



# *georgia* **Voice**

***The Premier Media Source for LGBTQ Georgia***

## ***2019 MEDIA KIT***



# COMPLETE COVERAGE

## BY THE NUMBERS

### Georgia Voice Print Edition

83,000 total people reached bi-weekly

28–88 pages bi-weekly

8,000 copies in weekly print run\*



### TheGeorgiaVoice.com

1,500 unique visitors daily

2,500 page views daily

1 million total yearly visitors



### Social Media

16,000 Facebook fans

7,500 Twitter followers

400,000 YouTube video views



### Age

21–30: 9%

31–40: 13%

41–50: 20%

50+: 58%

### Gender

57% male

40% female

3% other



### Education

75% are college graduates.

33% have post-graduate degrees.



### Income

54% make more than \$75K a year.

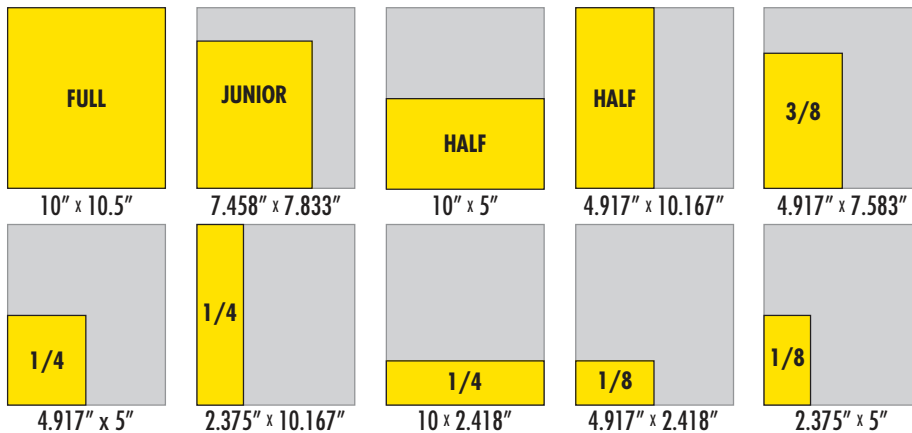
44% make more than \$100K a year.



# LOCAL DISPLAY PRINT ADVERTISING

| AD SIZE & FREQUENCY*              | 1 TIME RATE | 4 TIME RATE | 8 TIME RATE | 12 TIME RATE | 26 TIME RATE |
|-----------------------------------|-------------|-------------|-------------|--------------|--------------|
| Full                              | \$890       | \$860       | \$840       | \$800        | \$675        |
| Premium                           | \$1100      | \$1050      | \$1000      | \$950        | \$790        |
| Junior                            | \$690       | \$670       | \$650       | \$630        | \$600        |
| Half                              | \$490       | \$470       | \$450       | \$430        | \$400        |
| 3/8                               | \$390       | \$370       | \$350       | \$330        | \$300        |
| 1/4                               | \$280       | \$260       | \$240       | \$220        | \$200        |
| 1/8                               | \$160       | \$140       | \$130       | \$120        | \$110        |
| Directory: (3.22" x 1.481")       |             | \$60        | \$50        | \$40         | \$35         |
| Double Directory (3.216" x 3.12") |             | \$100       | \$80        | \$60         | \$55         |

\*1x = 1-3 times insertion; 4x = 4-7 times insertion; 8x = 8-11 times insertion; 12x = 12-25 times insertion; 26x = 26 insertions or more. Ask your advertising representative about the placement of directory advertisements.



## ONLINE ADVERTISING

| AD TYPE                       | SIZE              | WEEKLY | MONTHLY |
|-------------------------------|-------------------|--------|---------|
| Leaderboard (Top Position)    | 728 (w) x 90 (h)  | \$200  | \$699   |
| Leaderboard (Bottom Position) | 728 (w) x 90 (h)  | \$200  | \$399   |
| Skyscraper (Premium Position) | 350 (w) x 480 (h) | \$200  | \$699   |
| Skyscraper                    | 350 (w) x 480 (h) | \$200  | \$599   |
| Medium Rectangle              | 300 (w) x 250 (h) | \$200  | \$399   |

**Weekly:** Ads appear in rotation during the contracted 7-day period. **Monthly:** Ads appear in rotation during the contracted 30-day period. \*Reduced Leaderboard not shown. Online ads appear on article pages, below the article content, above the comments section.

## PRINT/ONLINE AD FORMATS FOR CAMERA READY FILES

Send materials to:  
[rboeger@thegavoice.com](mailto:rboeger@thegavoice.com)

### ACCEPTED PRINT FILE FORMATS

In order for your ad to be considered camera-ready, it must be the proper size and meet the following requirements:

- **TIFF or JPG:** 200–300 DPI resolution
- **PDF:** Press or Press Optimized settings; fonts embedded
- **Illustrator EPS:** ALL fonts must be converted to outlines
- **CMYK ONLY, NO RGB FILES**
- No bleeds, crop marks, or borders needed
- Document size should be listed ad size
- Body text must be 100% Black only

### ACCEPTED ONLINE FILE FORMATS

In order for your ad to be considered camera-ready, it must be the proper size and meet the following requirements:

- **JPG, GIF, and BITMAP:** 72 dpi resolution, less than 500k
- **Flash documents:** Optimized file sizes for reliable and prompt load times

### DEADLINE

Ads must be submitted one week prior to publication date.

