

# 20 MEDIA KIT 11

# OUT & ABOUT NEWSPAPER

615-596-6210 | [www.outandaboutnewspaper.com](http://www.outandaboutnewspaper.com)

## ADVERTISING RATES

### ADVERTISING RATES ARE NET & EFFECTIVE 01/01/2011

When new rates are announced, the advertiser is protected at their agreement rate throughout the term of their contract. Contact the O&AN sales team for more information.

### 20% DISCOUNT FOR NON-PROFIT ORGANIZATIONS

#### Classified Ads

25 words or less \$12

Your ad appears in online version. All classified ad orders must be paid when order is placed.

### ADVERTISER RESPONSIBILITY

Out & About Nashville, Inc., reserves the right to reject any advertisement submitted, as well as the right to print the word "advertisement" on any ad that, in our opinion, resembles editorial copy. We assume no responsibility for artwork or photographs left with us 30 days or longer after the last contract insertion date. The advertiser and/or advertising agency agrees to indemnify and hold harmless from and against any loss or expenses resulting from any disputes or legal claims.

### LOCAL AD RATES\*

	1-TIME		4-TIMES (5% disc)		8-TIMES (10% disc)		12-TIMES (15% disc)	
	B/W	4C	B/W	4C	B/W	4C	BW	4C
Full Page	\$931	1095	885	1041	838	986	791	931
3/4 Page	760	895	723	851	685	806	646	761
Junior Page	675	795	643	756	608	716	574	676
1/2 Page	641	755	610	718	578	680	545	642
3/8 Page	573	675	546	642	516	608	487	574
1/4 Page	446	525	424	499	402	473	379	447
1/8 Page	276	325	263	309	249	293	235	277
Business Card	72	85	69	81	65	77	62	73

\*Production fees included in the advertisement price for local advertisers

### NATIONAL AD RATES

	1-TIME		4-TIMES (5% disc)		8-TIMES (10% disc)		12-TIMES (15% disc)	
	B/W	4C	B/W	4C	B/W	4C	BW	4C
Full Page	\$1163	1369	1105	1301	1047	1232	989	1164
3/4 Page	951	1119	903	1063	856	1007	803	951
Junior Page	844	994	803	945	760	895	718	845
1/2 Page	802	944	762	897	722	850	682	803
3/8 Page	717	844	681	802	646	760	610	718
1/4 Page	557	656	530	624	502	591	474	558
1/8 Page	345	406	328	386	311	366	294	346
Business Card	90	106	85	101	81	96	77	91

### PREMIUM PLACEMENT AD RATES

Back Cover	\$3000
Inside Back Cover	2000
Inside Front Cover	2500
Front Banner	2000

#### ALL COVER AD SPECS

11.25 X 12.5  
with 1/8" bleed on all sides

FEATURED ON  
HIGH-GLOSS  
COLOR PAGES



### ONLINE ADVERTISING

Ad Position	Monthly Rate*	Dimensions
Leaderboard	\$800	728 x 90 pixels
Half Banner	400	234 x 60 pixels
Large Rectangle	500	336 x 280 pixels
Sky Scraper	300	120 x 600 pixels
Wide Skyscraper	350	160 x 600 pixels
Full Banner	600	468 x 60 pixels

# DEADLINES

**Publication:** Monthly

**Space Reservation:**  
5 p.m. the 15th  
of the preceding month

**Display & Classified  
Ad Copy Due:**  
5 p.m. the 15th  
of the preceding month

**Camera-Ready Due:**  
5 p.m. the 20th  
of the preceding month

## Submitting Ads

All files must be provided  
on CD-ROM or e-mailed to  
[art@outandaboutnewspaper.com](mailto:art@outandaboutnewspaper.com).  
Please call with any additional  
format questions.

## FILE FORMAT REQUIREMENTS

**PDF Files** (*preferred*)  
All fonts and  
images embedded  
(300 dpi)

**TIFF & JPEG files**  
Photoshop / Quark Files  
(200 dpi)

**EPS files**  
Adobe Illustrator for Mac/PC  
Version 10.0 or lower.



**FULL PAGE**  
9.75 x 10.375



**3/4 VERTICAL**  
7 x 10.375



**JUNIOR PAGE**  
7 x 7.5



**1/2 VERTICAL**  
4.8125 x 10.375



**1/2 HORIZONTAL**  
9.75 x 5.125



**3/8 VERTICAL**  
4.8125 x 7.9375



**1/4 BLOCK**  
4.8125 x 5.125



**1/4 VERTICAL**  
2.4375 x 10.375



**1/4 HORIZONTAL**  
9.75 x 2.375



**1/8 VERTICAL**  
2.4375 x 5.125



**1/8 HORIZONTAL**  
4.8125 x 2.375



**BUSINESS CARD**  
3.5 x 2



**FRONT BANNER**  
10.5 x 2

Artwork is considered camera-ready if it is in black and white print, designed to size and does not require any enlargement, reduction or layout. Please include all fonts and images.

