GEORGIA VOICE
The Premier Media Source for LGBT Georgia
2018 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
15,000 Facebook fans
7,500 Twitter followers
700 Instagram followers
400,000 YouTube video views

Age
21-30: 9 percent
31-40: 13 percent
41-50: 20 percent
50+: 58 percent

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

PRINT/ONLINE AD FORMATS
FOR CAMERA READY FILES

Send materials to: 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 & 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.

AD SIZE & FREQUENCY*

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

*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

<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>SIZE</th>
<th>WEEKLY</th>
<th>MONTHLY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (Top Position)</td>
<td>728 (w) x 90 (h)</td>
<td>$200</td>
<td>$699</td>
</tr>
<tr>
<td>Leaderboard (Bottom Position)</td>
<td>728 (w) x 90 (h)</td>
<td>$200</td>
<td>$399</td>
</tr>
<tr>
<td>Skyscraper (Premium Position)</td>
<td>350 (w) x 480 (h)</td>
<td>$200</td>
<td>$699</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>350 (w) x 480 (h)</td>
<td>$200</td>
<td>$599</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 (w) x 250 (h)</td>
<td>$200</td>
<td>$399</td>
</tr>
</tbody>
</table>

**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.

SOCIAL MEDIA ADVERTISING

**Weekly Enewsletter ad**: $100
**Single blast to Facebook and Twitter followers**: $100
2018 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.

JANUARY
HEALTH & FITNESS
A NEW YEAR, A NEW YOU
Deadline: 12/29/17
Publish: 01/05/18

SPRITUALITY
CELEBRATING ATLANTA’S RELIGIOUS DIVERSITY
Deadline: 01/12/18
Publish: 01/19/18

FEBRUARY
BE MY VALENTINE
FINDING THAT SPECIAL WAY TO SAY “I LOVE YOU”
Deadline: 01/26/18
Publish: 02/02/18

PINK DOLLAR
FINANCIAL ISSUE
TIPS ON HOW TO MAKE YOUR LGBT DOLLAR GROW
Deadline: 02/09/18
Publish: 02/16/18

MARCH
HOT RODS / 8TH ANNIVERSARY ISSUE
A LOOK UNDER THE HOOD OF 2018 MODELS
Deadline: 02/26/18
Publish: 03/02/18

SPRING ARTS PREVIEW
A LOOK AHEAD TO WHAT THIS ARTS SEASON HAS TO OFFER
Deadline: 03/10/18
Publish: 03/16/18

WEDDING ISSUE
ALL YOU NEED TO KNOW BEFORE YOU SAY ‘I DO’
Deadline: 03/24/18
Publish: 03/30/18

APRIL
REAL ESTATE / HOME & GARDEN
BUYING, SELLING IN THE ATL. SPRUCE UP YOUR SURROUNDINGS
Deadline: 04/06/18
Publish: 04/13/18

WE ARE FAMILY
LGBT SENIORS, YOUTH AND STRAIGHT ALLIES
Deadline: 04/20/18
Publish: 04/27/18

MAY
SUMMER TRAVEL
PLAN YOUR SUMMER VACATION WITH STYLE
Deadline: 05/04/18
Publish: 05/11/18

LGBT SPORTS
GETTING ALL IN FOR THE GAME
Deadline: 05/18/18
Publish: 06/08/18

JUNE
SUMMER ARTS PREVIEW / STONEWALL CELEBRATION
YOUR GUIDE TO ATLANTA’S LGBT SUMMER ARTS SEASON. PLUS, STONEWALL EVENTS
Deadline: 06/01/18
Publish: 06/08/18

DRAG EXTRAVAGANZA / NATIONAL PRIDE ROUNDUP
ATLANTA’S DRAGTASTIC QUEENS AND KINGS. PLUS, TAKING A LOOK AT LGBT PRIDES ACROSS THE COUNTRY
Deadline: 06/15/18
Publish: 06/22/18

JULY
PET
CELEBRATING OUR FURRY FRIENDS!
Deadline: 07/06/18
Publish: 07/06/18

BEST OF ATLANTA
READERS PICKS FOR THE CITY’S BEST IN LGBT... WELL, EVERYTHING!
Deadline: 07/13/18
Publish: 07/20/18

AUGUST
ATLANTA LGBT HISTORY
A LOOK BACK AT ATLANTA’S LGBT COMMUNITY
Deadline: 08/03/18
Publish: 08/03/18

LGBT NON-PROFITS / BACK TO SCHOOL
A LOOK AT LOCAL LGBT ORGS. PLUS, WHAT YOU NEED BEFORE HEADING BACK TO CLASS
Deadline: 08/10/18
Publish: 08/17/18

BLACK GAY PRIDE
OUR PULL-OUT SECTION FOR THE BIGGEST EVENT OF ITS KIND IN THE COUNTRY
Deadline: 09/03/18
Publish: 09/03/18

SEPTEMBER
FALL ARTS PREVIEW
A PEEK AT THIS SEASON’S ARTS
Deadline: 09/20/18
Publish: 09/27/18

OUT ON FILM
COUNTDOWN TO ATLANTA’S LGBT FILM FEST
Deadline: 09/21/18
Publish: 09/28/18

OCTOBER
ATLANTA PRIDE
ALL YOU NEED TO KNOW TO GO TO ATLANTA’S LGBT PRIDE
Deadline: 10/05/18
Publish: 10/12/18

WINTER TRAVEL
PLAN YOUR WINTER VACATION WITH STYLE
Deadline: 10/19/18
Publish: 10/26/18

NOVEMBER
HOLIDAY GIFT GUIDE
WHAT TO GET YOUR SPECIAL SOMEDIES THIS HOLIDAY SEASON
Deadline: 11/02/18
Publish: 11/09/18

HOT RODS / LGBT SPORTS / WORLD AIDS DAY
A LOOK UNDER THE HOOD OF 2019 MODELS. PLUS, GETTING ALL IN FOR THE GAME. ALSO, TAKING A LOOK AT HIV/AIDS
Deadline: 11/16/18
Publish: 11/23/18

DECEMBER
WINTER ARTS PREVIEW / EAT, DRINK & BE MERRY
YOUR GUIDE TO ATLANTA’S LGBT WINTER ARTS SEASON. PLUS, WHERE TO GO FOR FESTIVE FARE
Deadline: 11/30/18
Publish: 12/07/18

YEAR IN REVIEW
THE LGBT STORIES THAT COVERED ATLANTA’S MILESTONE YEAR
Deadline: 12/14/18
Publish: 12/21/18

Mailing Address:
P.O. Box 77401
Atlanta, GA 30357

Contact:
P: 404-815-6941
F: 404-963-6365
sales@thegavoice.com

Online:
TheGeorgiaVoice.com

Special Publications

The Georgia Voice 
The Premier Media Source for LGBT Georgia 

Sign Up for Special Offers & Newsletters At TheGeorgiaVoice.com