## SOCIAL MEDIA ADVERTISING

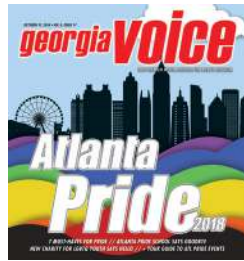
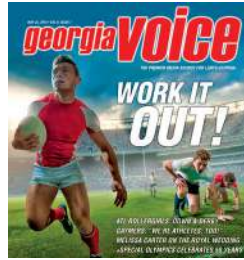
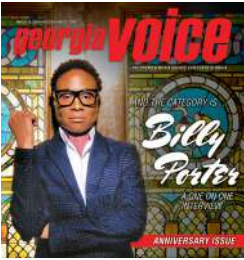
**Weekly Newsletter ad:** \$100

**Single blast to Facebook and Twitter followers:** \$100



# georgia VOICE

## 2019 EDITORIAL CALENDAR



Georgia Voice offers discounts to advertisers who appear in multiple issues, but who are we to decide the best dates for your business? Check out our list of street dates and special issues so you can decide when to deliver your message to our readers.

\* Dates may be subject to change. Certain special issues may require early deadlines. Ask your advertising representative for more details.

**MAILING ADDRESS:**  
P.O. Box 77401 • Atlanta, GA 30357

**CONTACT:**  
P: 404-815-6941; F: 404-963-6365  
sales@thegovoice.com

**ONLINE:**  
TheGeorgiaVoice.com

### SPECIAL PUBLICATIONS



**DESTINATION GAY ATLANTA TRAVEL GUIDE**  
Deadline: 04/30/19  
Publish: June 2019



**OUT ON FILM FESTIVAL GUIDE**  
Deadline: 08/1/19  
Publish: September 2019

### JANUARY

**LGBTQ 101:  
A Beginner's Guide to  
Our Alphabet**  
Deadline: 12/28/18  
Publish: 01/04/19

**DIY: "Do It  
Your Damn Self!"**  
Deadline: 01/11/19  
Publish: 01/18/19

**FEBRUARY**  
**Rekindling The Flame //  
The Science  
of Heartbreak**  
Deadline: 01/25/19  
Publish: 02/01/19

**A Moment of Zen**  
Deadline: 02/08/19  
Publish: 02/15/19

### MARCH

**Meet The Neighbors!**  
Deadline: 02/25/19  
Publish: 03/01/19

**Go Voice Turns 10!!! //  
The Happiness Issue**  
Deadline: 03/08/19  
Publish: 03/15/19

**Wedding Issue**  
Deadline: 03/22/19  
Publish: 03/29/19

### APRIL

**Spring Into Arts //  
Fashion**  
Deadline: 04/05/19  
Publish: 04/12/19

**HIV in the ATL**  
Deadline: 04/19/19  
Publish: 04/26/19

### MAY

**Addiction: A Sobering  
Look at Sex,  
Drugs, & Us**  
Deadline: 05/03/19  
Publish: 05/10/19

**Sports: Out of the Park //  
The Story Behind ATL  
Street Names**  
Deadline: 05/17/19  
Publish: 05/24/19

### JUNE

**Summer Travel //  
Stonewall**  
Deadline: 05/31/19  
Publish: 06/07/19

**TABOO: A Peek into  
the Forbidden**  
Deadline: 06/14/19  
Publish: 06/21/19

### JULY

**The Work Issue**  
Deadline: 06/28/19  
Publish: 07/05/19

**Best of Atlanta**  
Deadline: 07/12/19  
Publish: 07/19/19

### AUGUST

**Pets: Creature  
Features**  
Deadline: 07/26/19  
Publish: 08/02/19

**The Science  
Behind Attraction**  
Deadline: 08/09/19  
Publish: 08/16/19

**Geeks & Nerds //  
Black Gay Pride**  
Deadline: 08/23/19  
Publish: 08/30/19

### SEPTEMBER

**Fall Arts**  
Deadline: 09/06/19  
Publish: 09/13/19

**Out On Film //  
ATL Film Industry**  
Deadline: 09/20/19  
Publish: 09/27/19

### OCTOBER

**Atlanta Pride**  
Deadline: 10/04/19  
Publish: 10/11/19

**Death & Dying //  
Spirituality**  
Deadline: 10/18/19  
Publish: 10/25/19

### NOVEMBER

**Holiday Gift Guide //  
Trans Visibility**  
Deadline: 11/01/19  
Publish: 11/08/19

**The Women's Issue //  
World AIDS Day**  
Deadline: 11/15/19  
Publish: 11/22/19

### DECEMBER

**Food Issue "Dig In!"**  
Deadline: 11/29/19  
Publish: 12/06/19

**Yearbook 2019 //  
Best of GA Voice  
"Givin' You The Best  
That We Got"**  
Deadline: 12/13/19  
Publish: 12/20/19