

OUTLIFE757

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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...

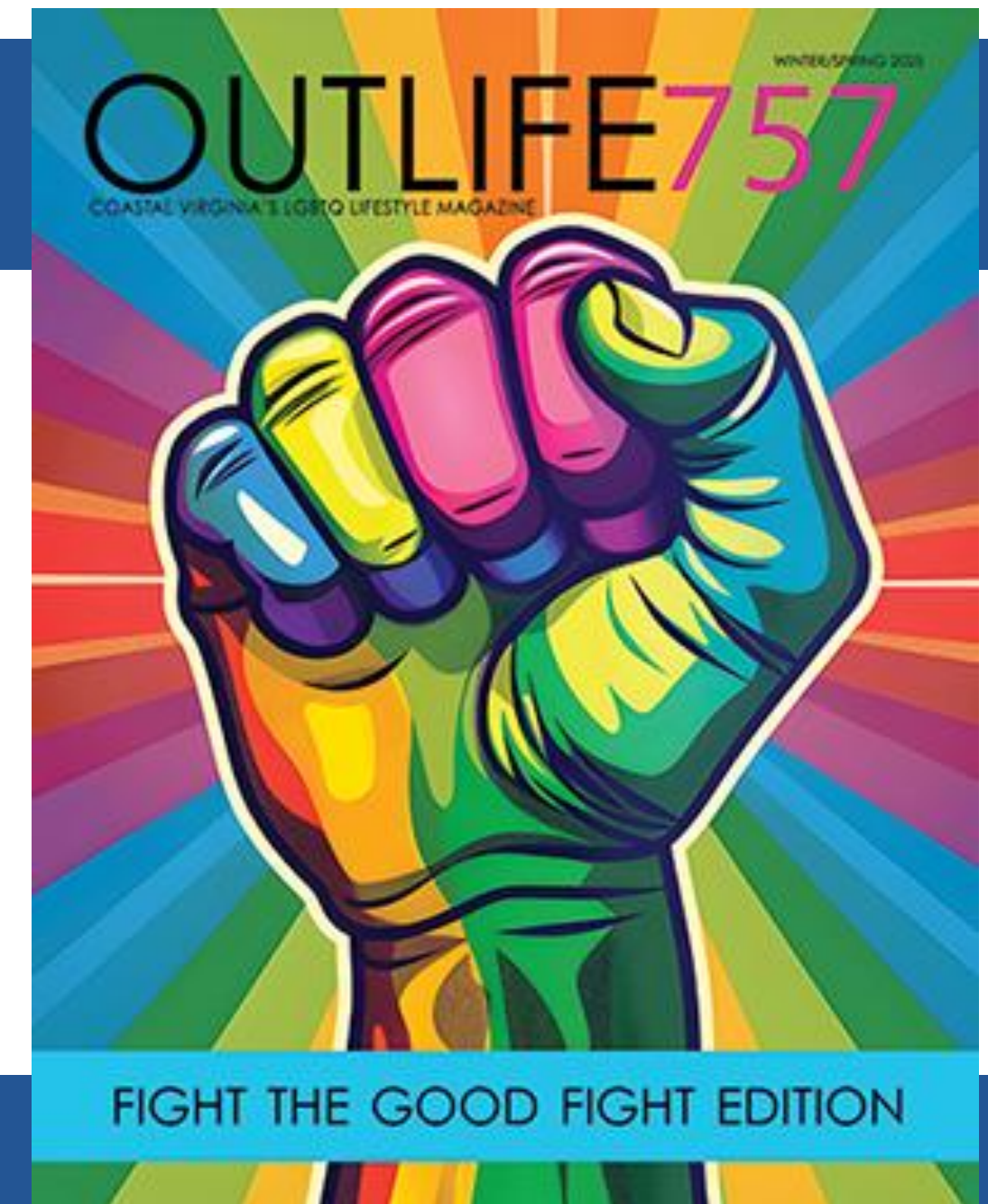


# OUTLIFE757 MAGAZINE

Our bi-annual magazine is the region's only LGBTQ+ 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.
- Free interactive online edition published bi-annually 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.
- 2,000 print copies of a June Pride edition distributed free of charge at regional Pride festivals and related events.
- Includes a listing in OutGuide757.com, our LGBTQ resource directory (see page 6).
- Advertorial and editorial opportunities available.



