

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 MAGAZINE

Our bi-annual magazine and annual Pride Guide are the region’s only LGBTQ+ publications, 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.
- 1,000 copies of a limited print run Pride Guide 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	ONE ISSUE	TWO ISSUES	PRIDE GUIDE
Two-page spread	\$1200	\$1950	\$1100
Back cover	\$1100	\$1800	\$1000
Inside covers	\$900	\$1500	\$900
Full page	\$800	\$1350	\$700
Half page	\$600	\$1050	\$500
Quarter page	\$500	\$750	\$400

Our January and June editions are digital only. Our June Pride Guide is a limited run print version distributed at Pride events. 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

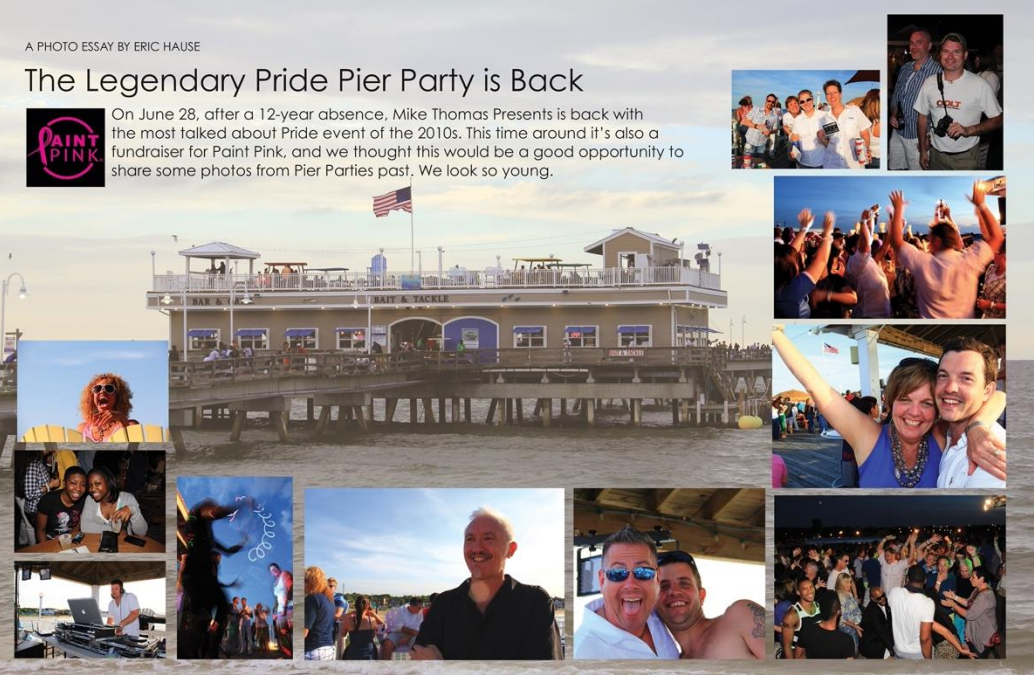
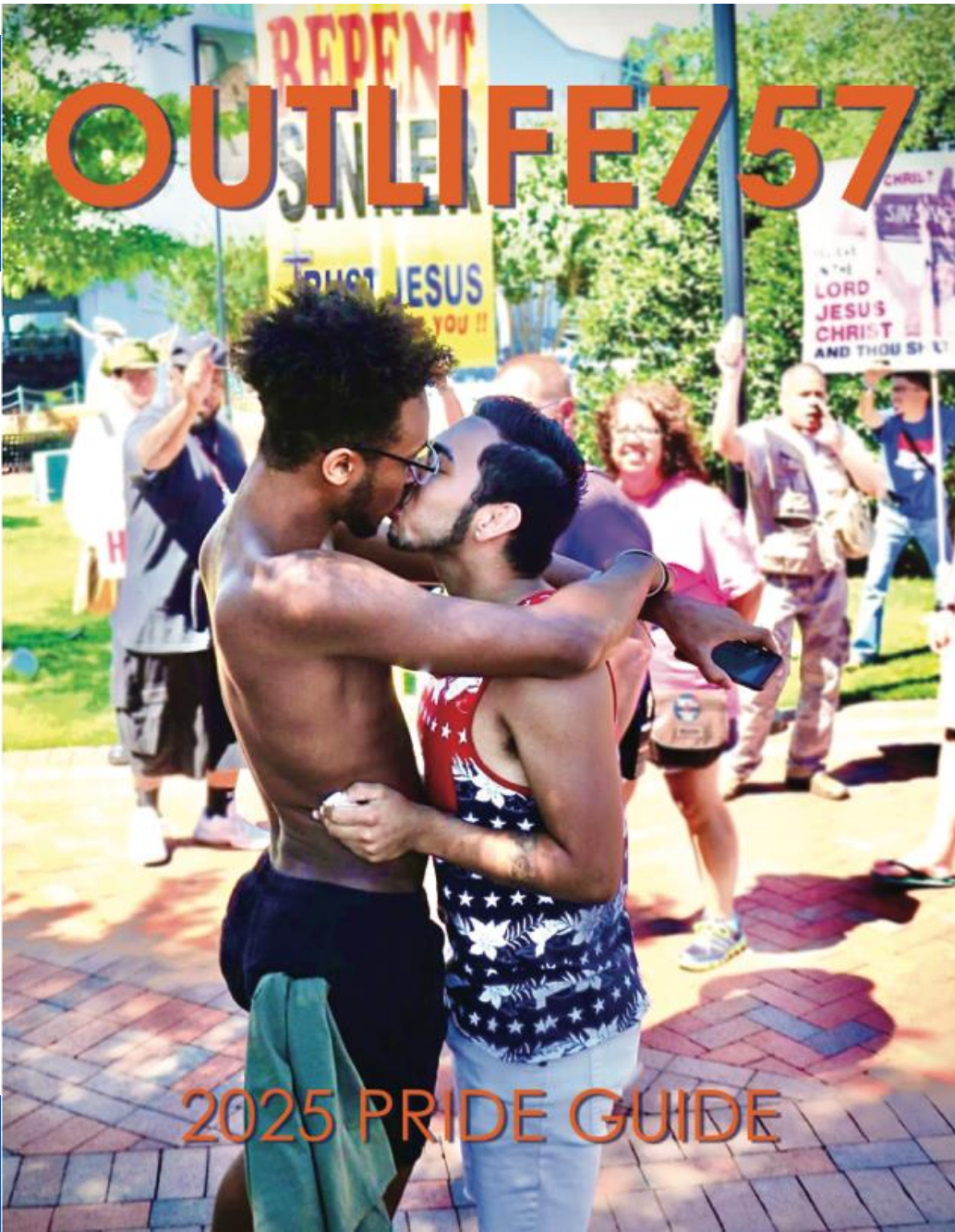
SPACE AND ART DEADLINES

