

## HALE MEDIA

It's been just over ten years since San Diego Pix (SDPIX) was launched by publisher Johnathan Hale (Hale Media, Inc). Never in our wildest dreams did we imagine that SDPIX would become what it is today. Back in 2002, Hale's vision was simple: to create a website where people could view photos taken of them while they were out and about, and order prints of those photos, with the knowledge that 100% of the proceeds would be donated to charity.

Today, SDPIX has grown into San Diego's most prominent resource for LGBT nightlife and entertainment and yes, we still donate all the proceeds from print sales and digital downloads to charities.

While Hale is proud of the work he and his team have done with SDPIX, he felt the time had come to take what he's learned over these past years and put it into something that will not only entertain the community - but inform, educate and bring together yesterday's leaders, today's leaders and the leaders of tomorrow.

The natural evolution became the all new San Diego Gay & Lesbian News (SDGLN.com) launched in 2009, which has quickly become the most read daily LGBT news source in San Diego!

SDGLN offers our readers a balanced and in depth look into the news of the day, while providing a vehicle for promoting various events and informing about important causes. Along with witty social columns, informative health & wellness tips, and the latest in entertainment, SDGLN provides a wide range of topics to pique the interest of our diverse readership base.

Hale Media, Inc. is at the forefront of innovative marketing, providing our clients with marketing outlets in print, online, text messaging, event production and social media. If it's new, exciting and on the cutting edge, Hale Media, Inc. is sure to be leading the way.

Hale Media, Inc.  
Publishers of San Diego Gay & Lesbian News and San Diego Pix  
(888) 442-9539  
[www.sdgln.com](http://www.sdgln.com) | [www.sdpix.com](http://www.sdpix.com)

### 2002 San Diego Pix Is Born

We began with a simple idea and a vision to give the LGBT community something different and innovative. The concept: have photographers at every LGBT club, event, and function in or around San Diego and to take pictures of anyone and everyone who wanted to pose. Then, post those photos for all to see, both on our website and in local magazines.

### 2006 Pix in Print + Online

After successfully placing our photos in other LGBT magazines, we realized there was a demand for something more, a bold magazine dedicated to community nightlife, events, charities, health, beauty and fashion. Our irresistible magazine and community Website soon had guys and girls alike scrambling over one another to see if their photo had made the cut.

### 2008 Award Winner!

In early 2008, we introduced the new San Diego Pix; including a high tech makeover of our Website [sdpix.com](http://sdpix.com), the introduction of SMS Text message marketing and our first editorial blogs. These upgrades led to our winning the 2008 Nicky Award for best LGBT community Web site.

### 2009 SDGLN Is an Instant Success

Launched in 2009, SDGLN quickly became the most read LGBT news source in San Diego. SDGLN's partnerships with news and entertainment sources like Gay San Diego, Uptown News, Lavender Lens, The Bottomline, Flawles, and SD Pix offer our readers a balanced news and entertainment source that is unmatched in San Diego.

### 2012 SDGLN is Most Read

With support from the local and national community, SDGLN has become the most read LGBT Daily News source in San Diego attracting partners like The Huffington Post and GayTravel.com.

## SAN DIEGO GAY & LESBIAN NEWS (SDGLN)

### SDGLN.com - Our Generation Meets the Next Generation

#### Daily News Coverage

Reflecting the new 24-hour media cycle readers expect, complete with a weekly wrap up of stories delivered electronically.

#### Connecting the Community

Harnessing the power of social networking, SDGLN seeks to engage readers in stories, causes, and events – connecting them to fellow community members in a way never experienced before.

#### Comprehensive Coverage of Issues

SDGLN has also partnered with established media sources who will contribute content reflecting their core coverage areas, but you will also see commentary and columns by some familiar and new faces, reflecting the next generation of leaders in our community.

#### A New Attitude

Most importantly, we seek to change the tone and tenor of the dialogue on issues important to the LGBT community. Our community has much to be proud of and we will accomplish so much - if we remain committed to positive change within our own community and beyond.

As a proud member of the San Diego LGBT community, it is our hope that SDGLN will help build a bridge between the segments that may divide our community, creating a platform on which all of us can come together and stand as one in our quest for equality.

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**News** Local · State · National · World **Commentary** Politics · Opinions  
**Causes** Marriage Equality · DADT · HIV/AIDS · Hate Crimes · Gender Politics  
· Others **Entertainment** Events · Video · Arts & Culture · Nightlife & Dining  
**Social** Events · For Men · For Women · For All **Health & Wellness**  
Fitness & Diet · Health · Sports · Support **Events** Locations · Nightlife  
**Bottomline** Events · Celebrity Interviews · Q-Legal **Flawles** Events ·  
Flawles Faces · Community Top 11 · Women & Politics **Gay San Diego**  
News · Politics · Opinion · Business · Sports · Living · Arts & Entertainment  
· Travel · Events **Uptown News Advertising** · Communities · Fashion  
**Breaking News** Food & Drink · Lifestyle · Opinion · **Lavender Lens**





## SAN DIEGO PIX MAGAZINE (SDPIX)

They say a picture is worth a thousand words.

