dallasvoice

The Premier Media Source of LGBT Texas

Media Kit

Celebrate
our community, our culture, families and our march to equality for more than 35 years

Trillions!
The U.S. buying power of the LGBT community

We Deliver!
A fiercely loyal community every Friday in print and every day online

PRINT | WEB | MOBILE | EBLAST! | DIRECTORY | SOCIAL MEDIA AND MORE

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ABOUT US

Dallas Voice was founded in 1984 as a community newspaper. Today we have evolved into a global media machine, celebrating more than 35 years of uncompromising journalism with unparalleled local LGBT news and life+style information. Our award-winning coverage reflects and illuminates the fabric of LGBT Texas.

Dallas Voice is a Certified LGBT Business Enterprise with the National Gay & Lesbian Chamber; founding member and sponsor of the North Texas GLBT Chamber of Commerce; founding member of the National LGBT Media Association; member of Visit Dallas; member of Human Rights Campaign - DFW Federal Club and Associate Member of the Associated Press.

VOICE PUBLISHING'S FAMILY OF PRODUCTS

dallasvoice — The Premier Media Source for LGBT Texas

DigitalSeltzer.com — Refresh Your Digital Brand

The Wedding Party & Expo — An LGBT Community Event

OUT North Texas — Official LGBT Visitors Guide and Business Directory

Social Media MANAGEMENT — A Division of Dallas Voice

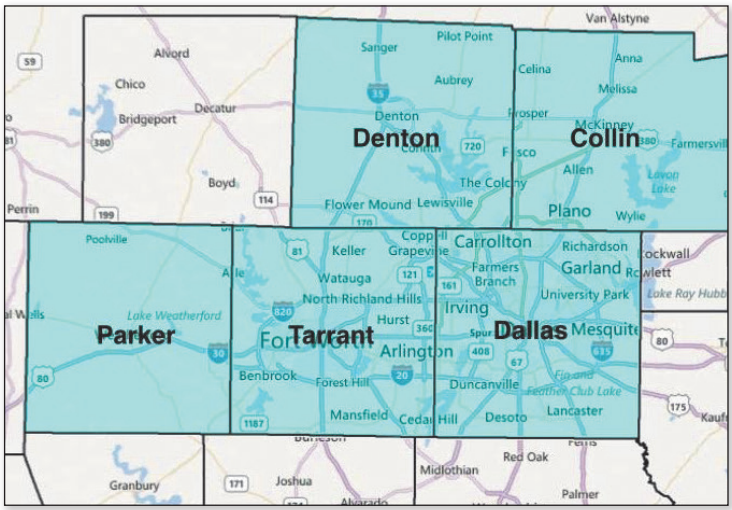
MarketPlace

DV TV Studios — On The Scene

DVSingles.com — An LGBT Social Network & Community

DISTRIBUTION

- More than 400 locations
- 5 counties
- 23 cities
- 62 ZIP codes



ABOUT OUR READERS

Gain access to a massive audience. ***Dallas Voice*** in print is read by more than 28,000 loyal readers every Friday. Our website ***DallasVoice.com*** reaches more than 128,000 unique visitors each month. Our weekly eBlast! has more than 15,000 opted-in subscribers. Our readers are well educated, with mostly professional jobs and have a large amount of discretionary income. The fierce loyalty of our readers is our distinct and unique selling point.

36% *Average Household Net Net Worth $100k to $499k*

81% Spend Over $100/mo. On Clothing

98% Eat Out Every Week

74% Traveled In The Last Year

27% Purchased A Car In The Last Year

Median Age **37yrs.**

96% Use Social Media

75% Income Greater Than $50k/yr

83% Have College Degrees

Fiercely Loyal Readership

PRINT ADVERTISING RATES

ADVERTISING DEADLINES

All advertising is accepted under general conditions described in "Advertising Agreement." Deadline for space reservations, copy and art is Monday, 5:00 p.m., for the issue released on Friday. For special editions and holiday weeks, the deadlines may be accelerated to accommodate early print schedules.

PREMIUM POSITIONS

Premium positions such as page 2, back cover and right hand page are available for a 30% surcharge.

INSERTS

The cost for pieces up to 1/2 oz. is $785.
Each additional 1/2 oz. or fraction is $561.

NON-PROFIT DISCOUNTS

A 20% discount is issued to community organizations with a 501(c) (3) classification issued by the Internal Revenue Service. Advertisement must be for a totally non-profit venture and must in no way directly benefit a commercial enterprise. Non-profit discounts do not apply to inserts.

