

OUTLIFE757

COASTAL VIRGINIA'S LGBTQ MEDIA COMPANY

2025 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 MAGAZINE

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

AT A GLANCE

- Original content featuring the people, places, events, and the issues that impact Hampton Roads’ LGBTQ and allied community.
- Published bi-annually, 5,000 copies each edition plus 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, 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.

READ THE LATEST EDITION

RATES	1 ISSUE	2 ISSUES
Two-page spread	\$1300	\$1950
Back cover	\$1200	\$1800
Inside covers	\$1000	\$1500
Full page	\$900	\$1350
Half page	\$700	\$1050
Quarter page	\$500	\$750

All rates include the placement in our interactive online edition.
Complimentary creative services available.

2025 PUBLICATION DATES

January and June 2025

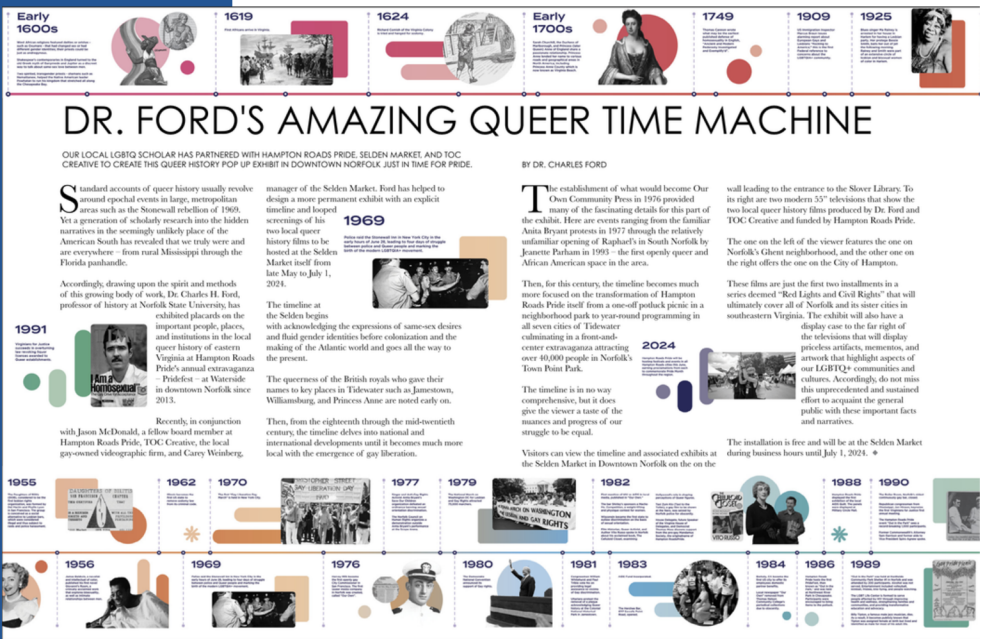
SPACE AND ART DEADLINES

January edition: December 16, 2024

June edition: May 10, 2025

2025 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.



OUTGUIDE757 LGBTQ DIRECTORY

This handy pocket 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 organization.

AT A GLANCE

- Full color 4 x 9 business, organization, community, and advocacy directory.
- Published bi-annually, 4,000 print copies each year and a 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.

REVIEW OUR LATEST EDITION

RATES	1 ISSUE	2 ISSUES
Two-page spread	\$1100	\$1650
Back cover	\$900	\$1350
Inside covers	\$800	\$1400
Full page	\$600	\$900
Half page	\$400	\$600
Business card	\$200	\$300
Business listing only	\$150	\$250

