



The gay press has been and remains very important to the LGBTQ community. Most LGBT persons are consumers of mainstream media and are heavy users of the various media markets. Diversity Rules Magazine seeks to tap into this reality and provide a primary source of LGBTQ themed articles, arts and entertainment news and other general items of diversity that can only be obtained from an LGBTQ focused publication.

More major advertisers are targeting gay and lesbian consumers. Being an exclusive publication for the gay/lesbian community and its friends, there will be opportunities for connecting these advertisers with their target market.

According to various market research studies, advertising expenditures in local gay press has begun to outpace general market press over the past decade, with gay specific ads increasing in importance. A wide range of industries can benefit from focusing on the LGBTQ community. Diversity Rules seeks to capitalize on this trend and provide an outlet for those companies who are reaching out to the LGBTQ community.

No longer a narrow niche market, businesses throughout the country are recognizing the enormous opportunity of marketing to LGBTQ individuals, whose buying power according to Witeck-Combs Communications, "is set to exceed \$835 billion by 2011." According to Witeck-Combs, this will only increase with projections of the LGBTQ population increasing from 15.3 million to 16.3 million in 2011. This is an enormous opportunity for businesses to enhance their bottom lines by direct marketing to the LGBTQ community

Additional research has shown that LGBTQ persons: 1) Are more likely to be professionals or managers; 2) **Have average household incomes over \$85.4K**; 3) Are three to four times more likely to have household income over \$250K; 4) Living with partners in 99.3 percent of all US counties; 5) **More likely to go out more, buy more, have more disposable income and are extremely loyal consumers**; 6) **More likely to purchase from companies/brands that advertise in gay media, deliver product messages in gay-specific advertising, support gay and lesbian community causes and are good to their own LGBTQ employees**; 7) Believe in "indulging themselves (77 percent); 8) As having to have "the latest (68 percent); 9) Will upgrade to the latest model (68 percent); 10) **Buy themselves whatever they want (59 percent)**; 11) Prefer to buy from companies that advertise to the gay market online (78 percent).

How much is it worth to tap into this tremendous market of LGBTQ consumers? For as little as \$15.00 per month you can obtain amazing exposure for your company and your products that appeal to the LGBTQ community. There are numerous advertising opportunities in Diversity Rules Magazine.

DON'T WAIT! CONTACT US NOW in order to get your business in front of the tremendously powerful purchasing power of the LGBTQ community by advertising in the **NEW Diversity Rules Magazine**, in a **MONTHLY, full color, glossy, 8 x 10 format**.

2014 Media Kit

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Diversity Rules Magazine

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607.432.1179

info@diversityrulesmagazine.com

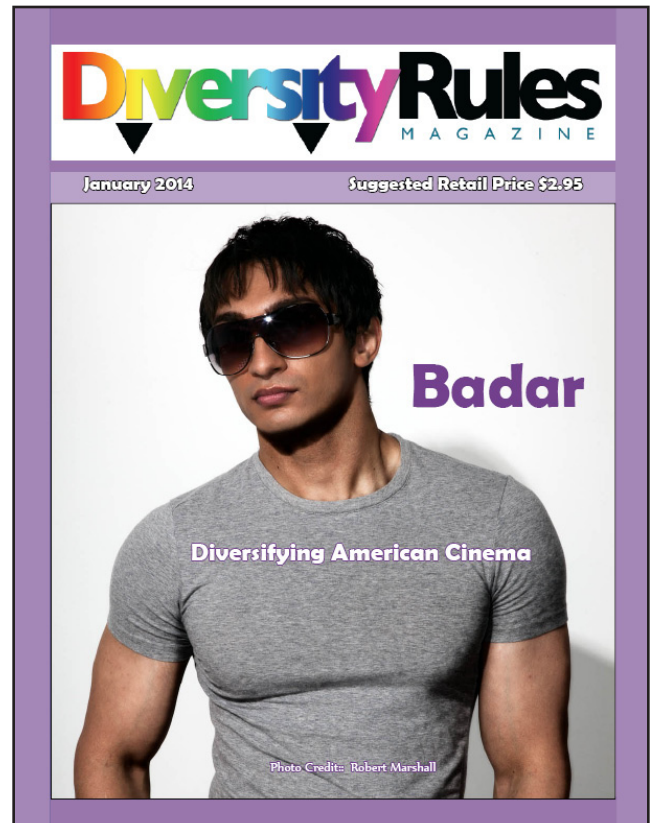
www.diversityrulesmagazine.com

"Diversity Rules reaches and respects our community. It is thoughtful, well written and manages to push the envelope just enough to leave me laughing and so happy that it exists to provide a rational counterpoint to most other media."