PRINT ART REQUIREMENTS

Ad Size	Width	Height
1/16th	2.48″	2.75″
1/8th-page horizontal	5.15″	2.75″
1/8th-page vertical	2.48″	5.60″
1/4th-page square	5.15″	5.60″
1/4th-page horizontal	10.5″	2.75″
1/4th-page vertical	2.48″	11.3″
3/8th-page horizontal	7.83″	5.60″
3/8th-page vertical	5.15″	8.45″
1/2-page horizontal	10.5″	5.60″
1/2-page vertical	5.15″	11.3″
1/2-page square	7.83″	8.45″
3/4th-page horizontal	10.5″	8.45″
3/4th-page vertical	7.83″	11.3″
Full page	10.5″	11.3″
*Full page with bleed	11.5″	12.5″
Double page	21.5″	11.3″
*Double page with bleed	22.5″	12.5″

**Bleed specs include .25″ bleed all around from the trim.*

The paper is printed web offset. Recommended halftone screen is 85-line. Minimum resolution of 300 dpi for all advertising elements.

Formats accepted:

- **pdf** (with fonts embedded)
- **tiff** ((300 dpi; flattened at 100% scacle)
- **jpg** (300 dpi; highest quality)
- **Color** (CMYK or Grayscale)
- All non-image blacks need to be 100% black only
- **Bleeds** .25″ from trim. Recommend .25″ margin for all type. Live area for a ***full page bleed***
  10.5″ (W) X 11.5″ (H)
  live area for a ***double page bleed***
  21.5″ (W) X 11.5″ (H).

Frequency Discounts

Ad Sizes	Open B/W	Open Color	6x B/W	6x Color	13x B/W	13x Color	26x B/W	26x Color	52x B/W	52x Color
1/16	223	398	176	342	162	326	146	311	131	298
1/8	321	486	244	410	220	386	200	364	182	348
1/4	572	798	433	659	395	620	356	582	323	540
3/8	720	946	548	774	501	727	454	679	412	637
1/2	870	1096	658	883	598	824	534	762	487	713
1/2 sq	936	1295	710	1068	644	1004	585	942	534	894
3/4	1073	1432	812	1169	739	1097	671	1029	612	970
Full	1193	1552	915	1274	832	1189	754	1114	686	1044
Double	2111	2469	1643	2001	1453	1811	1319	1678	1200	1559

** Price Per Insertion*

WEB ADVERTISING RATES

Web ads can be purchased in two platforms, **HomePage** and **InteriorPage**. For our HomePage platform, each ad rotates evenly each time a viewer opens, returns or refreshes the HomePage. For our InteriorPage platform, each ad size rotates evenly each time a viewer explores a new InteriorPage or refreshes an InteriorPage. Clients wishing to provide web-ready files must submit the ad in the exact measurements provided below at 72dpi, max file size 200K. Acceptable file formats are JPEG and GIF.

Leaderboard 728px (W) X 90px (H)

	1 month	3 months	6 months	12 months
HomePage	$732	$1,972	$3,726	$7,014
InteriorPage	$610	$1,640	$3,110	$5,840

Wide Tower 300px (W) X 600px (H)

	1 month	3 months	6 months	12 months
HomePage	$714	$1,717	$3,245	$5,962
InteriorPage	$517	$1,478	$2,699	$4,962

Medium Rectangle 300px (W) X 250px (H)

	1 month	3 months	6 months	12 months
HomePage	$522	$1,462	$2,762	$4,909
InteriorPage	$427	$1,216	$2,300	$4,092

WEEKLY eBlast! ADVERTISING RATES

Our weekly news and entertainment eBlast! ***reaches more than 15,000 opted-in subscribers*** every Friday. Ads must be created to the exact measurements listed below and provided at 72dpi. Acceptable file formats are static JPEG & GIF.

One week Large Banner: $231 | 728 x 90 Pixels | **Max File Size 200K**
Includes direct link to your website.

DEDICATED eBlast! ADVERTISING RATES

Our dedicated weekly eBlast! reaches ***more than 15,000 opted-in subscribers*** and publishes any day except Friday. Ads must be created to the exact measurements listed below and provided at 72dpi. Acceptable file formats are static JPEG & GIF.

Be the exclusive advertiser paired with one editorial story.

One week Leaderboard: $562 | 728 x 90 Pixels | **Max File Size 200K**
Includes direct link to your website. Exclusive Advertiser.