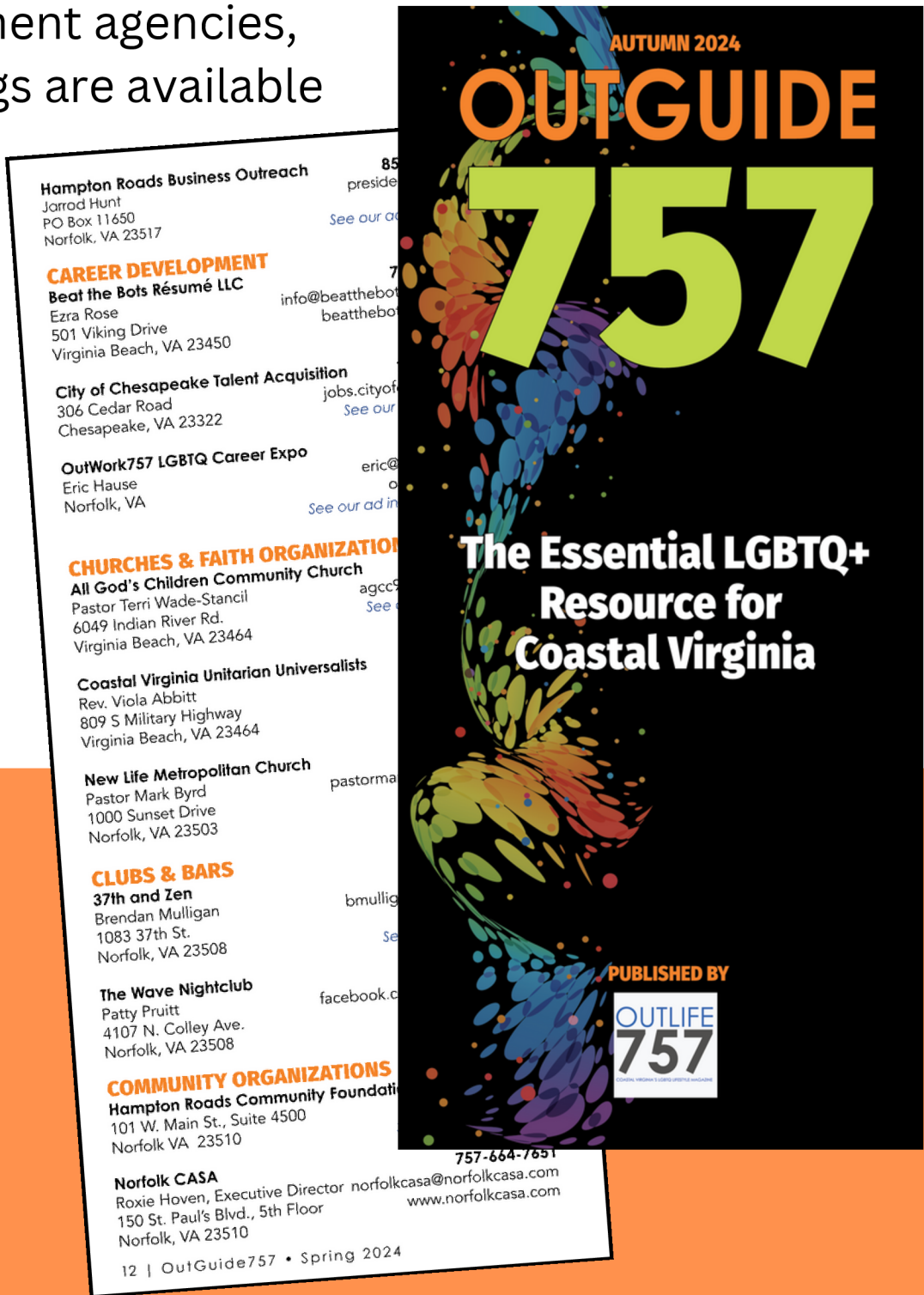
- All display rates include the following:
- A basic business listing in Outguide757 print and digital versions.
 - Current Outlife757 advertisers receive a complimentary listing.
 - Complimentary creative services available.

2025 PUBLICATION DATES
March and September

SPACE & ART DEADLINES
February 24, 2025
September 1, 2025

DISTRIBUTION
4,000 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



COMING WINTER 2024

OUTVIRGINIA

OUTLIFE757.COM

Outlife757.com is Costal 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.
- 6,000 loyal opt-in weekly email newsletter subscribers (January 2024) 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.
- Ask about page sponsorship, co-branded advertorial, social media promotion, and editorial contributor opportunities.

BANNER ADVERTISING ON OUTLIFE757.COM

Site-wide placement. No rotation.

Leaderboard 728X90.

\$250/mo

Vertical Banner 300X500

\$150/mo

Button 300X300

\$100/mo

Half banner 235X60

\$75/mo

EMAIL NEWSLETTER

Delivers weekly on Thursday

(Rates are per delivery)

