



## Tampa Bay's Only Online LGBTQ News, Entertainment & Resource Blog

### Voted

Tampa Bay's #1 Best Gay Website by Watermark Magazine 2004-2005  
 Tampa Bay's #3 Best Gay Website by Watermark Magazine 2012-2015, 2017  
 Tampa Bay's #2 Favorite local LGBT writer/journalist: By Watermark Magazine 2016  
 Tampa Bay's #3 Favorite local LGBT writer/journalist: By Watermark Magazine 2012-2015, 2107

### Why Tampa Bay Gay?

Print media is a wonderful marketing tool however, it is sometimes very costly and is moving more towards digital. Are you prepared to take your business to the next level of advertising? Advertising with Tampa Bay Gay may shed a brighter light on advertising your business in the Gay Community and reaching out to the straight/gay friendly community. We have been active in community since March 2001. Serving Tampa Bay for over 16 years

[We are Tampa Bay's Only Online LGBTQ News,  
Entertainment & Resource Blog.](#)

### What is in it for you?

- You get exposure to our visitors that are well over One Million to date and growing daily
- Use of our mailing list for your special events, sent out with our newsletters. (Over 1,300 loyal members)
- FREE advertising in our "Discounts" Coupons section.
- Exposure in Events/clubs through our promotional flyers.  
*Visitors to TampaBayGay.com means more exposure for your business.*
- Use of our Email Registration Campaigns  
We set up, people sign-up, we give away prizes from your business and ours, and we share the email list with you.
- We are always open to other suggestions.

## What we offer our visitors for FREE

- An easy to navigate site with quick loading images.
- Weekly Giveaways – includes New Music, concert tickets, CD's, DVD's, movies & more
- Steer clear of adult oriented content and links (bookstores allowed)  
*"Tampa Bay Gay feels there is enough of that out on the Internet."*
- Monthly Events Calendar with maps/directions to your events.
- Exclusive National & Local Celebrity Interviews
- Exclusive Local & National News Stories
- Music Reviews *(To date we have music from Centaur Music & Tommy Boy Records)*
- Visitors have their pictures taken in the "Around Town" Section.
- Social Media Presence *(Facebook, Twitter, Instagram, and future social media outlets)*
- "Fun Stuff" section
- Resources in the Tampa Bay Area *(Social groups, churches, business, and more)*
- FREE Discounts to local business and online business.
- Complete Major Breaking News Coverage of Large Scale National and Local News.  
*This includes Exclusive Interviews, Missing Persons Alerts, and Hurricane Evacuation/News.*
- New content always being added!

## Points of Interest

All inclusive web/design services for local business in Tampa

*Picture Man Photography*

*Bridging the Gap Television* a TampaBayGay.com production

*Fortress Investigations*

*Pro Image Photo Graphic Design*

*The Other Side Bar*

*One Source Industries*

*FLIRT Night Club*

Some Websites that feature our link/logo

- Google
- BING
- All Major Search Engines (Yahoo, etc)
- AOL
- Queery.com
- Webferret.com

Recognized on Nation Recording Artist Websites

- KevinAviance.com (#1 on Billboard Dance)
  - PepperMaShay.com (From Queer as Folk's, "Dive in the Pool")
- Others available upon request*

Share Content Providers and Affiliates

- CENTAUR Music
- Flutie Management
- Project Publicity
- other client list available upon request.

### **Event Participant/Sponsor**

- Tampa Pride 2014-2017
- AIDS WALK Tampa Bay 2011-2014
- 2<sup>nd</sup> Annual LGBT - Allies Diversity Summit 2013
- Santa Speedo Run 2012-2014
- St. Pete Pride 2004 -2007, 2012-2013
- North Pinellas Pride 2011
- Pride on 7<sup>th</sup> & STOP the Bullying March 2011
- Tampa International Gay & Lesbian Film Festival 2001-2005, 2011-2013
- Silver Sponsor for Pride Tampa Bay Events 2001
- 2001/2003 International Gay & Lesbian Business Expo (NYC)
- 2004 Tampa Bay Business Guild Expo

### **Statistics\*\***

- 86% of our visitors have TampaBayGay.com book-marked to "Favorites" list.
- Average number of visitors a day: 2,200
- Average Number of unique visitors a day: 450
- Average monthly internal page hits: 10,000+
- Our Visitors are mostly local or in area visiting.  
*Very important - they are visiting TampaBayGay.com for a reason*
- 52% of visitors stay up to five minutes or longer
- 15% of those are over one hour
- Voted 8 out of 10 for speed, content, and design

### **The Tampa Bay Gay Visitor Info\*\***

- County Coverage for news and events in Pinellas, Hillsborough, Pasco, Sarasota/Bradenton, Polk
- Most popular cities: Tampa, Land O Lakes, Palm Harbor, Ybor City, St.Petersburg, New Port Richey, Clearwater, and Dunedin
- States/Cities/Countries with most popular visits to Tampa Bay Gay include: Germany, Canada, New York, New Jersey, Philadelphia, Virginia, Connecticut, and Michigan