At San Diego Pix, we believe a thousand words is just the beginning!

### Our Beginning

We started over ten years ago with a simple idea and a vision to give our community something different and innovative. The concept: have photographers at every LGBT club, event, and function in or around San Diego and to take pictures of anyone and everyone who wanted to pose. Then, post those photos for all to see both on our Website and in local magazines. It did not take long for the community buzz to begin and for SDPIX.COM to become one of the most visible online brands in the San Diego LGBT market.

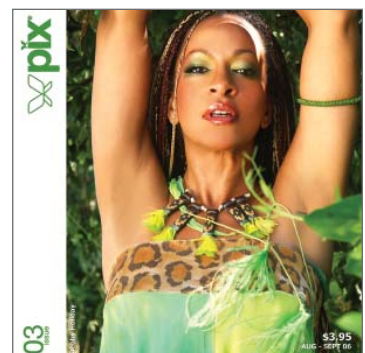
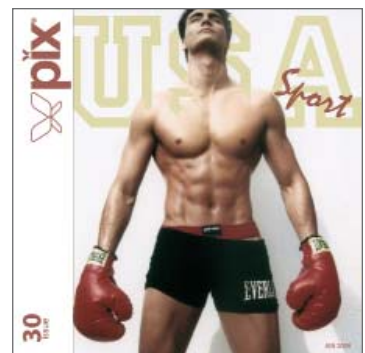
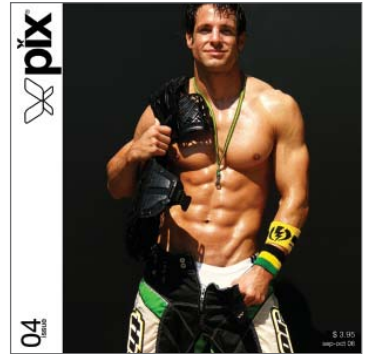
### Taking it to the Next Level

In 2006 it was clear to us that it was time to take the next step and we launched our very own magazine. In order to ensure success, we knew that San Diego Pix Magazine would have to be something that nobody in our community had seen before. The magazine would help us to branch out and not just be about nightlife, but also about our community as a whole by promoting local community and charitable events. San Diego Pix Magazine would not be just another weekly gay rag that ends up in the trash, but something that people take home and proudly display on their coffee table and show to friends and family. The result, San Diego's first all color, high gloss magazine marketing to San Diego's LGBT market. Every month, guys and girls alike scramble over one another to get the latest issue of San Diego Pix Magazine to see if their pictures are displayed among the perfectly glossed pages. If your picture did not make it into the magazine, you need not worry because you can always find it available on our amazing web site!

### Back to the Basics

Like San Diego Pix Magazine, SDPIX.COM was quickly recognized as a Web site of a quality few had seen before! That still was not good enough for us, so in 2008, we gave SDPIX.COM a complete makeover that led to our winning the 2008 Nicky Award for Best Online Community Web site!

With over 18,000+ (as of June 2012) subscribers via email, SDPIX.COM is the most connected and most prominent source for the San Diego LGBT community!



## LGBT CONSUMER STATISTICS

### Gay & Lesbian Buying Power Expected to Reach \$790 Billion in 2012

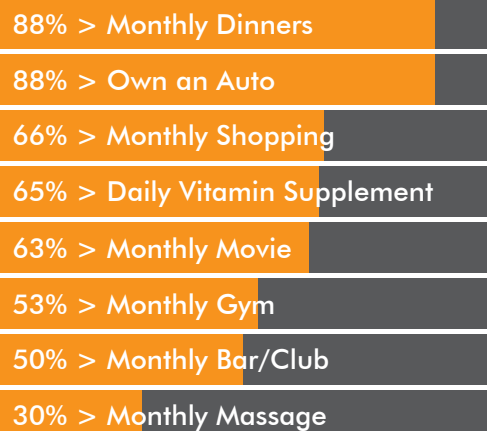


#### What are the spending habits of the LGBT consumer?

- \$5,200 spent dining out in the last year, with a median of dining out 4 times per week.
- \$2,000 per year on travel.
- \$500 per year on clothing.
- \$260 per year on coffee drinks.

