



GAYLIFE

Maryland's LGBT Community Newspaper



media press kit

read it. live it. love it.

GAY LIFE

one of the most effective ways to reach the LGBT Community not only in Greater Baltimore, but also in the Mid Atlantic region. For more than 30 years, our many readers have turned to the pages of *Gay Life* for their local news, insightful commentary, extensive calendar listings, and reviews of music, theater and film, plus a lot more.

B-SCENE

THE CAST OF MAMA MIA @ THE HIPPO
PHOTOS BY JOY W. PHELPS



BLACK & WHITE MEN TOGETHER PICNIC
PHOTOS BY JOY W. PHELPS



NEW WAVE SINGERS
PHOTOS BY JOY W. PHELPS



What Rufus Wants

Singer-songwriter Rufus Wainwright thinks he knows what he wants, and he explores it in his new CD, *Want One*.

by Scott Baum



Rufus Wainwright is looking for love, and the songs he's written for his new album, *Want One*, are all about it. He's a singer-songwriter, and he's got that path, from the studio to the stage. He's got that path, from the studio to the stage. He's got that path, from the studio to the stage. He's got that path, from the studio to the stage.

...and what you call it? Want?

...and what you call it? Want?

...and what you call it? Want?

What Rufus Wants

Singer-songwriter Rufus Wainwright thinks he knows what he wants, and he explores it in his new CD, *Want One*.

by Scott Baum



Rufus Wainwright is looking for love, and the songs he's written for his new album, *Want One*, are all about it. He's a singer-songwriter, and he's got that path, from the studio to the stage. He's got that path, from the studio to the stage. He's got that path, from the studio to the stage. He's got that path, from the studio to the stage.

...and what you call it? Want?

...and what you call it? Want?

...and what you call it? Want?

CIL ME IN by Scott Baum

Wednesday, June 2
DJ Brian Mongeon at Grand Central...
Saturday, June 5
The Black & White Beach Ball...
Wednesday, June 3
Hate...
Thursday, June 4 - July 3
If Memory Serves...
Friday, June 4
Burns at Club Burns...
Sunday, June 6
AIDSwalk...
Sunday, June 6
Burns at Club Burns...



...and what you call it? Want?

...and what you call it? Want?

...and what you call it? Want?

...and what you call it? Want?

...and what you call it? Want?

...and what you call it? Want?

...and what you call it? Want?

...and what you call it? Want?

...and what you call it? Want?

EACH ISSUE OF GAY LIFE covers a broad spectrum of topics, from the fun and light-hearted - like celebrity interviews and profiles of gay cowboys - to the serious and timely - like the national marriage debate and ongoing struggle for recognition in Annapolis. Recent features have examined the issues of growing old, religion, and marketing to the LGBT community.



FEATURES

Timely issues and important topics examined from many angles, with insight from local and national thought leaders.

NEWS

Original reporting on local and national news, plus updates on international news events.



ENTERTAINMENT

Reviews of movies, television, DVDs, music, theater, books and more.

INTERVIEWS

One-on-one, original interviews with celebrities, politicians and newsmakers locally and nationally.



CALENDAR

An often irreverent, sometimes funny and always useful listing of what to do around town.

B-SCENE

The place to be scene in Baltimore is on these pages.



Our readers are smart and savvy. They choose to read *Gay Life* because they want a paper that speaks to them in an engaging and intelligent way.

ABOUT US

GAY LIFE IS PUBLISHED

every other week and is distributed extensively throughout the Baltimore metropolitan area and as far away as Philadelphia, Washington, D.C., and Rehoboth Beach, Del. And wherever readers are, *Gay Life* is available online at www.baltimoregaylife.com.



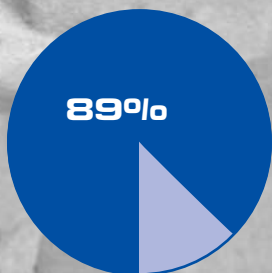
GAY LIFE IS THE OLDEST

non-profit community-owned newspaper in the country. Since 1977, the Gay & Lesbian Community Center of Baltimore has published *Gay Life* - previously known as *Baltimore Gay Paper* - as a community outreach. Advertisers in *Gay Life* not only benefit from advertising to this market, but also provide support to the Center and the programs it runs.

ABOUT OUR READERS

OUR READERS ARE WELL EDUCATED.

