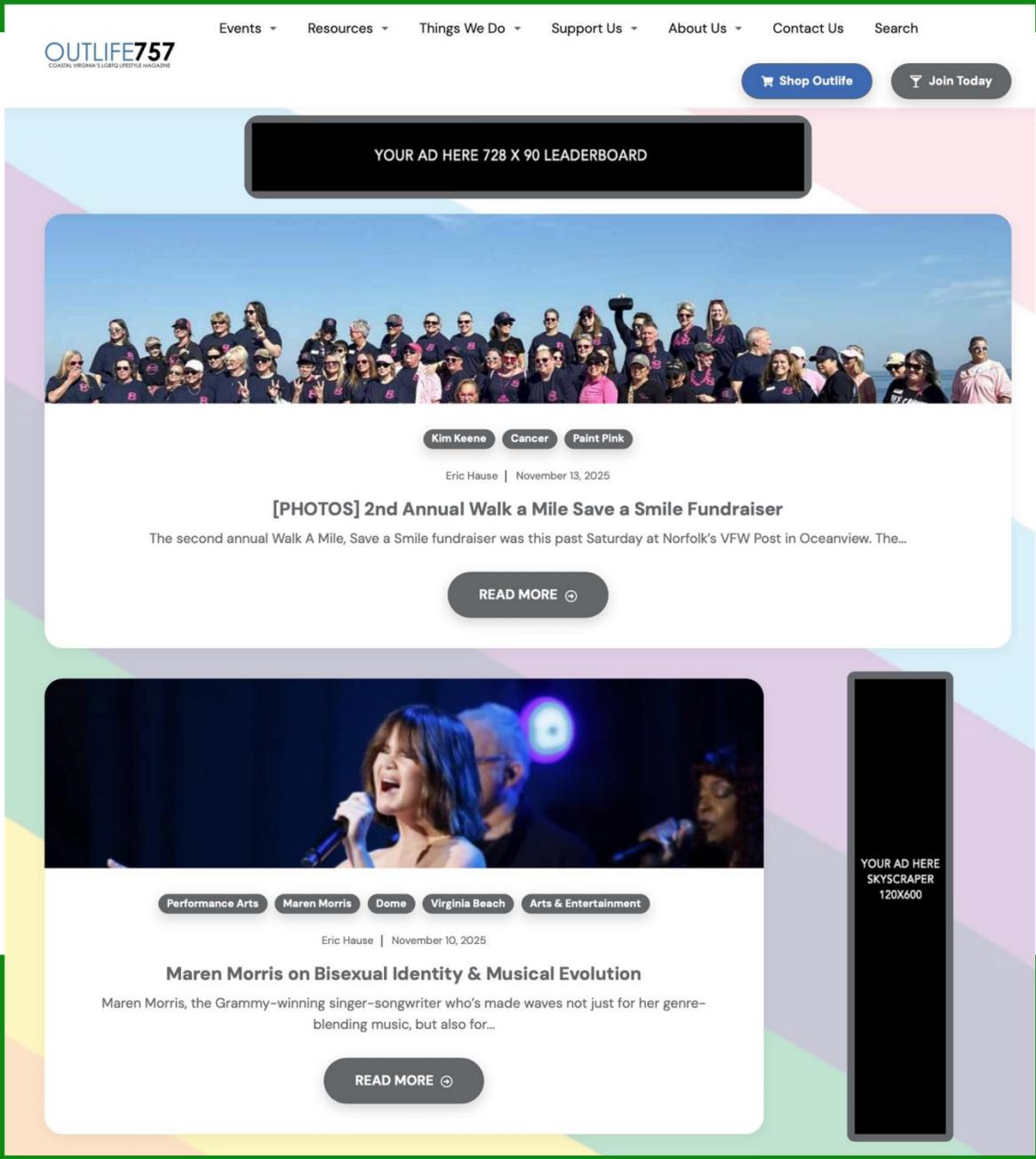
Site-wide placement. No rotation.

Leaderboard 728X90	\$250/mo
Skyscraper 120X600	\$150/mo
Medium Rectangle 300X250	\$100/mo
Page takeover sponsorships available.	

EMAIL NEWSLETTER

Delivers weekly on Thursday

(Rates are per delivery)	
Leaderboard 600 X 115	\$150
Events banner 600 X 115	\$125
Footer banner 600 X 115	\$75
Custom email blast	\$250 (Delivers on Tuesdays)



OUTLIFE757.COM • DISCOUNT DAYS

Discount Days is a unique online opportunity for local businesses and organizations to increase visibility and get new customers through the door. The premise is simple: you provide us with your incentive by completing the form at the link below. We post it in the Discount Days section of the web site. Users download and redeem at your business. Easy as that. We offer placements for as little as \$25 per week.