#### Where are LGBT consumers spending their money?

- 88% go out to dinner with friends at least monthly.
- 88% own an automobile.
- 66% go shopping at brick and mortar stores at least monthly.
- 65% take a daily vitamin supplement.
- 63% go to see a movie at least monthly.
- 53% work out in a gym at least monthly.
- 50% go to a bar or club monthly.
- 30% got a massage in the last month.



#### How will LGBT consumers respond to your advertisement?

- 89% are more likely to support companies with favorable LGBT employment practices.
- 88% are more likely to support companies that sponsor LGBT events and fundraisers.

**85%**

Consider advertising in LGBT publications to be a favorable motivator to purchase.

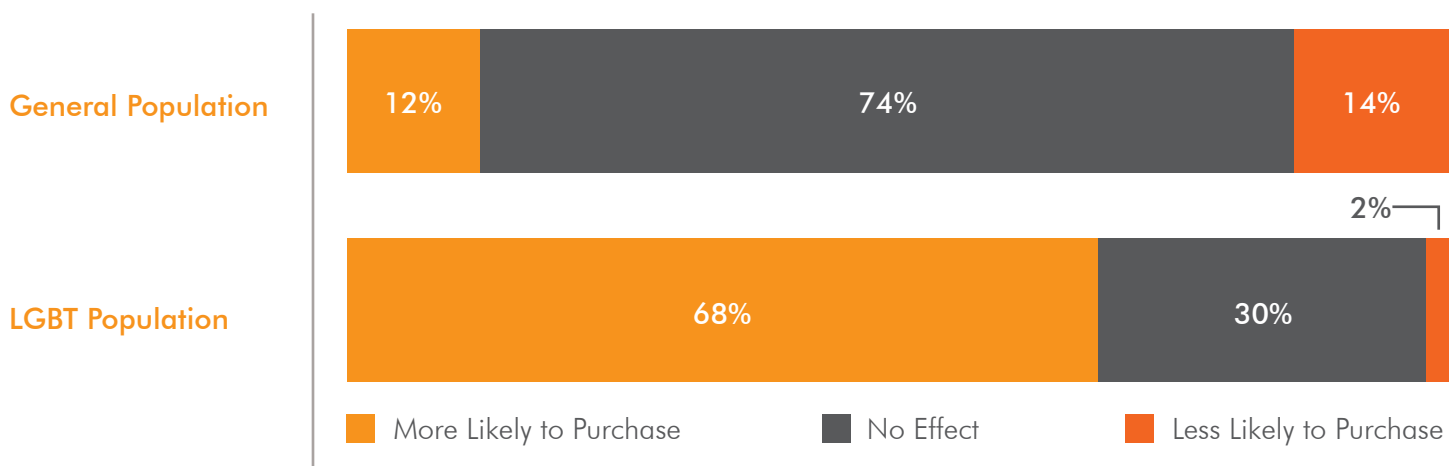
\*Source: The 2009 Gay Market Report by Matthew J Skallerud

## LGBT MEDIA & ADVERTISING

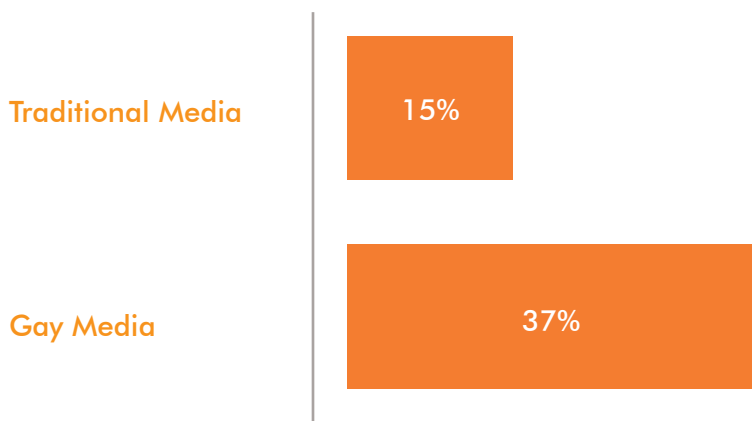
Does being a gay-friendly company matter to your audience?

**YES!** While the general population is typically neutral regarding the likelihood of purchasing from a gay-friendly company, the vast majority of those in the gay/lesbian community consider themselves more likely to purchase from a gay friendly company.

### Likelihood of Purchasing from a Gay-Friendly Company



### Likelihood of Seeking Product Information Based on Ad By Media Type



The LGBT population is overall much more responsive to ads they see in gay-oriented media.