DALLAS VOICE 2018 EDITIORIAL CALENDAR

Use our editorial calendar to plan your advertising investment in Dallas Voice.
Dining Feature ■ first and third Fridays of each month
Travel Feature ■ second and fourth Fridays of each month

JANUARY 2018
12th
Body & Fitness Edition

FEBRUARY 2018
9th
Valentine's Edition
23rd
The Pink Dollar
Financial Planning

MARCH 2018
2nd
Defining Homes
Real Estate Edition
23rd
Readers Voice Awards

APRIL 2018
20th
Great Spaces
Home & Garden Edition

MAY 2018
4th
Wedding Edition

JUNE 2018
8th
North Texas Pride Festival
15th
National Pride Edition
29th
July 4th Weekend

JULY 2018
13th
Pamper Your Pets Issue
27th
Family LIFE &
Back to School Edition

AUGUST 2018
10th
Applause
Arts Guide Edition
31st
Labor Day Weekend

SEPTEMBER 2018
14th
Dallas Pride Weekend
Music Festival in the
Park and Alan Ross
Texas Freedom Parade
The Largest Issue of the Year

OCTOBER 2018
5th
LifeWalk Edition
and Tarrant County
Gay Pride Week
12th
Food Edition
26th
Halloween Edition

NOVEMBER 2018
2nd
DRIVE!
Automotive Guide
9th
Black Tie Dinner
16th
Holiday Gift Guide
30st
World AIDS Day Edition

DECEMBER 2018
7th
LGBT Texan of the Year
21st
Holiday Edition
28th
New Year's Edition

DVtv ON THE SCENE

Video segments highlighting your event!

This dynamic 3 to 5 minute video will spotlight your special event; which can also be used as a great marketing tool promoting your future events.

- Experienced DVtv crew; producer, cameraman and reporter on the scene at your event
- Segment is branded as sponsored by your organization with logos and contact info.
- Ability to suggest interviews, features and more
- Ideal for posting on your website and social media
- Editorial coverage posted online @ www.dallasvoice.com
- Social Media coverage posted on Dallas Voice social media platforms
- Exposure on the DVtv LIVE show

Video Experience 3 to 5 minutes;
$628 - 20% non-profit discount = $499/net

DVTV STUDIOS On The Scene

OUT NORTH TEXAS AD RATES

OUT North Texas is our high quality glossy magazine with a powerful website. ***OUT*** offers a comprehensive business directory wrapped inside a beautiful extensive LGBT visitors guide for North Texas and a dynamic relocation guide. Business directory line listings start at $162 with display ads starting at $462. Call today for more information on our integrated media buy in this annual magazine. ***The Official Visitors Guide for LGBT North Texas.***

MarketPlace

MARKETPLACE AD RATES

Your calling card for LGBT business!
Integrated PowerHouse! All ads are in Print | Web | Mobile | Social Media... for one low price! All ads are Business Card size either horizontal or vertical

■ Horizontal = 3.5″ x 2″ ■ Vertical = 2″ x 3.5″
Ads are $44 per week for a one-time run

■ Receive a 15% frequency discount with a 6-week pre-paid commitment.
$37 per week x 6-weeks = $222. Ads are full color and include any art and logos.
Just send us your business card and we will create your ad at no cost.
Phone **214.754.8710** ext. **110** | Email **MarketPlace@dallasvoice.com**

SOCIAL MEDIA MANAGEMENT

Social Media Management is critical when it comes to marketing your business. Our goal is to engage your followers on a consistent basis and create more visibility and loyalty for your business. Rather than you taking the time to manage your brand's social media or hiring a full-time employee to do this, we do it for you!

WHAT WE DO:
- Establish your social media footprint
- Interact with your followers and fans
- Post relevant content to help grow your business

PRICE LEVELS:
Bronze $399 **Silver** $499 **Gold** $599

With Social Media Management we create visibility and brand loyalty, increase traffic to your website, and engage your followers and fans. It is time to take your content marketing to the next level. Your success is our goal. It is not about 'likes', it's about *results*.
Phone **214-754-8710** ext. **123** | Email **socialmedia@dallasvoice.com**

Let us design an integrated plan to elevate your brand in our fiercely loyal LGBT population.
Voice Publishing Company, Inc. 1825 Market Center Blvd., Suite 240 Dallas, TX 75207
Dallas Voice ■ OUT North Texas ■ MarketPlace ■ Digital Seltzer ■ Social Media Management ■ DVtv ■ DVSingles.com
Contact us today at 214.754.8710 | Email advertising@dallasvoice.com | Visit us at dallasvoice.com