



OUT north texas

Media Guide
OUTntx.com

THE EXPERIENCE
A Complete Guide to
Visiting DFW From
TOP to BOTTOM

THE SOURCE
Our Dynamic Visitors
and Relocation Guides

THE CONNECTION
A Comprehensive
Business Directory

THE ACCESS
New Social Media
Benefits!

Celebrate

our community, our lifestyle,
families and our march to
equality for more than 33 years

\$917 Billion!

The U.S. buying
power of the
LGBT community

We Deliver!

A fiercely loyal
community in print
and every day online

OUT North Texas

Official LGBT Visitors Guide and Business Directory

Welcome to OUT North Texas!

OUT North Texas is our full color, high quality glossy magazine with a powerful website. **OUT** offers a comprehensive business directory wrapped inside a beautiful and extensive LGBT visitors guide. In fact, it is the Dallas Convention & Visitors Bureau, now called - *Visit Dallas*' official LGBT visitors guide for Dallas & Fort Worth.

This trusted staple for referrals, contacts and information also includes a dynamic relocation guide. The 2018 edition will include feature articles on influential members of our community, stunning new photography and more. Dallas/Fort Worth has the 5th largest LGBT population in the nation with a very cohesive, vibrant community. Your ad will be seen by thousands of fiercely loyal LGBT consumers.

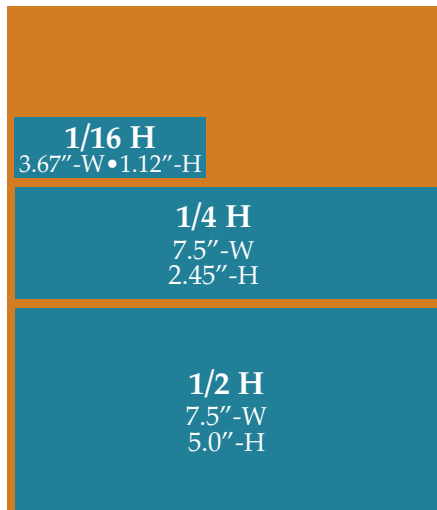
And you get two publications for the price of one! Your listing in **OUT North Texas** will also be published in the **Dallas Voice** Business Directory once a month for the entire year. New this year, we offer more exposure with social media. Your ad and listing with associated links will be posted in our extensive social media network, giving you access to our 30,000+ friends, followers and fans. It's a great deal, a loyal community and perfect timing to market directly to the North Texas LGBT population.



ADVERTISING PACKAGES



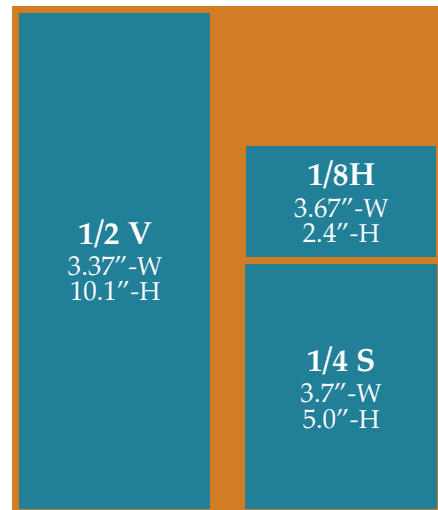
FULL PAGE
7.5"-W
10.1"-H



1/16 H
3.67"-W • 1.12"-H

1/4 H
7.5"-W
2.45"-H

1/2 H
7.5"-W
5.0"-H



1/2 V
3.37"-W
10.1"-H

1/8 H
3.67"-W
2.4"-H

1/4 S
3.7"-W
5.0"-H

OUT offers an integrative approach to access our loyal LGBT community.

Premium Ad Package

■ **Back Cover: \$8,000** ■ **Page 2: \$5,000**

PRINT | WEB | MOBILE | SOCIAL MEDIA and MORE

- Full Color Display Ad on Back Cover or Page 2 of the magazine
- Regular 4-line listing in 6 categories in Directory section
- Web links in all 6 categories online
- Map-it feature online
- Mobile platform
- Listing in Dallas Voice Business Directory once a month
- New social media post - ads, listing and links posted to our 30,000+ network

Full Page Display Ad Package

■ **\$2,399**

PRINT | WEB | MOBILE | SOCIAL MEDIA and MORE

- Full Color Display Ad in first 15 pages of magazine
- Regular 4-line listing in 6 categories in Directory section
- Web links in all 6 categories online
- Map-it feature online
- Mobile platform
- Listing in Dallas Voice Business Directory once a month
- New social media post - ads, listing and links posted to our 30,000+ network

1/2 Page Display Ad Package

■ **\$1,962**

PRINT | WEB | MOBILE | SOCIAL MEDIA and MORE

- Regular 4-line listing in 5 categories in Directory section
- Web links in all 5 categories online
- Map-it feature online
- Mobile platform
- Listing in Dallas Voice Business Directory once a month
- New social media post - ads, listing and links posted to our 30,000+ network

1/4 Page Display Ad Package

■ **\$1,299**

PRINT | WEB | MOBILE | SOCIAL MEDIA and MORE

- Regular 4-line listing in 4 categories in Directory section
- Web links in all 4 categories online
- Map-it feature online
- Mobile platform
- Listing in Dallas Voice Business Directory once a month
- New social media post - ads, listing and links posted to our 30,000+ network

1/8 Page Display Ad Package

■ **\$645**

PRINT | WEB | MOBILE | SOCIAL MEDIA and MORE

- Regular 4-line listing in 3 categories in Directory section
- Web links in all 3 categories online
- Map-it feature online
- Mobile platform
- Listing in Dallas Voice Business Directory once a month
- New social media post - ads, listing and links posted to our 30,000+ network

1/16 Page Display Ad Package

■ **\$460**

PRINT | WEB | MOBILE | SOCIAL MEDIA and MORE

- Regular 4-line listing in 2 categories in Directory section
- Web links in all 2 categories online
- Map-it feature online
- Mobile platform
- Listing in Dallas Voice Business Directory once a month
- New social media post - ads, listing and links posted to our 30,000+ network



BUSINESS DIRECTORY LISTINGS

OUT offers affordable options to access our loyal LGBT community.

Line Listings

■ **Regular 4-line Business Listing in 2 categories - \$158**
PRINT | WEB | MOBILE | SOCIAL MEDIA and MORE

■ **Bold 4-line Business Listing in 2 categories - \$198**
PRINT | WEB | MOBILE | SOCIAL MEDIA and MORE

■ **Add Extra Line or Category to Business Listing**
4 extra lines in 2 categories or 1 extra category - \$68

■ **Additional 1/8 Page Display Ad in the Directory section - \$360**



New Social Media Benefit

All listings will be posted in our social media networks in a jpeg format with a reach of more than 30,000 friends, followers and fans. All display advertisers will receive a single personalized post with listing, ad and links to their website in the first quarter.

Circulation & Distribution

OUT North Texas publishes annually in January with more than 20,000 copies. OUT North Texas is distributed FREE at more than 300 locations, 5 counties, over 23 cities and more than 62 ZIP codes. You will find us at nearly every North Texas LGBT convention, conference and event.

Space Reservation Deadline

The deadline for advertising space reservations is Friday, November 3, 2017. The deadline for camera-ready art is Friday, November 10, 2017.

Nonprofit Discounts

All nonprofit community organizations are awarded our 20% discount off the rates listed in this media guide.

Get two publications for the price of one!



Call Today! 214.754.8710
 advertising@dallasvoice.com
 www.OUTntx.com



VOICE PUBLISHING'S FAMILY OF PRODUCTS