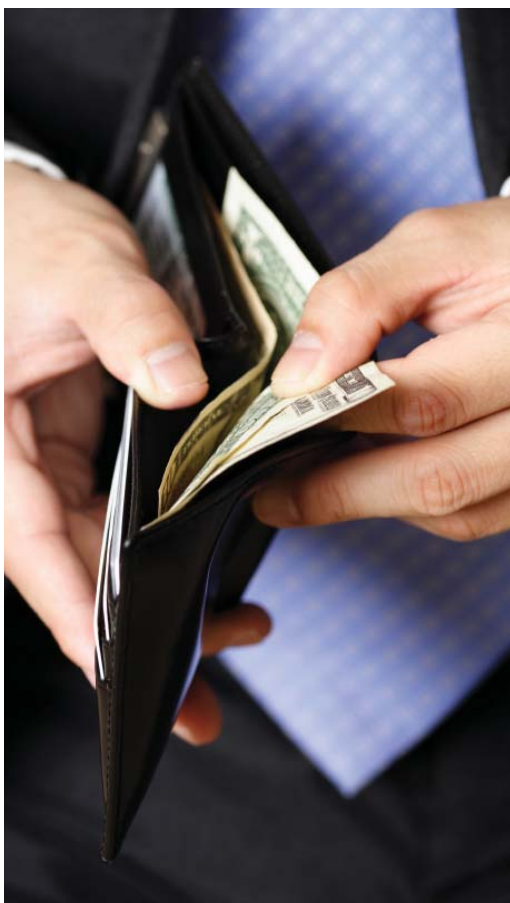
In fact, they are **over 2x** more likely to respond.

\*Source: Prime Access/PlanetOut Gay and Lesbian Consumer Study



## CUT SPENDING? NOT THE GAY CONSUMER

**ADVOCATE.COM**



### Study: Gay Men Less Likely to Cut Spending Because of Economy

A new survey shows that gay men are less likely to cut back on spending due to the economy than heterosexuals or lesbians. The online Harris Interactive poll indicates that in several categories, gay men report being less affected by the looming recession.

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According to the survey, 55% of American adults, 55% of heterosexuals, and 55% of gay men expect to be affected by the economy, while 75% of lesbians express the same. When it comes to categories of expenses, though, the differences are more pronounced. For example, 45% of gay men are likely to reduce entertainment-related spending, with 61% of lesbians and 51% of heterosexuals reporting the same. On taking a vacation of more than a week in the next six months, 32% of gay men said that they were likely to do so, compared to 24% of lesbians and 28% of straight people. However, a greater percentage of gay men and lesbians -- both 60% -- than heterosexuals -- 56% -- said they were likely to reduce spending on gifts during the holiday season.

The survey of 2,449 Americans over the age of 18 was conducted in October and included 232 self-identified gay men and lesbians. (The Advocate)

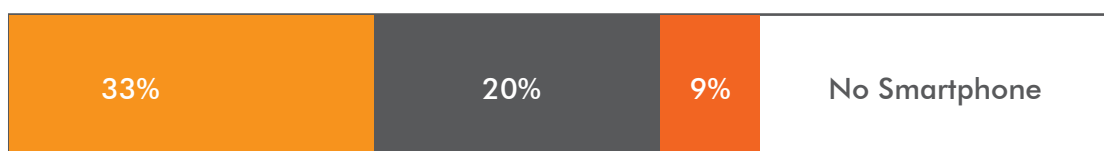
## LGBT TECHNOLOGY TRENDS

**Social is the future.** Gay consumers - especially younger gay men- are leading the charge toward the intersection of social networking and brand interaction with mobile apps like Frindr. Emerging advertising platforms such as mobile apps and QR tags are gaining noticeable traction and will only become more important.

### Smartphone Ownership

#### Gay Men

68% own smartphone  
vs.  
49% male national avg.



#### Lesbians

60% own smartphone  
vs.  
43% female national avg.



iPhone

Android

Blackberry

SMARTPHONE ACTIONS	Gay Men	Lesbians
Send Text/Picture Messages	86%	87%
Search the Internet	83%	83%
Read News	69%	65%
Find Local Biz	63%	63%
Navigate	62%	59%
Update Social Networking	61%	61%

**30%-36%**

Gay men use their smartphones to check-in at venues, meet people + make purchases.

### Engaged on the Go

Gay men and lesbians are twice as likely than the general population to purchase from their smartphones, and also much more like to research local businesses and receive deals.