Color ads must use the CMYK color space (never RGB) for newsprint. Avoid the use of process black for color ads. Plate shifting may produce undesirable results. Build blacks as 0% cyan, 0% magenta, 0% yellow, and 100% black.

# AVAILABLE ON THE WEB

OUTANDABOUTNEWSPAPER.COM

Our newspaper is uploaded to our Web site at the beginning of every month.

Our Web site regularly attracts more than 1.2 million hits with more than 60,000 unique viewers each month.



## FOCUSED & PROVOCATIVE COVERAGE

Our goal is to provide our readership with news, features, diversity of opinion and thoughtful analysis.

No publication covers gay Tennessee better. We are the region's most respected and read GLBT newspaper. Our journalists help set the standard for complete, insightful, engaging and talked-about coverage. From the Nashville Metro Courthouse to the Knoxville police beat, we provide our readers with the best coverage in Tennessee.

Our regular columnists and guest commentators leave no stone unturned in examining culture, civil rights, family life, politics, health concerns, religion and the arts.

From national and local news to sports, technology, entertainment and photography, O&AN stays on top of what's happening in the Middle and East Tennessee GLBT community.

## CIRCULATION

Out & About Newspaper has the highest circulation of any of the Nashville and Knoxville gay publications with a minimum of 15,000 copies per print run (while not audited, a print order will gladly be shared). Our most recent reader survey (May 2007) indicates an average of two readers per household, with 25% of our readers spending an hour or more reading O&AN, and more than 45% spending 30 minutes with each issue. With 25,000+ readers, we are Tennessee's largest GLBT publication.

## HOME DELIVERY

Out & About Newspaper offers home delivery to our readers for a minimal cost of \$2/month to cover postal fees. Join the thousands of our readers who enjoy the convenience of home delivery each month.

## CONSUMER BASE FOR ADVERTISERS

National market research studies estimated the purchasing power of gay and lesbian adult consumers at \$451 billion in 2002.

Reader loyalty has attracted the attention of both blue chip and national advertisers who understand the impressive buying power of the gay and lesbian market.

National studies have indicated that beer and liquor companies, vacation resorts, automakers, drug companies and the real estate and restaurant industries are among the advertisers aggressively pursuing the gay and lesbian dollar through gay publications. Others include the airline and banking/financial industries.

**WHY TARGET  
THE TENNESSEE  
GLBT  
COMMUNITY**



**LONGSTANDING  
NATIONAL ADVERTISERS  
MARKETING TO THE  
GLBT COMMUNITY  
INCLUDE:**

- American Airlines**
- American Express**
- Anheuser-Busch**
- Bridgestone Firestone**
- IBM**
- Levi Strauss**
- Saab**

**STRONG  
BRAND-LOYALTY**

“Clearly that’s an important market. Gay and lesbian [consumers] will be very loyal to companies that they believe deserve that loyalty,” explains Miller Brewing Company’s Spokesman, Scott Bussen. O&AN readers agree, with an astonishing 93% who feel loyalty to business that advertise in O&AN.

Greenfield Online’s research reports 77% of gays and lesbians say they have changed the brand they purchased based on a company’s positive stance toward the lesbian and gay community.

CEO Paul Coulombe of Minute Maid, White Rock Distilleries, explains, “The gay community has always been the forerunner with a lot of brands... And when they have endorsed brands, it has made them very popular with the rest of the marketplace.”

**EXTREME  
SPENDING POWER**

Nationally, the GLBT market is attributed with spending power of \$451 billion dollars annually.

Over six percent of the U.S. population freely identifies as gay or lesbian. In urban areas, that number can be as high as twelve percent. In Tennessee alone, that is a market place of between 200,000 and 380,000 individuals.

More than 21% of our readers surveyed have combined household incomes of more than \$100,000 (compared to 6.6% for the average Tennessee household based on the 2000 Census).

Roughly 75% of our readers surveyed dine out between 1 and 5 times a week.

94% of our readers made a purchase over the Internet in the past year; our average reader spends 13.3 hours per week on the Internet

**MORE INCOME  
AND TIME**

Researchers consistently report higher discretionary income and more disposable time than other market segments.

More than 62% of our readers have income in the \$28,000 to \$40,000 range (the 2000 Census for Tennessee indicated that only 31% made between \$25,000 and \$49,000, which is double that of the average consumer in Tennessee.

More than 26% of O&AN readers surveyed expect to purchase a new automobile in the upcoming year (with 20% of those purchasing in the price range of \$22,000 to \$50,000), and 19% of our readers will be in the market for a new home (11 percent of those buying a home worth \$100,000 or more).

More than 40% of our readers surveyed enjoy going out to a club or bar at least once a month.

