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.

## Online Advertising

### Action Table

<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.
# 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**
  - **Real Estate / Home & Garden**
    - Deadline: 12/29/17
    - Publish: 01/05/18
  - **Spirituality**
    - **Celebrating Atlanta’s Religious Diversity**
      - Deadline: 01/12/18
      - Publish: 01/19/18

## February
- **Be My Valentine**
  - **Gift Guide**
    - 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: 03/16/18
    - Publish: 03/24/18
- **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, Sprucing 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: 05/25/18

## 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 Dragastic 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: 07/13/18
  - **Best of Atlanta**
    - Readers’ Picks for the City’s Best in LGBT… Well, Everything!
    - Deadline: 07/20/18
    - Publish: 07/27/18

## August
- **Atlanta LGBT History**
  - A Look Back at Atlanta’s LGBT Community
    - Deadline: 08/03/18
    - Publish: 08/10/18
  - **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

## September
- **Black Gay Pride**
  - Our Pull-Out Section for the Biggest Event of Its Kind in the Country
    - Deadline: 09/04/18
    - Publish: 09/11/18
  - **Fall Arts Preview**
    - A Peek at This Season’s Arts
    - Deadline: 09/07/18
    - Publish: 09/14/18
  - **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 Someone 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 the Headlines in 2018
    - Deadline: 12/14/18
    - Publish: 12/21/18