AD INTERACTION	Gay Men	Lesbians
Clicked a Banner Ad	34%	27%
Clicked a Facebook Ad	32%	30%
Scanned a QR Code	17%	10%
Clicked a Mobile App Ad	15%	8%
Forwarded an Ad to a Friend	13%	11%
*Average Numbers		

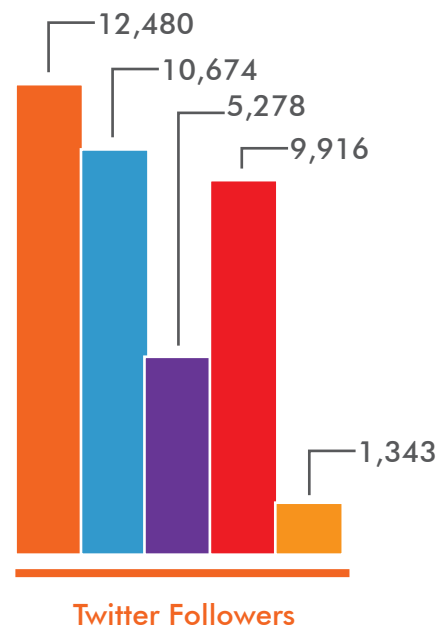
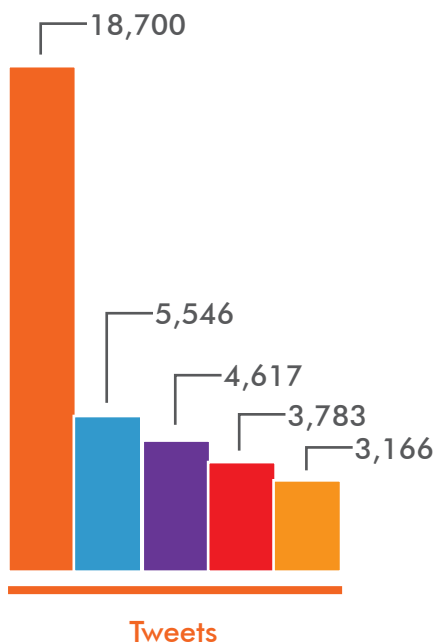
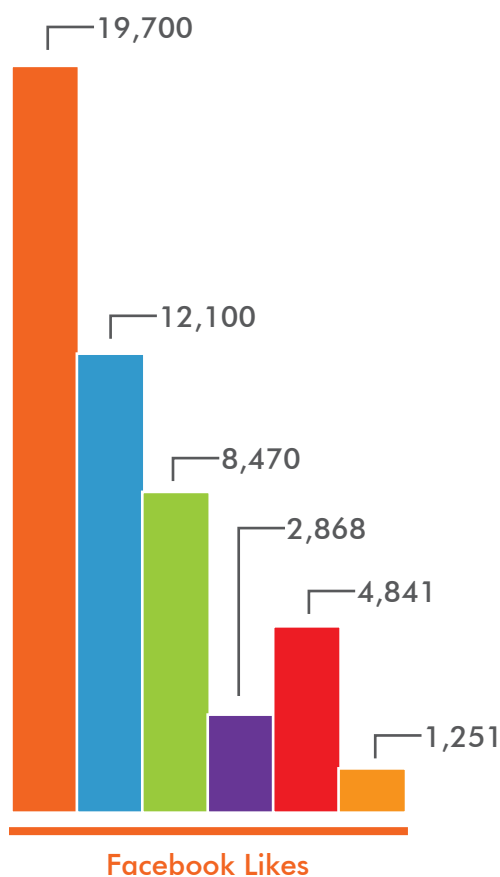
\*Source: Community Marketing, Inc. San Francisco, CA and Development Lab®

## SOCIAL MEDIA REACH

### How Do We Stack Up?

## More Reach More Content

SDGLN reaches more than twice as many Facebook and Twitter users as our closest competitor. And we Tweet over 3x as much content—keeping our readers informed where they want their content.



■ SDGLN 
 ■ SDPix 
 ■ Equality Directory 
 ■ LGBT Weekly 
 ■ The Rage Monthly 
 ■ Gay San Diego

\*Updated December 17, 2012



## MEDIA COLLABORATION

America's finest city takes another step towards a brighter future with the announcement of the first media partnership of its kind between multiple media outlets. San Diegans will now have access to the most comprehensive online news coverage of the issues that affect our diverse communities.



### About our collaborating news publications:

**Lavender Lens** is Southern California's award winning news and lifestyle magazine geared toward the lesbian and lesbian friendly market. This woman owned and operated publication has been a driving force in the LGBT community since it began publishing in 2001.



**Uptown News** is San Diego's bi-weekly publication printing 22,000 copies and distributing throughout the Uptown neighborhoods of San Diego, appealing to mainstream readers focusing on local news of the day that affects the community we live in.



**Gay San Diego** offers fresh and provocative content for gay men and women and their invaluable network of friends and allies. Printing 15,000 newspapers every two weeks, Gay San Diego strives to deliver news and information most relevant to the lives of community-minded gay San Diegans – those who are passionate about their homes, health, families, future and community.