Leaderboard 600 X 115

\$150

Events banner 600 X 115

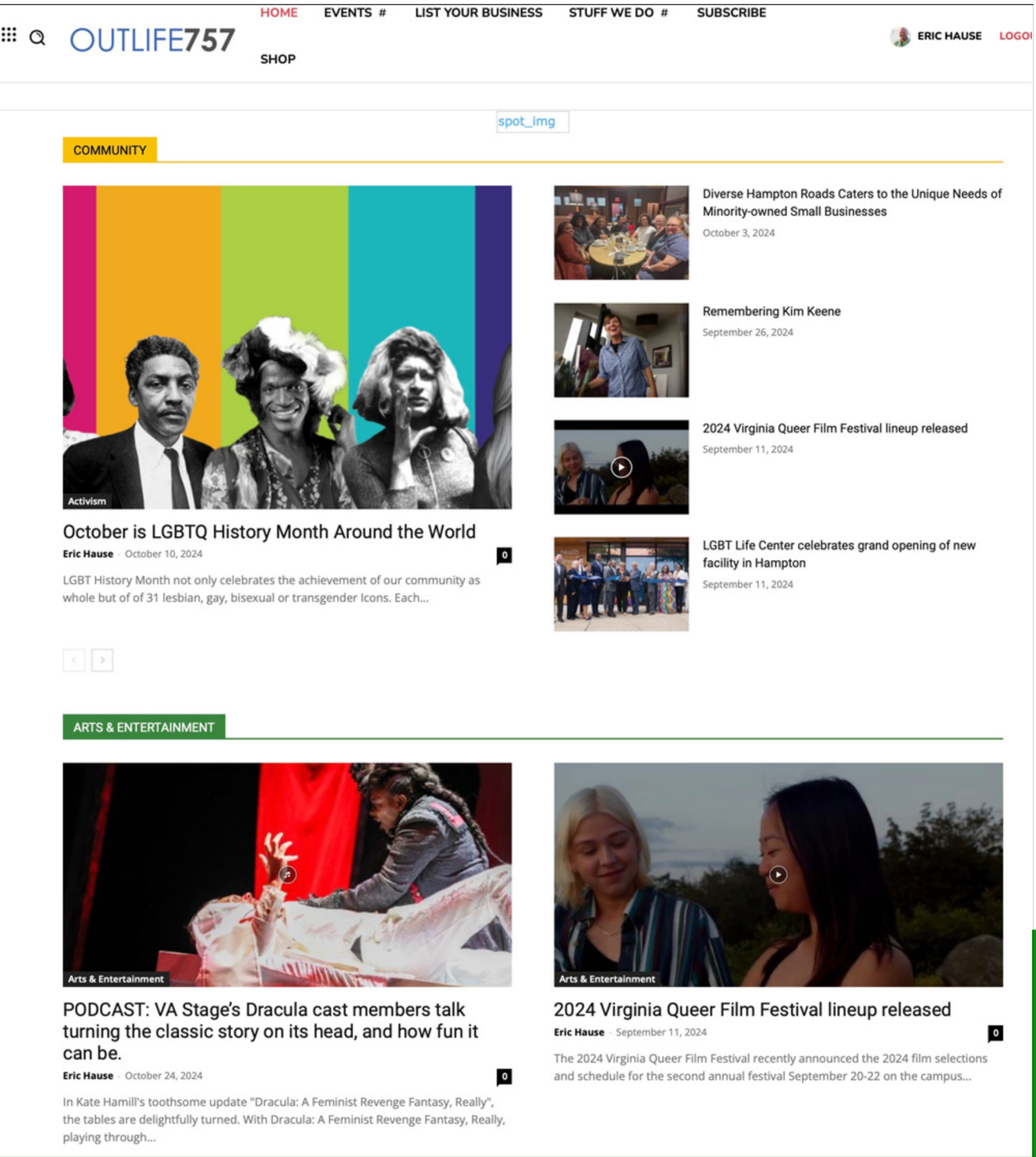
\$125

Footer banner 600 X 115

\$75

Custom email blast

\$250



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. 2025 marks our fifth annual expo, and in 2024 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 a 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 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.
- See sponsorship investments and benefits at Outwork757.com

RECRUITER OPPORTUNITIES

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

SPONSORSHIP OPPORTUNITIES

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

REVIEW OUR RECRUITER AND SPONSOR BENEFITS AND REGISTER AT [OUTWORK757.COM](https://outwork757.com)
REGISTER BY FEBRUARY 21, 2025 IN ORDER TO HAVE YOUR BUSINESS REPRESENTED IN OUTGUIDE757

FIND YOUR NEW CAREER AT
OUTWORK757
HAMPTON ROADS ONLY LGBTQ CAREER EXPO



MARCH 18, 2025 • 11-3
WEBB UNIVERSITY CENTER
OLD DOMINION UNIVERSITY
NORFOLK, VA

THE VIRGINIA QUEER FILM FESTIVAL

September 2025 will mark our third annual Festival after producing two successful events that brought community, filmmakers, creators, and film buffs together. This track record puts us on the same level as a handful of 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 PRINT ARTWORK TO US...

Image resolution is 150 lS (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 also can 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	Winter/Spring 2025	Summer/Fall 2025
In-house design	December 16, 2024	May 12, 2025
Camera ready	December 27, 2024	May 19, 2025
Publication date	January 2025	June 2025

OUTGUIDE757 RESOURCE DIRECTORY

- Directory trim size is 4” x 9”. All art is four color.
- Full page w bleeds 4.25” W x 9.25”H (keep live area inside 3.5” x 8.5”)
- Full page 3.5” W x 8.5” H
- Half page 3.5” W x 4” H
- Business card 3.5” W x 2” H

Art Deadlines:	Fall 2024	Spring 2025
In house design	August 23, 2024	February 10, 2025
Camera ready	October 15, 2024	February 20, 2025
Publication date	October 2024	March 2025

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.