



## Healthy Gay Lifestyles Advertising Rates

### **A. Top Rotating Banner Ad (Home Page)**

Rotates on the home page of the HealthyGayLifestyles.com site.

Measurements 468x60

\$100 per month

### **B. Right Side Banner Ad (Home Page)**

Rotates on right side on the home page

Measurements 300x250

\$75 per month

### **C. Top Rotating Banner Ad (Inside Pages)**

Rotates on all of the HealthyGayLifestyles.com site.

Measurements – 600x100

\$75 per month

### **D. Right Sidebar Ad (All Inside Pages)**

Rotates on the right side on all inside pages.

Viewable Above the fold

Measurements – 300x250

\$50 per month

### **E. Footer Banner (Home Page)**

Bottom banner on homepage

Measurements – 600x80

\$50 per month

### **F. Resources Ad (Resources Page)**

Hosts a list of Recommended companies that provide valuable services and product to the Healthy Gay Lifestyles community.

Includes Thumbnail Graphic and Text Description of Company

Measurements – 150x150, 150x200

Text Ad – 70 to 140 words

\$50 per month

**G. E-Newsletter Pack 1**

One Banner at top side bar and one at bottom of newsletter

Measurements – 210x100 and 570x100

\$50 per email

**H. E-Newsletter Pack 2**

4 emails with one banner at top side bar and one at bottom of newsletter

Measurements – 210x100 and 570x100

\$125 per 4 emails

**Sponsored Tweets**

We write our own tweets to maximize retweets and traffic

\$15 per Tweet

**Sponsored Post**

Placed on news section of site.

We will edit to improve CTR

\$25 per 300-500 words

**Demographics**

**98% Gay Men**

**Age of Men**

33% 18-34

32% 35-49

24% 50+

**Household Income**

23% \$30-\$60K

20% \$60-\$100K

41% \$100K+

**Education Level**

44% College Graduate

21% Post Grad

35% HS Grad