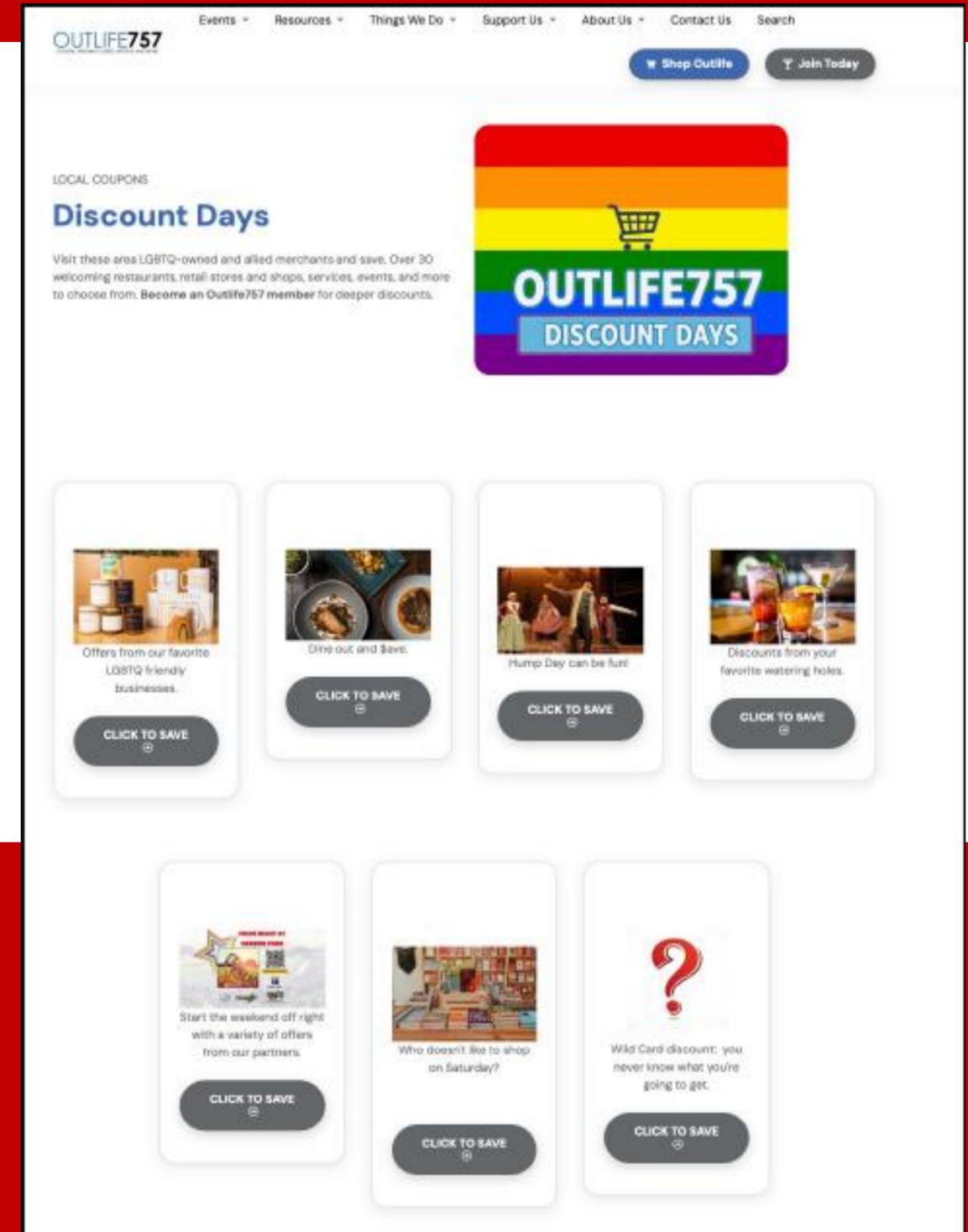
AT A GLANCE

- You provide us with incentive details and graphic (we can help design one at no extra charge should you need assistance.)
- We put it in the Discount Days section of the web site where it is available to all our users for the specified amount of time you select.
- Users download and redeem the coupon they desire at your business.
- In the end, your ROI is easily assessed by the number of coupons redeemed.

DISCOUNT DAYS RATES

OUTLIFE CUSTOMERS	OTHERS	
WEEKLY	\$25	\$50
MONTHLY	\$50	\$100
QUARTERLY	\$90	\$180

ADD YOUR DISCOUNT outlife757.com/add-your-discount



THE OLLIES • EXCELLENCE IN LEADERSHIP AWARDS

The Ollies (short for OutLife757) is an annual awards program honoring LGBTQIA leaders, allies, and organizations in Hampton Roads. The Ollies will spotlight excellence in advocacy, business, arts, healthcare, and education with the mission of celebrating, uplifting, and connecting LGBTQIA leaders and allies thus creating a stronger and more inclusive Hampton Roads.