**Bottomline Magazine** offers a fresh look at the social, cultural and political scene of Southern California, with a large readership in Palm Springs and the Inland Empire, as well as readership in Los Angeles, Orange County and San Diego.



**FlawLes Magazine** is "spinning the lesbian web," by providing print media in addition to a major online component to keep the women's community of Southern California connected to the latest news and entertainment.



**SDPIX** has a solid fix on the gay male market, creating a force to be reckoned with in San Diego media.



**The Huffington Post** is a national news website, content aggregator, and blog offering the latest news, blogs, original content, discussing politics, business, entertainment, technology, popular media, lifestyle, culture, comedy healthy living, women's interest and local news.

## OUR CONTRIBUTORS



**Amy Cox**  
Writer



**Aunt Johnny**  
Humor Columnist



**Bo Bortner**  
Realtor



**Danny Arguettey, M.A.**  
Nutrition, Health and  
L.I.F.E. Counselor



**Darren A. Farnesi**  
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Medical Age Management



**David Muscat**  
Insurance Advisor  
State Farm



**Ed Salvato**  
Travel Writer



**Jana Newman**  
Sports Writer



**Jaylin Allen**  
Fitness Trainer



**Jean Lowerison**  
Theater Critic



**Jennine Estes**  
Licensed Marriage & Family  
Therapist



**Jim Winsor**  
Photographer



**Jimmy Nguyen aka Jimmy Win**  
Blogger, award-winning lawyer,  
new media expert, LGBT leader  
and diversity advocate



**Kit-Bacon Gressitt**  
Commentator and Political  
Fiction Author



**Kurt Niece**  
Freelance Journalist



**Leonardo Caion-Demaestri**  
Architect, Student, and  
Professor



**Mark Thompson**  
Writer



**Melinda Harris**  
Columnist



**Michael S. Waters**  
Award-Winning Landscape  
Designer



**Roy Heale**  
South American Correspondent



**Sandy Chase**  
Staff Writer and Lesbian Social  
Columnist



**Scott Herman**  
Fitness Advisor



**Stephen Brewer**  
Psychological Assistant



**The Rev. Irene Monroe**  
Syndicated Religion Columnist

## TESTIMONIALS

### You Like Us...You Really Like Us!

"For a businessman, when your phone is ringing and your Web site is getting traffic, you know your advertising is effective. Since advertising with SDGLN.com I have seen an immediate increase in calls and web hits."

— Dr. Joseph Ortega, California Chiropractic Care

"In my first week of advertising with SDGLN I received two new clients. In addition, I am now recognized everywhere I go."

— Thomas Hughes, Attorney at Law

"Advertising with SDGLN is extremely cost effective with a great return on your investment. I would recommend advertising with this publication to anyone interested in reaching out to the LGBT consumer."

— Melissa Chafkar Director of Spa Services Hilton

"San Diego Pix is by far the most valuable marketing tool we have in this community."

— Billy Weiss, Bourbon Street & Lei Lounge

"Hale Media offers professional imaging and public awareness that has not been seen in San Diego for some time."

— Hubert Pouches, Rufskin Denim

"We appreciate your posting of the photos from our Gala on your Web site [www.sdpix.com](http://www.sdpix.com). Your process makes it easy for our participants to access your photos of our events and to purchase them at extremely reasonable prices if they wish."

— Juvenile Diabetes Research Foundation International (JDRF)

"San Diego Pix Magazine is the finest LGBT publication on the West Coast if not nationwide."

— Michael Mack

"Anyone who wants to be a part of the community – charity, business or social – can work with Hale Media because you will truly get noticed."

— Big Mike

"You and your staff have been nothing but professional, polite and dedicated and I'm very happy with the quality of the images and the customer service Pix Photography has provided. I've also found your service to be quite cost effective and your turnaround time impressive."

— The Center

**Thank you!**



## UNIQUE PRODUCTS



**Leaderboard**  
728 px x 90 px

COMMUNITY | NEWS | CAUSES | ENTERTAINMENT | SOCIAL | HEALTH & WELLNESS | EVENTS

## Advertise with SDGLN

San Diego's Most Read Daily LGBT News Source

San Diego Gay & Lesbian News is the leader in innovative Web-based marketing, taking the San Diego media markets by storm! Our readily-accessible, easy to navigate Website, with constant updates on social networking sites, instantly connects the San Diego LGBT community to the most current news of the day. As the most read daily LGBT news source, San Diegans make SDGLN their first stop to staying current on local news, causes, entertainment, events, sports, health & wellness, and social columns.

As an advertiser, you will have direct access to this highly brand loyal consumer market. And as a leader in innovative technology, our team is excited to work with you to create a unique advertising opportunity to best suit the individual needs of your company. We want your advertising campaign to be successful because when you do well, we do well.

