COMPLETE COVERAGE
BY THE NUMBERS

Georgia Voice Print Edition
83,000 total people reached bi-weekly
24–80 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
16,600 Facebook fans
7,500 Twitter followers
1,300 Instagram 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.
ADVERTISING SPECS

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, 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.

*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

Brainstorming for ways to promote your business?

Advertise in the Georgia Voice

BUSINESS LISTINGS

Each listing includes Business name, address, phone number, web address and email. Plus 25-30 word-length business description. Images need to be a square: 120 x 120 pixels. 72 DPI. RGB files.
2022 EDITORIAL CALENDAR

JANUARY
Health / Fitness / Aesthetics
Deadline: 12/31/21
Publish: 01/07/22
Black History Month
Deadline: 01/14/22
Publish: 01/21/22

FEBRUARY
Valentine / Sex / Love
Deadline: 01/28/22
Publish: 02/04/22
Hobbies
Deadline: 02/11/22
Publish: 02/18/22

MARCH
Spring Arts Preview
Deadline: 02/25/22
Publish: 03/04/22
The Women
Deadline: 03/11/22
Publish: 03/18/22

APRIL
TBD
Deadline: 04/01/22
Publish: 04/08/22

Real Estate / Home
Deadline: 04/15/22
Publish: 04/22/22

MAY
Summer Travel
Deadline: 04/29/22
Publish: 05/06/22
Sports
Deadline: 05/13/22
Publish: 05/20/22

JUNE
Stonewall & National Pride
Deadline: 05/27/22
Publish: 06/03/22
LGBTQ History / Youth
Deadline: 06/11/22
Publish: 06/17/22

JULY
Pets
Deadline: 07/01/22
Publish: 07/08/22
Drag Extravaganza
Deadline: 07/15/22
Publish: 07/22/22

AUGUST
Fall Arts Preview
Deadline: 07/29/22
Publish: 08/05/22
Black Gay Pride / Financial
Deadline: 08/12/22
Publish: 08/19/22

SEPTEMBER
Fall Travel
Deadline: 09/02/22
Publish: 09/09/22
Out On Film
Deadline: 09/16/22
Publish: 09/23/22

OCTOBER
Atlanta Pride
Deadline: 09/30/22
Publish: 10/07/22
Election / World Affairs
Deadline: 10/14/22
Publish: 10/21/22

NOVEMBER
Trans / Activist
Deadline: 10/28/22
Publish: 11/04/22
Gift Guide / World Aids Day
Deadline: 11/11/22
Publish: 11/18/22

DECEMBER
Food & Beverage
Deadline: 11/25/22
Publish: 12/02/22
2021 in Review
Deadline: 12/09/22
Publish: 12/16/22

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@thegavoice.com

ONLINE:
TheGeorgiaVoice.com

SPECIAL PUBLICATIONS

DESTINATION GAY ATLANTA TRAVEL GUIDE
Deadline: 06/01/22
Publish: July 2022

OUT ON FILM FESTIVAL GUIDE
Deadline: 07/30/22
Publish: September 2022