January 2026 edition: December 16, 2025
June 2026 edition and Pride Guide: May 15, 2026

REACH

Interactive online editions
average 2,400 views per month.

1,000 hard copy Pride Guides 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 on OutVirginia.org’s statewide LGBTQ resource directory (coming soon).

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 Outguide757 with hyperlinks to your contact info.
 - Outlife757 advertisers receive a complimentary listing.
 - A listing in OutVirginia.org’s online resource directory.
 - Complimentary creative services with on demand digital ad updates.

2026 PUBLICATION DATES

January and June

SPACE & ART DEADLINES

December 15, 2025

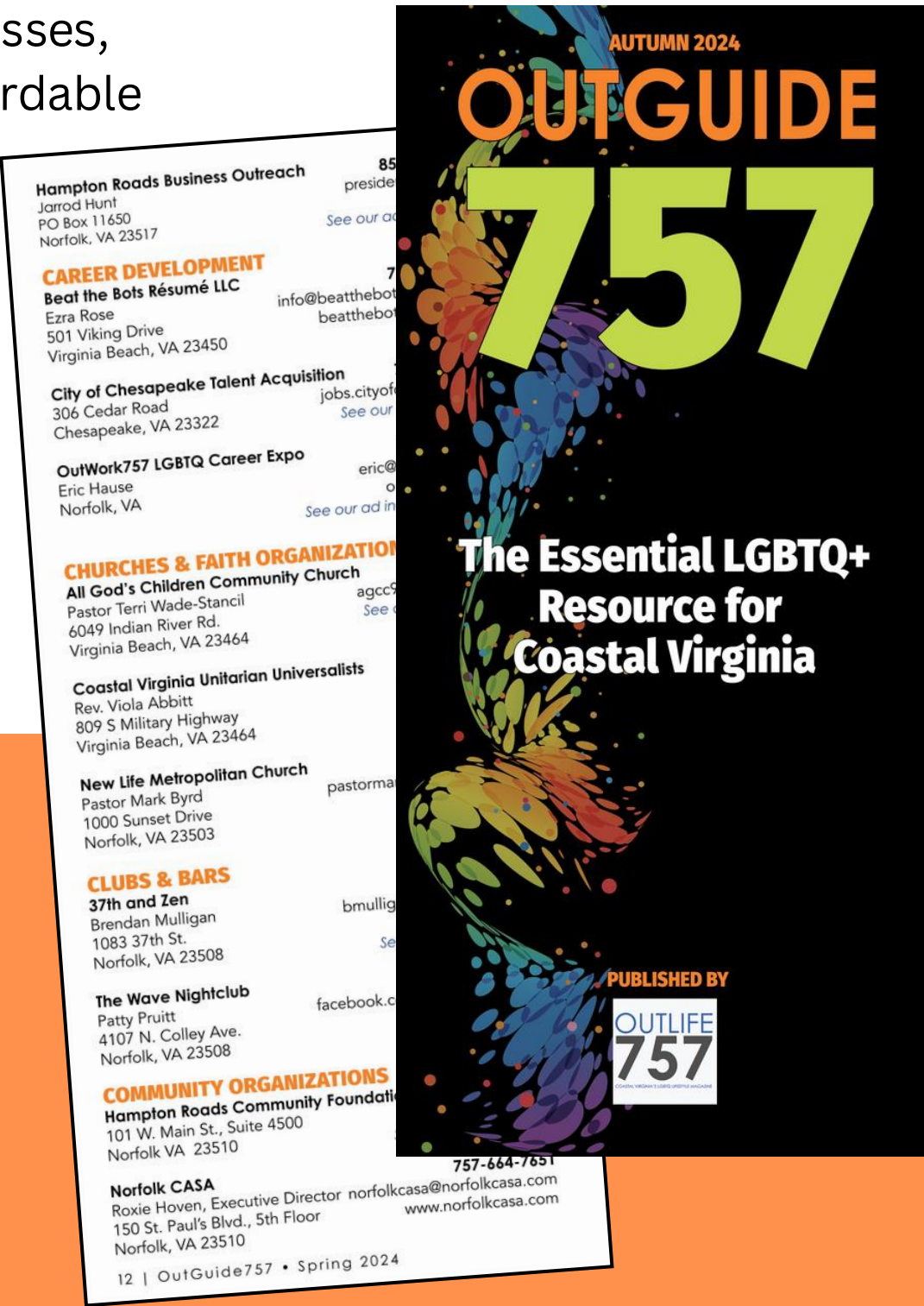
May 15, 2026

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 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

- 4,600 average monthly page views.
- 6,000 loyal opt-in weekly email newsletter subscribers (January 2025) with an average 41.9% open rate and 2.7% click rate.
- Top 5 organic search engine results for LGBTQ/ Hampton Roads related keywords.
- Original and topical news, lifestyle, personality, opinion, and local events.
- Ask about page sponsorship, co-branded advertorial, social media promotion, and editorial contributor opportunities.

