

# Atlanta:

## THE UNOFFICIAL CAPITAL OF THE LGBTQ SOUTH

Atlanta is a primary destination for LGBTQ travelers, both for pleasure and for business. Since 2011, **Destination: Gay Atlanta**, a partnership between the Georgia Voice and the Atlanta Convention & Visitors Bureau, has been the “official” guide to the city.

Full of information and tips on negotiating Atlanta’s neighborhoods, nightlife and tourist attractions, **Destination: Gay Atlanta** is the go-to guide for every gay visitor. Comprehensive listings of major events, local hotels, restaurants, retail stores and community organizations ensure that each visitor will be in the know.

Over 18,000 copies of the print edition are available throughout the city in retail stores, attractions, hotels and restaurants as well as all City of Atlanta visitor centers including Hartsfield-Jackson International Airport, Underground Atlanta and the World Congress Center. \*Some copies may be inserted in the Georgia Voice print edition.

The digital version of **Destination: Gay Atlanta** resides at [www.gay-atlanta.com](http://www.gay-atlanta.com), another partnership between Georgia Voice and the ACVB. The website carries updated information on all things gay in Atlanta throughout the year. Reach out to Atlanta’s LGBTQ visitors with a listing, display ad or web ad in the yearly **Destination: Gay Atlanta** guide.

## COMING IN JULY 2021

### DISCOUNTS:

1. **20%** for non-profits.
2. **15%** for current Georgia Voice advertisers.

### LOCAL PRINT RATES:

SIZE	COST
Full	\$1400
Half	\$850
Quarter	\$500
Back Cover (1 Page)	\$3,000
Inside Back Cover (1 Page)	\$2,000
Inside Back (5 Pages)	\$10,000
Inside Front Cover (1 Page)	\$2,000
Inside Front (4 Pages)	\$8,000
Center Spread	\$3,000

### WEB RATES:

SIZE	COST
Med. Rectangle	\$699/mo.
Live hyperlink	\$75

### Space Reservation Deadline: June 1, 2021

### PRINT/ONLINE AD FORMATS FOR CAMERA READY FILES

#### CAMERA-READY ART:

- TIFF & JPG: 300 dpi resolution
- PDF: Press or Press Optimized settings; fonts embedded
- CMYK with appropriate bleeds (full page only) **no crop marks, registration marks, file information or borders.**
- Document size should equal listed ad size

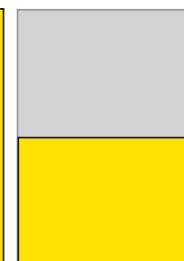
#### FULL

**Actual printed document size:**  
6 (w) x 9 (h)

**Bleed average:**  
Overlap images  
.125 on each side  
that bleeds

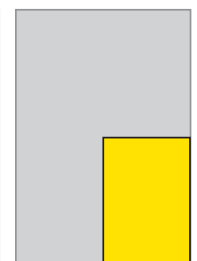
**Text:** Make sure text is  
at least .125 inset from  
6 x 9 measurements

#### HALF



5.5 in. x 4.1 in

#### QUARTER



2.6 in. x 4.1 in.

#### LINE ADS

\$100 each  
40 words or less description not including address, phone and website.  
Paid ads comes with one free listing.

#### WEB SPECS:

Please send a RGB in JPG or GIF file format.  
**Size:** 72 dpi, less than 500k  
350 (w) x 480 (h)

**Flash:** Optimized file size for reliable, prompt load times.

**QUESTIONS ON SPECS?** Email [rboeger@thegavoice.com](mailto:rboeger@thegavoice.com)