**Big Box**  
300 px x 250 px

**Half Page**  
300 px x 600 px





## BANNER ADVERTISING

Our most visible method of Internet marketing is banner advertisement, sold by impression count, guaranteeing that your ad will be viewed by the amount of consumers you intended, something print advertising cannot promise. Our rates include geo-targeted banner campaigns that display only in the regions that you want them to. Lower rates are available for banner campaigns that run nationally.

Our banner ads come in six sizes:

### 300 px x 100 px

National: \$5 CPM : Local: \$10 CPM

### 300 px x 250 px

National: \$20 CPM : Local: \$40 CPM

### 300 px x 600 px

National: \$25 CPM : Local: \$50 CPM

### 160 px x 600 px

National: \$20 CPM : Local: \$40 CPM

### 468 px x 60 px

National: \$10 CPM : Local: \$20 CPM

### 728 px x 90 px

National: \$15 CPM : Local: \$30 CPM

### Mixed Banner Campaign with all sizes

National: \$20 CPM : Local: \$40 CPM

160 px x 600 px



728 px x 90 px



300 px x 250 px



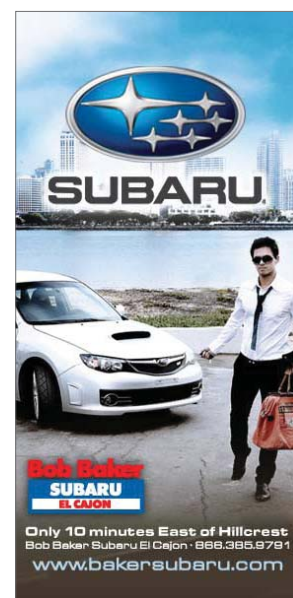
300 px x 100 px



468 px x 60 px



300 px x 600 px



## Volume Discounts

20,000	5%
30,000	10%
40,000	15%
50,000	20%
60,000	25%
70,000+	30%

**SAVE**  
up to  
**30%**

### Requirements

GIF, JPG or Flash files are acceptable. Customer is responsible for artwork. Banners must be less than 40KB. Banner design services are available for a range of \$75 to \$125 per banner. A \$25 fee will be assessed for each mid campaign banner placement change. Custom placed fixed advertisements are available on quote.

Minimum purchase = 10,000 impressions per month | CPM=Cost Per 1,000 impressions  
Small banners must be less than 40KB | Large banners must be less than 80KB

## E-MAIL MARKETING

### DISPLAY ADVERTISING IN E-NEWSLETTER: SENT EACH FRIDAY

Insert your advertisement in one of our weekly newsletters, sent out to our ever increasing database of 18,000+ subscribers as of October 2010.

#### Leaderboard

728 px x 90 px

#### Display Advertising in E-Newsletter:

##### Leaderboard \$200

728 px x 90 px

##### Big Box \$275

300 px x 250 px

##### Half Page \$325

300 px x 600 px

#### Big Box

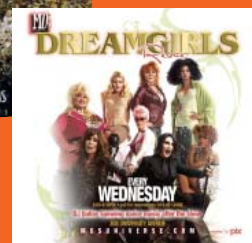
300 px x 250 px

#### Half Page

300 px x 600 px

Hale Media distributes two newsletters each week.

- SDPIX.com e-newsletter is distributed every Thursday featuring the hottest events for the upcoming weekend.
- SDGLN.com e-newsletter is distributed every Friday as a weekly news wrap, recapping the most important news of the week.



### EVENT ADVERTISING IN E-NEWSLETTER: SENT EACH THURSDAY + FRIDAY

#### Include Your Event in Our Weekly Newsletter

\$325 (with purchase of standard or featured listing).

### DESIGNATED E-BLAST:

Make use of our marketing capabilities by sending a designated e-blast to our entire database.

\$1,200 per email sent to approximately 18,500 subscribers

NOTE: Email must include a value to the consumer, such as a special promotion, discount, or invitation to an exclusive event.



## BUSINESS PROFILE

A new and exciting way to give your business a personal touch! Our editorial staff will produce an editorial feature on your business, to be placed on our websites, posted on our social networking sites and included in one of our weekly newsletters to over 18,000+ subscribers (as of October 2010).

This specific form of advertising will provide a unique opportunity to show the personal side of your business, written in a manner that does not feel like an advertisement to the reader.

Your business profile is designed to paint you and your company in the best positive light. The best part is that the link will always remain live on SDGLN.com so that you can always refer back to it in the future to share with new clients.

Business Profile: \$325

"Don't brag  
about yourself...  
let us do that  
for you!"