AT A GLANCE

- Coming September 2026.
- Rules and nominations on [Outlife757.com](https://outlife757.com).
- Nominations close July 31.



SPONSORSHIPS

Presenting Sponsor: \$ 5,000

Platinum Sponsor: \$ 3,000

Gold Sponsor: \$2,000

Event Sponsor: (Cocktail Hour, After Party) \$1,000

Table Sponsor: \$500

Program advertising available. Contact us for details.

OUTLIFE757 PRESENTS

THE 2026 OLLIE AWARDS

RECOGNIZING HAMPTON ROADS' LGBTQIA LEADERS

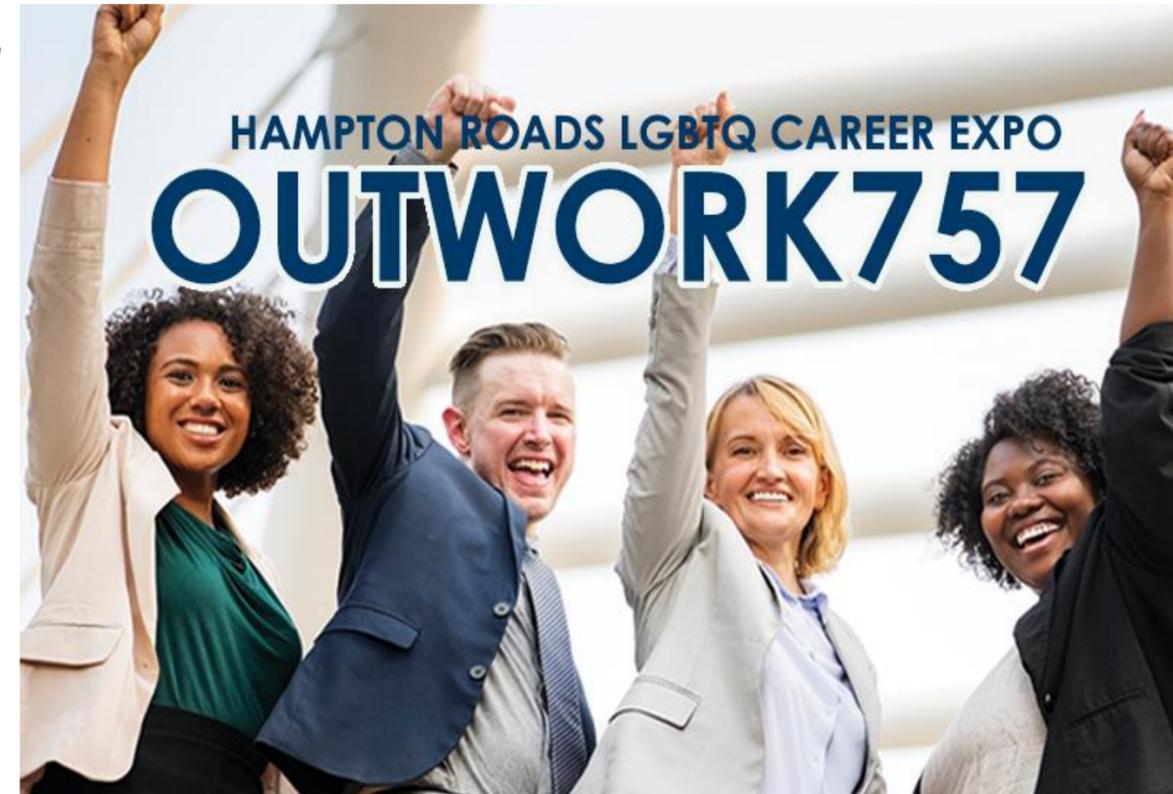
OUTWORK757

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. 2026 marks our sixth annual expo, and in 2025 we attracted more than 200 LGBTQ job-seekers ages 18 to 70 from across the Commonwealth. This year we will once again be in the Webb Center on the campus of ODU ensuring that students will have easy access to the Expo.

AT A GLANCE

ALL RECRUITERS RECEIVE:

- An 8 x 10 footprint with an 8-foot table, two chairs, access to electricity, and Wi Fi.
- A list of qualified attendees following the Expo.
- A listing for your business or organization in our interactive online resource directory on Outlife757.com.
- Invitation to attend our Diversity, Equity, and Inclusion Seminar prior to the Expo.