John Barry, Executive Director, STAP

Why Advertise in Diversity Rules? Because it's OUR Community and WE support it! If we don't.... who will?

Lauren Hering, Owner, Merlin's, Binghamton



2014 Advertising Rates

1/8 Page Ad	\$ 60.00
1/4 Page Ad	\$110.00
1/2 Page Ad	\$175.00
Full Page Ad	\$250.00
Full Page Ad	\$300.00
(Outside Back)	
Page Sponsor	\$100.00
Issue Sponsor	\$350.00

(Contact editor about details of issue sponsorship)

All rates are below other alternative publication's rates.
All rates are a "per issue" rate.

Discounts are available for multiple runs (any size ad):

2 - 3 issues	10 percent discount
4 - 7 issues	15 percent discount
8 - 11 issues	20 percent discount
12 issues	30 percent discount

Add an additional 10 percent discount if a new advertiser!

Ad Size Descriptions

Standard Ad Sizes: There are also the standard 1/8, 1/4, 1/2 and full page ad opportunities. Ad dimension is width x height.

1/8 page:	4" x 2.5"
1/4 page	4" x 5"
1/2 page	8" x 5"
Full page	8" x 10"

Page Sponsor: This innovative ad opportunity allows for the sponsorship of individual pages in the publication. Being a page sponsor will entitle you to a small banner ad that states, "This page sponsored by..." along with an 1/8 page size advertisement.

Diversity Rules Magazine can also offer packages in addition to the stated options based on each business' particular needs and resources. Contact the editor to discuss any options that might be conducive to your situation.

Terms and Conditions

Terms: Pricing is based on submission of electronic files in .pdf format. No submissions will be accepted in Word or Publisher formats. For established accounts, billing will occur after publication of issue. All new accounts require pre-payment. Ads are non-fundable and a credit will be extended in the next available issue.

General Conditions: All advertising in Diversity Rules Magazine is subject to publisher's approval and only final publication will constitute such acceptance. The advertiser is completely responsible for the content and reproduction quality of the material submitted. Owners of establishments submitting ads represent that the advertising being submitted for publication contains no illustrations or text that can result in any claim against the publisher and agree to indemnify Diversity Rules Magazine against any damages and related expenses (including attorney's fees) arising out of such publication. The publisher's liability is limited only to the direct cost of the ad. Publisher shall have no liability for failure to execute accepted advertising orders because of government restrictions, acts of God, accidents, fires, or any other cause beyond the publisher's control affecting production or distribution.

Advertisements: The editor will only accept ads in PDF files prepared for high resolution (300 dpi). All ads will be printed in FULL COLOR. Fonts and images must be embedded in the file so that it can print independent of external links to the document. Graphic design services are available on a limited basis if absolutely necessary and will incur a \$50.00 design fee. All ads, exclusive of the front inside cover and the back and inside back, shall require no bleed. For front inside and back back inside cover ad placement, there shall be a full bleed.

Advertiser Agreement: All advertisers, exclusive of Business Directory listings, shall sign an Advertiser Agreement prior to ad's publication. Failure to submit a signed Advertiser Agreement, will place ad order on hold, until such time the signed Advertiser Agreement is submitted. Ad placement will begin with the next issue to be published.

Deadlines: All advertising materials including the signed Advertiser Agreement must be submitted by the 5th of each month prior to publication. If received after that date, it will be deferred to the next issue unless there is space available.

Send Ad Materials To:

editor@diversityrulesmagazine.com

For more information:

607.432.1179

info@diversityrulesmagazine.com

Web Advertising Rates

Why Advertise Online?