## READ THE LATEST EDITION

| RATES (2 ISSUES) | 1 ISSUE (DIGITAL ONLY) | 2 ISSUES (DIGITAL & PRINT) |
|------------------|------------------------|----------------------------|
| Two-page spread  | \$1200                 | \$1950                     |
| Back cover       | \$1100                 | \$1800                     |
| Inside covers    | \$900                  | \$1500                     |
| Full page        | \$800                  | \$1350                     |
| Half page        | \$600                  | \$1050                     |
| Quarter page     | \$500                  | \$750                      |

All rates include complimentary creative services, a listing in OutGuide757, our LGBTQ resource directory, and on-demand digital edition updates to your ad creative during the term of your commitment.

## 2025 PUBLICATION DATES

January and June

## SPACE AND ART DEADLINES

June 2025 edition: May 9, 2025  
January 2026 edition: December 16, 2025

## REACH

Interactive online editions average 1,200 views per month.  
2,000 hard copies distributed at regional Pride events throughout the year.



# OUTGUIDE757 LGBTQ 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. We also print a limited number of copies for distribution at Pride month events.
- Published bi-annually in a digital edition with ad creative updates available on demand, opportunities for video, lead generation forms, and embed and sharing capabilities.
- Includes a listing in Outlife757.com’s LGBTQ resource directory.

## REVIEW OUR LATEST EDITION

| RATES                   | 1 ISSUE (DIGITAL ONLY) | 2 ISSUES (DIGITAL & PRINT) |
|-------------------------|------------------------|----------------------------|
| 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 Outguide757 with hyperlinks to your contact info.
- Outlife757 advertisers receive a complimentary listing.
- A listing in Outlife757.com’s online resource directory.
- Complimentary creative services with on demand digital ad updates.