RECRUITER OPPORTUNITIES

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

SPONSORSHIP OPPORTUNITIES

- Gold \$1000
- Silver \$800
- Bronze. \$500

MARCH 12, 2026 • 11AM-3PM

OLD DOMINION UNIVERSITY'S WEBB CENTER

**REVIEW OUR RECRUITER AND SPONSOR BENEFITS AND REGISTER AT [OUTLIFE757.COM](https://Outlife757.com)
BY MARCH 1, 2026 IN ORDER TO HAVE YOUR BUSINESS REPRESENTED IN OUR SHOW GUIDE.**

THE VIRGINIA QUEER FILM FESTIVAL

September 2026 will mark our fourth annual Festival after producing three successful events that brought community, filmmakers, creators, and film buffs together. This track record puts us on the same level as a handful of the Queer Film Festivals in the South.

Financial support from our generous donors and membership base is essential to the Virginia Queer Film Festival's continued ability to connect aspiring LGBTQ+ filmmakers with film fans who are joined together by their love of story.

Sponsoring the Virginia Queer Film Festival is also an effective way to showcase your company's brand and support for the arts—especially when ours is a niche Festival that reaches a very specific audience. Your sponsorship is guaranteed to be seen not only by attendees and filmmakers, but in other markets where we promote the event.



SPONSORSHIP OPPORTUNITIES

- Creator \$10,000
- Benefactor \$5,000
- Producer \$2,500
- Director \$1,000

ADVERTISING PARTNERSHIPS

- Enthusiast \$1000
- Friend \$500
- Advocate \$250

MEMBERSHIP

- Sustainer \$1,000
- Innovator \$750
- Patron \$250
- Individual. \$75

DOWNLOAD OUR COMPLETE SPONSOR AND MEMBERSHIP PACKAGE

The Virginia Queer Film Festival is a registered nonprofit Virginia corporation (Tax ID #88-4145996) soliciting charitable donations for the purpose of operating the annual Virginia Queer Film Festival.

Contributions may be tax deductible.



OUTLIFE757 ART SPECIFICATIONS & DEADLINES

IF YOU SUBMIT CAMERA READY ARTWORK TO US...

Image resolution is 150 l/s (linescreen), 300 dpi (dots per inch).

All ads and imbedded art images must be submitted electronically on disk or via email.

Acceptable file types are:

- PDF file (save in high resolution)
- EPS file (please convert fonts to outlines)
- High res JPG or PNG file

You may incur additional charges if your electronic file is not 100 percent camera ready as specified above. This means that (1) your ad is sized to the exact ad dimensions (see ad sizes below), (2) all image links, printer fonts, and screen fonts are present, and (3) image resolution is correct.

IF YOU NEED OUR COMPLIMENTARY DESIGN SERVICES...

Please provide all ad images, graphics, and logos digitally at 300 dpi at 100%. Acceptable file formats are EPS, TIF, PSD, PNG, or JPEG. GIF files will not be accepted.

We will provide limited scanning services if your photos or graphics are clean, sharp, and scan-ready. We reserve the right to substitute fonts if none are provided and reject graphics for scanning if not of acceptable quality.

We will provide you with one proof of your ad, one round of revisions, and a final proof for approval. Additional proofs or redesigns are subject to additional charges. We can also provide photography services for an additional fee.

All original creative files remain the intellectual property of Hear Media + Marketing. If you would like to use your ad in other publications, we can resize it and submit it on your behalf for a per instance fee of \$30.

Submit all artwork to:

Hear Media + Marketing • 6919 Chironna Pl. • Norfolk, VA 23518

eric@hear-media.com • 757.761.3742

OUTLIFE757 MAGAZINE

- Magazine trim size is 8.5" W x 11" H. All art is four color.
- Double truck w bleeds 17.25" W x 11.25" H (live area inside 16.5" W x 10.5" H)
- Full page w bleeds 8.75" W x 11.25" H (live area inside 8.25" W x 10.75" H)
- Full page no bleeds 8.25" W x 10.75" H
- Half page 7.5" W x 5" H
- Half page vertical 3.75" W x 10" H
- Quarter page 3.75" W x 4.75" H

Art Deadlines	January 2026	June 2026
In-house design	December 1, 2025	May 1, 2026
Camera ready	December 15, 2025	May 15, 2026
Publication date	January 2026	June 2026

OUTLIFE757.COM DIGITAL

WEB

Leaderboard 728 x 90 pixels.

Vertical Banner 300 x 500 pixels

Button 300 x 300 pixels

Half Banner 235 x 60 pixels

ENEWS

600 x 115 pixels

File formats: JPG, PNG and GIF

Art Deadline: One week prior to run date.

OUTGUIDE757 RESOURCE DIRECTORY

- Directory trim size is 4"W x 9"H
- Full page w bleeds, 4.25" W x 9.25" H (live area inside 3.75" W x 8.75" H)
- Half page, 3.75" W x 4" H
- Biz card, 3.75" W x 2" H

Art Deadlines	March 2026	September 2026
In-house design	February 1, 2026	August 1, 2026
Camera ready	February 15, 2026	August 15, 2026
Publication date	March 2026	September 2026