# ANSWERS FROM OUR SURVEY

O&AN reader profile analysis includes answers from all respondents who took the survey in the 34 day period from Friday, April 13, 2007 to Wednesday, May 16, 2007.

364 completed responses were received to the survey during this time.

Community Marketing, Inc., (CMI) the San Francisco-based gay and lesbian research, marketing and communications firm, developed and conducted the Gay Consumer Index™ and the Lesbian Consumer Index™ studies. The study was coproduced by Rivendell Media, and sponsored by Absolut.

Average Age: 40

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Gay Male: 61%  
Lesbian Female: 32%

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38% of our readers earned over \$100,000 per year per household

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Average household income of our readers: \$87,500

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55% are in a committed relationship

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33% are single

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18% have children living at home

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92.4% own a pet  
45% own a dog  
30% own a cat

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Almost 50% of our readers own their own home

85% of our readers said “strongly or somewhat positive” that a company’s or brand’s advertising in the gay and lesbian media influenced their decision to purchase products or do business with that company.

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72.5% of our readers enjoy dining out at least once a month

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75% of our readers dine out between 1 and 5 times a week

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More than 50% of our readers dine out at “fine dining” establishments at least twice a week

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41% of those dining out at “fine dining” spend between \$50 and \$115 per meal

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40% enjoy going out to a club or bar at least once a month

Our average reader spends 13.3 hours per week on the Internet

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94% of our readers made a purchase over the Internet in the past year

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Our average reader spends around \$1,000 a year on clothing

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Our average readers spends just over \$2,000 a year on travel

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69.5% share their copy of O&AN with two or more people

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More than 25% spend an hour or more each month reading O&AN (45.8% said 30 minutes)

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65.5% have read the last six issues of O&AN.

# 20 ADVERTISING AGREEMENT 11

617 Hart Lane  
Nashville Tennessee  
37216

phone/fax  
615-596-6210  
outandaboutnewspaper.com

Unless guaranteed and noted on this Advertiser Contract, the placement and location of all advertising ads are at the exclusive discretion of Out & About Nashville, Inc. All advertising copy and its classification is subject to the approval of Out & About Nashville, Inc. and its exclusive discretion and without recourse of liability. Payment in advance is required for all new advertisers, subject to credit approval.

Credit may be established with prepayment of the first two advertisements placed. Advertisers will then be billed per issue for each insertion covered by this contract with payment due upon receipt of invoice. This contract reflects the full interest of 1.5% per month on any unpaid balance over 30 days plus all legal and/or collection fees incurred in the collection of any unpaid balance. Cancellations are not accepted after space closing date and must be in writing. Loss of credit due to account delinquency may affect frequency rates.

An advertiser who does not complete a committed schedule will be subject to a short rate back to the rate that was actually earned. Advertising rates are subject to change. Publisher will notify the contracted advertiser 60 days prior to a rate change. Publisher reserves the right to terminate this agreement at any time for any reason solely by giving advertiser fifteen (15) days written notice of such cancellation.

## Overview:

Date \_\_\_\_\_

Ad Type:  Display Ad  
 Classified Ad  
 Online Ad

Add'l Info:  New Ad  
 Renewal  
 Ad Revision

## Advertiser Information:

Advertiser/Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

URL / Website \_\_\_\_\_

Bill to Advertiser

## Agency Information:

Business Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Bill to Agency

## Advertisement Information:

The undersigned agrees to place advertising as specified below.

Print Advertising

# of Issues \_\_\_\_\_ First Issue # \_\_\_\_\_ Last Issue # \_\_\_\_\_

Ad Size  H  V |  B&W  4-Color

Placement:  Guaranteed \_\_\_\_\_

Online Advertising

# of Issues \_\_\_\_\_ First Issue # \_\_\_\_\_ Last Issue # \_\_\_\_\_

Ad Size \_\_\_\_\_ Location \_\_\_\_\_

Artwork:  O&AN Ad Production  
 Email – Camera-Ready

\$ \_\_\_\_\_ Print Price Discount (if applicable) \_\_\_\_\_

\$ \_\_\_\_\_ Internet Price \$ \_\_\_\_\_ Total Price

Signature \_\_\_\_\_

## Payment Information:

Name (as it appears on the credit card) \_\_\_\_\_

Company Name (if company credit card) \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

I authorize Out & About Newspaper to:

charge the amount below **AND** enroll me in auto-payment.  
I will be automatically charged my account balance monthly.

receive a one-time payment for the balance listed below.  
Please invoice me monthly for any additional charges.

Visa  Mastercard  Discover

Credit Card Number \_\_\_\_\_ 3-digit CVV # \_\_\_\_\_

Expiration Date (Month/Year) \$ \_\_\_\_\_ Total Charged

Signature of Cardholder \_\_\_\_\_ Date \_\_\_\_\_

**OUT & ABOUT**  
NEWSPAPER