BANNER ADVERTISING ON OUTLIFE757.COM

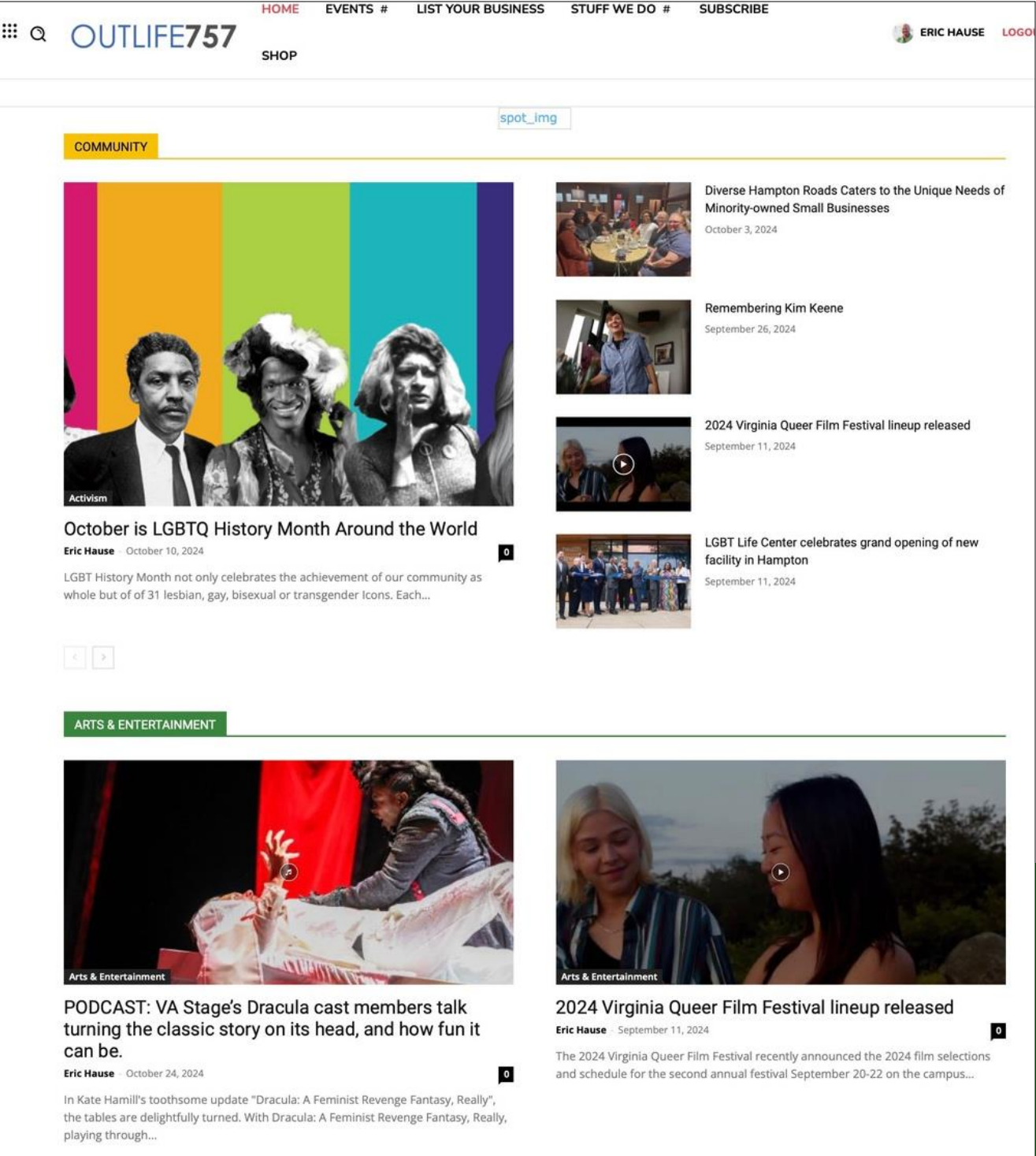
Site-wide placement. No rotation.

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
Events banner 600 X 115
Footer banner 600 X 115
Custom email blast

\$150
\$125
\$75
\$250 (Delivers on Tuesdays)



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 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

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, 2026 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 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 2026	Summer/Fall 2026
In-house design	December 1, 2025	May 1, 2026
Camera ready	December 15, 2025	May 15, 2026
Publication date	January 2026	June 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	May 10, 2025	August 23, 2025
Camera ready	May 15, 2025	September 10, 2025
Publication date	June 2025	January 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.