## Technology & The GLBT Market\*\*\*

- The 2017 LGBT market has an annual purchasing power of almost \$1 Trillion Dollars  
<https://www.bloomberg.com/news/articles/2016-07-20/lgbt-purchasing-power-near-1-trillion-rivals-other-minorities>

### *In terms of the Internet:*

- There are 11.5 million adult GLBT Internet users
- Internet penetration among GLBT adults is about 10% higher than for the U.S. population in general
- GLBT Internet users spend 57% more time online than heterosexual users
- The GLBT community has plenty of choices in terms of media and social media that cater to their specific interests (like TampaBayGay.com)
- Gay and Lesbian consumers actively research, are sensitive to, and are influenced by whether a company is gay-friendly

\* All Averages based on independent counter located at [www.counted.com](http://www.counted.com)

\*\* Statistics gathered from [statcounter.com](http://statcounter.com) an independent statistic and counting service

\*\*\* Statistics gathered from media information supplied by: [Thinkmulticultural.com](http://Thinkmulticultural.com)

## PRICING

### Advertising Rates 2017

#### COMMUNITY SUPPORTER (Required for all business listings)

##### **Premium Sponsor**

\$275.00 /year

(Example page - <http://tbgay.com/directory/pages/groups.htm>)

##### **Included:**

- Full color card size image and a brief description and link (if applicable) to your company website in our Business Directory. *Premium Sponsor Listings are at top of each page.*
- Introduction in our Monthly Newsletter that is distributed our dedicated Bay Area members and Introduction on our Main Page with your company Logo.
- **FREE\*** Unlimited Coupon/Discount Offers - Monthly and Weekly specials that your business offers the Tampa Bay Gay Community.  
(examples: 10 % off, BOGO, Etc.)
- **FREE** Unlimited Events Calendar Listings
- Additional Category Listing in the Directory is an additional \$10 per page.
- Priority Banner Placement and Discounts Only Available to Premium Sponsors

**BASIC SPONSOR**

\$50.00 /year

1. 5 Line Limit (approx.40 words) Listing in our Business Directory for one year that includes a brief description and link to company website. Listed as Basic Sponsor.
2. Mention in our Monthly Newsletter that is distributed to over 1,300 dedicated Bay Area members.
3. **FREE\*** Unlimited Coupon/Discount Offers - Monthly or weekly specials that your business offers the Tampa Bay Gay Community.  
(examples: 10 % off, BOGO, Etc.)
4. Additional Category Listing in the Directory is an additional \$15 per page.

**WEEKLY EVENTS CALENDAR**

\*Art Fee may apply for Monthly Events Calendar\*

All weekly events will include an icon to be listed on the monthly calendar with a small description of the event or special.

**"Weekend Special" 2/3 day listing**

\$10.00 /week

Ideal for Night Clubs, Bars, Fairs, Special Events, Special Sales, Etc.

**Weekly Listing 7 day listing**

\$15.00 /week

List your weekly event(s) on our monthly calendar (less than \$2.25 per day)

**Monthly Listing 30 days or full calendar month listing**

\$50.00 /month

List your monthly event(s) on our monthly calendar (less than \$1.75 per day)

**Unlimited Listings 1 Calendar Year – SPECIAL RATE**

\$500.00 /year

(Free for All Community Supporters)

List your monthly event(s) for the year on our monthly calendar

This is ideal for non-profits, charities, and any business that is uncertain of how many listings a month may be needed. (Less than \$42.00 per month/\$10.00 per week)

**MONTHLY BANNER ADVERTISING**

Banners listed on Support pages will be listed randomly.

*Priority placement available.*

(\$35.00 Art Fee will be applied to all ads that are created in-house or an original banner as that has to be modified)

**FRONT PAGE BANNER** (2 sizes available)

Small Banner (125pix X 125pix)

- *Exclusive Listing*                      \$60.00 /month
- *Shared* (1/3 traffic)                      \$20.00 /month

**Large Banner** (375pix X 160pix)

- *Exclusive* \$90.00 /month
- *Shared* (1/3 traffic) \$30.00 /month

**SUPPORTING PAGE BANNER** (2 sizes available)**Small Banner** (125pix X 125pix)

- *Exclusive* \$45.00 /month
- *Shared* (1/3 traffic) \$15.00 /month

**Large Banner** (375pix X 160pix)

- *Exclusive* \$60.00 /month
- *Shared* (1/3 traffic) \$20.00 /month

**PAGE PLACEMENT PRIORITY FEE \$25.00**

Your company selects the supporting page and placement of banner.

**NON-PROFITS/CHARITY** - "In-Kind" Donations**Standard Donation Includes:**

- Community Supporter \$275.00 /year
- Unlimited Weekly Events Listings \$500.00 /year
- Art Fee (basic set-up fee) \$35.00 one time
- Weekly Non-Profit Email Campaign \$250.00 /one month  
(limited to 1 month per event)
- Exclusive Banners Package \$150.00
  - 1 Large Banner front/support (included)
  - 1 Small Banner front/support (included)
  - (limited to 1 month per event)

**Total Donation To Your Organization is: \$1,210.00 per event**

All Advertising Prices are subject to change without notice.  
Please visit: <http://tampabaygay.com/pages/advertise.htm>  
for the most updated prices, discounts, or specials for advertising.