Ad sizes and prices are listed below:

120 x 120	\$ 25.00
120 x 180	\$ 45.00
160 x 600	\$100.00
240 x 400	\$100.00
300 x 250	\$165.00
300 x 600	\$185.00
468 x 100	\$150.00
728 x 90	\$160.00

All web ad sizes are in pixels

All prices above are based on a one month placement
Web ad purchases included in online business directory

Choose from the variety of plans listed below:

- Plan A: Main website entry page**
- Plan B: Up to 2 pages (select pages)**
- Plan C: From 3-5 pages (select pages)**
- Plan D: All pages**

Plan Rates:

- Plan A: Rates as listed above**
- Plan B: Add \$10.00 to rates listed above**
- Plan C: Add \$25.00 to rates listed above**
- Plan D: Add \$40.00 to rates listed above**

Discounts are available for multiple runs (any size ad):

2 months	10 percent discount
4 months	15 percent discount
8 months	20 percent discount
12 months	30 percent discount

Contact the editor for more information at:

editor@diversityrulesmagazine.com

In addition to the print media, online advertising is a fast growing and very effective means by which advertisers can reach potential customers. Web ads have been proven to produce results! Why advertise online?

Frequency: Web users spend almost twice as many hours online than general readers of print media and return to a particular website several times per day.

Credibility: The web advertisement is also much more believable if it is on a credible website. If the website is respected, web advertisers are more likely to place an ad on it. Diversity Rules is such a publication. While focused on the LGBTQ community, it can be trusted to provide the reader with articles and other items of interest that appeal to a broad range of readers in a meaningful and credible manner.

Targeted Market: Web advertising is also much more targeted. It provides opportunities to reach a particular demographic in a very focused and defined manner. Diversity Rules is such a publication.

High Profile: Research.net reports that Internet advertising is ranked above all other media when measured for "Where I prefer to find out about new products," "Where I prefer to receive information about companies," and "Where modern, up-to-date brands advertise."

Repetition: Many online users go to particular websites many times. By doing so, an online advertiser reinforces their message with the reader over and over again, thus increasing the chances of a purchase.

Online power: When combined with traditional print media, online advertising tends to elaborate and a particular brand's message. Online advertising increases penetration and exposure of a brand's message into a particular audience.

Popularity of Online News and Magazine Outlets: Studies have shown that a high percentage of online users prefer to get their news and other information of current events and human interest features from online publications.

So why wait and continue to miss out on the incredible power of the Internet! Contact the staff at Diversity Rules Magazine to discuss your online advertising options!

If you do not see a particular size ad listed that you would like to have placed in the magazine, don't hesitate to ask if a special accommodation can be made! Diversity Rules Magazine is flexible and wishes to assist in creating the most effective marketing campaign to the LGBTQ community as possible.

Thank you for your support and for considering placing an online advertisement with us.

Contact the editor for more information at:

editor@diversityrulesmagazine.com

Advertiser Agreement

Select Ad Size

1/8 page advertisement (\$ 60.00)	_____	Number of insertions	_____
1/4 page advertisement (\$110.00)	_____	Number of insertions	_____
1/2 page advertisement (\$175.00)	_____	Number of insertions	_____
Full page advertisement - inside (\$250.00)	_____	Number of insertions	_____
Full page outside back (\$300.00)	_____	Number of insertions	_____
Page Sponsor (\$100.00)	_____	Number of insertions	_____
Online Ad (Denote Desired Size)	_____	Identify Desired Ad Plan	_____
		Number of insertions	_____

SUBTOTAL: _____

Less discount _____ % _____

FINAL TOTAL _____

Discount Summary

2-3 issues	10 percent discount
4-7 issues	15 percent discount
8-11 issues	20 percent discount
12 issues	30 percent discount

Diversity Rules accepts checks, money order or cash payments. Pay Pal will be available at some point in the future.

**** If a new advertiser add an additional 10 percent discount off the already low ad rates!!! *****

Name of Business: _____
 Address: _____

 Contact Name: _____
 Contact Name Title: _____
 Telephone: _____
 E-mail Address: _____
 Website Address: _____

As the authorized representative of the above business, I agree to the terms and conditions set forth by Diversity Rules Magazine. If my account is new, payment is due and payable, with the signed advertiser agreement prior to the date of publication.

Date: _____ Printed Name: _____

Signature of Authorized Contact Person: _____

(Must be the person authorized to expend funds on behalf of Advertiser)

Thank you for your support!

Diversity Rules Magazine
 PO Box 72
 Oneonta, NY 13820-0072
 607.432.1179
 info@diversityrulesmagazine.com

For Office Use Only

Date ad run will begin: _____
 Date ad run will end: _____
 Date of Payment: _____
 Ad Agreement Submitted: _____
 Ad Approved: _____
 (Initial)