We estimate that between 30,000- and 40,000 readers turn to each issue of *Gay Life*. Three quarters of *Gay Life* readers have graduated from college and 42 percent have received post-graduate studies. Forty-two percent of our readers are age 25 to 34, and more than a third of our readers have a household income of more than \$50,000.



Gay Life readers who said they would more likely support a *Gay Life* advertiser

ABOUT THE GLCCB

EVERY YEAR, MORE THAN 6,000 PEOPLE

come to the Center for groups and classes. More than 2,000 callers every year receive information and referrals through the Center. By providing services to a diverse population - people of color, gay fathers, transgenders, LGBT youth and many more - the Center plays a vital role in the gay, lesbian, bisexual and transgender community.





GAYLIFE

Maryland's LGBT Community Newspaper

2007 AD RATES

	Full Page	Half Page	Quarter Page	Eighth Page	Business Card
1 insertion	\$905	\$460	\$250	\$155	\$100
3 insertions	\$780	\$410	\$225	\$130	\$90
6 insertions	\$685	\$355	\$200	\$115	\$80
13 insertions	\$600	\$320	\$180	\$100	\$70
26 insertions	\$525	\$300	\$165	\$90	\$60

COLOR: Full page \$300. Half page \$150. Quarter page \$75. We do not typically accept color eighth page ads. Additional charges for special placements and for ad design. 15% off for Agent discount of contracted rates 10% discount to fellow non-profits, and a 10% discount for prepayment of 3 or more insertions.

Gay Life requires a signed contract and insertion order prior to publishing any print and/or online ads. In addition, Gay Life must receive payment for all advertising fees no later than close of business the Tuesday of a production week. NO ADS WILL RUN without payment, unless the advertiser has an established credit history with Gay Life. Please refer to GL contract for details.

AD SIZES

Full Page	- 10.125 x 13.25
Half Page (v)	- 4.9375 x 13.25
(h)	- 10.125 x 6.5
Quarter Page	- 4.9375 x 6.5
Eighth Page (v)	- 2.325 x 6.5
(h)	- 4.9375 x 3.125
Business Card (v)	- 2.325 x 3.125
(h)	- 4.9375 x 1.5

AD SPECS

Artwork should be submitted on CD or Zip Disk in the following Hi-res (300 dpi) formats.

- jpg
- pdf
- tif

Artwork can also be e-mailed to Ron Crognale the Art Director at ron@rdcdesigns.com and please include a copy to sales@baltimoregaylife.com

Ads should be reserved by the Friday before a publication is printed.



GAYLIFE

Maryland's LGBT Community Newspaper

WWW.BALTIMOREGAYLIFE.COM

The full content of every issue of Gay Life is available online, opening the doors to a whole new audience of readers.



Skyscraper
125 x 350 pixels

ONLINE ADVERTISING

Online advertising is one of the most effective ways to enhance your print campaign. Gay Life can help find a solution that best fits your electronic advertising needs for a lot less than you'd expect.

Online ads run for two weeks, from Friday to Friday in conjunction with the print edition. Gay Life offers two sizes of online ads: skyscraper and box.

Box
125 x 100 pixels



GAYLIFE

Maryland's LGBT Community Newspaper

ONLINE 2007 AD RATES

SKY SCRAPER - (125 x 350 pixels) - \$25

BOX - (125 x 100 pixels) - \$10

Design fee for skyscraper ad is \$50; \$25 for box.

Please Call about animated ads.

EXCLUSIVE OFFER

Sign a one-year print advertising agreement with us and receive **6 months of online advertising**

FREE.

Sign a 13 ad agreement and get

50% off 6 months of online advertising.

Full and half page print ads will receive skyscraper ads. Quarter, eighth and business card size print ads will receive box ads.

FORMATS ACCEPTED

- .gif
 - .gif animation
 - .jpeg
 - flash/.swf
- (Sorry we do not accept .png files)

FILE SIZE RESTRICTIONS

Maximum file size 30 kilobytes for jpeg or .gif files, 50 kilobytes for flash/.swf files or .gif animation.

DEADLINES

Online ads must be e-mailed to ron@rdcdesigns.com the Friday before print date.

ADDITIONAL SPECIFICATIONS

- Online rates are for two weeks and are subject to random rotation and availability.
- Current rates apply to re-launch window only and are subject to change.
- Online advertisements available only with purchase of coinciding print advertisements.