## 2025 PUBLICATION DATES

March and September

## SPACE & ART DEADLINES

March 17, 2025

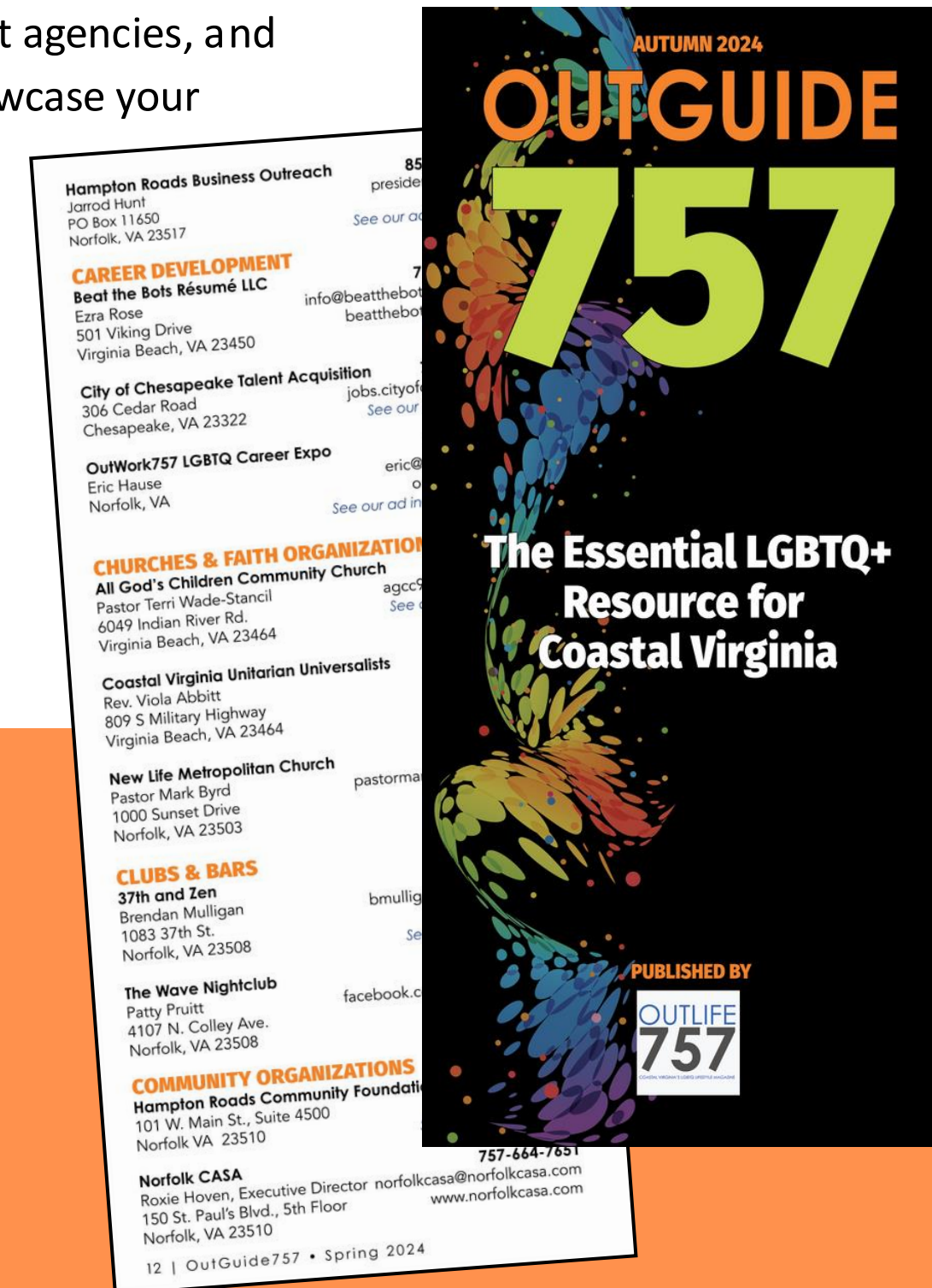
September 10, 2025

## REACH

Our interactive online version averages 2,100 views per month.

## SPECIFICATIONS

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



# 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 41.9% open rate and 3.7% click rate.
- Top 5 organic search engine results for LGBTQ/ Hampton Roads related keywords.
- Original and topical news, lifestyle, personality, opinion, and local events.
- A comprehensive LGBTQ Local Resource Directory (coming soon).
- Ask about page sponsorship, co-branded advertorial, social media promotion, and editorial contributor opportunities.

## BANNER ADVERTISING ON OUTLIFE757.COM

Site-wide placement. No rotation.

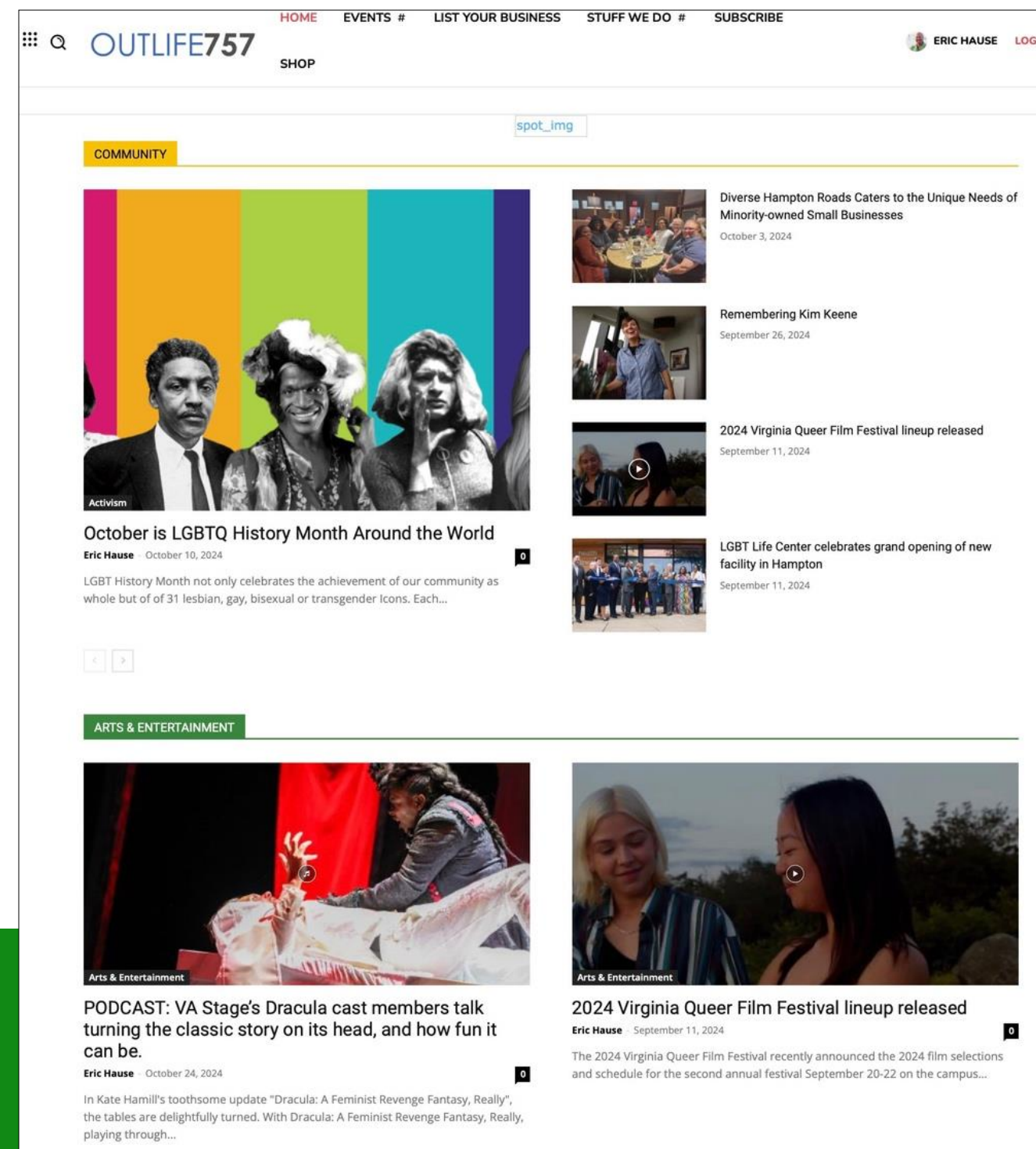
|                         |          |
|-------------------------|----------|
| Leaderboard 728X90.     | \$250/mo |
| Vertical Banner 300X500 | \$150/mo |
| Button 300X300          | \$100/mo |
| Half banner 235X60      | \$75/mo  |

## 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, Equity, and 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](https://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)  
BY MARCH 1, 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 ARTWORK TO US...

Image resolution is 150 IS (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    | Summer/Fall 2025 | Winter/Spring 2026 |
|------------------|------------------|--------------------|
| In-house design  | April 10, 2025   | December 16, 2025  |
| Camera ready     | April 20, 2025   | December 20, 2025  |
| Publication date | May 2025         | January 2026       |

## 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:   | Summer 2025    | Autumn 2025        |
|------------------|----------------|--------------------|
| In house design  | March 7, 2025  | August 23, 2025    |
| Camera ready     | April 20, 2025 | September 10, 2025 |
| Publication date | May 2025       | September 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.