### Special notes: Timeline for Business Profile

After signing contract & receiving payment, SDGLN.com editorial staff will be in contact with you within 48 hours to schedule initial phone interview. Within 8 days of scheduled phone interview, writer will provide draft to editor for review. Review process can take up to 4 days. We want to do a very thorough and thoughtful profile, so please allow for approximately 12 days for story to be published. If a shorter time frame is required, please notify sales agent at time of contract.



## PRINT ADVERTISING IN SD PIX

**BE BOLD. BE MEMORABLE. BE IRRESISTIBLE. BE SEEN IN PIX.**

### Bold

This is not your grandmother's magazine. Our provocative photography, clean design, and full-color, gloss pages, make San Diego Pix the most memorable, irresistible magazine for the LGBT community. Ensure that your message gets the proper exposure.

### Memorable

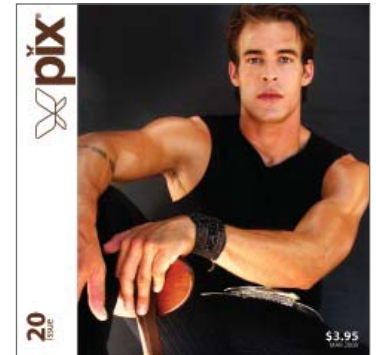
Our magazine lives an extended life on coffee tables everywhere. People love to see themselves in print and online, and they proudly share these photos with friends and family. For many, it's like referencing a personal photo album filled with friends, fun and memories. Now you have an opportunity to become part of their memories.

### Irresistible

Every month guys and girls alike scramble over each other to grab the latest issue of San Diego Pix Magazine and they are constantly checking [sdpix.com](http://sdpix.com) to see if their new photos have been uploaded. People crave the spotlight and love the publication that gives them their 15 minutes of fame.

<b>DOUBLE TRUCK</b> 2 Facing Pages 6+ months <b>Save 15%</b> \$1317 3+ months <b>Save 10%</b> \$1395 Single Insertion \$1550	<b>PREMIUM PAGE</b> Inside Front or Inside Back Cover 6+ months <b>Save 15%</b> \$1020 3+ months <b>Save 10%</b> \$1080 Single Insertion \$1200
<b>FULL PAGE</b> 8.5" x 8.5"   full bleed (1/4") 6+ months <b>Save 15%</b> \$658 3+ months <b>Save 10%</b> \$697 Single Insertion \$775	<b>HALF PAGE</b> 7" x 3.4" h or v   no bleed 6+ months <b>Save 15%</b> \$403 3+ months <b>Save 10%</b> \$427 Single Insertion \$475
<b>SDPIX PRODUCED PHOTO SHOOT</b> \$5000 Front Cover + 2-Page, Double-Truck Photo Spread	

**Note:** 3-month and 6-month discounts apply to prepaid contracts.





## EVENT BASED MARKETING SERVICES

>> ONLY AVAILABLE TO SDPIX OR SDGLN ADVERTISERS <<

### EVENT CALENDAR

#### Single Event

\$75 per event for first week,  
then \$25 per week thereafter.

#### Featured Event

\$125 per event for first week,  
then \$50 per week thereafter.

#### Premium Monthly Event Posting

\$400 per month for up to 12 event postings to event  
calendar. Includes two Featured Events.

### PHOTOGRAPHY

#### Event Photography Coverage

\$325 for one photographer for up to 2 hours

#### Half Page of photos in SDPIX Magazine

\$225 per half page of published photos.  
Print advertisement required.

#### Online Photo Album

No charge for current advertisers.

### E-NEWSLETTER

#### SDPIX Weekly Newsletter

\$125 single insertion

\$100 per additional newsletter within a 30 day period

### OTHER FEATURES

#### Text Message Marketing

\$125 for up to 2,500 users \$.05 for each additional  
Advanced scheduling required, limited availability  
Approximately 2,100+ users as of June 2012

#### On-site Event Production

Performance/incentive based. Please call for a quote.

The screenshot displays the SDPIX website interface. At the top, there's a navigation bar with links like Home, About, Blogs, Photos, Webcam, Magazine, Events, Advertise, Contact, and Subscribe. A prominent banner for 'HOLLYWOOD TANS' is visible, offering a 'FREE TANI' (value \$22). Below the navigation, the 'San Diego Pix Event Calendar' for Saturday, June 09, 2012, is shown. It lists several events with their times and locations, such as 'Doggie Happy Hour at the Range Kitchen & Cocktails' and 'Bang! Bang! Brunch and Shurpy Saturdays at Gossip Grill'. A red arrow points from the 'EVENT CALENDAR' section of the text to the event listing on the website. Below the calendar, a featured event for 'Bang! Bang! Brunch and Shurpy Saturdays at Gossip Grill' is highlighted with a large, stylized graphic. To the right, there's a sidebar with 'MORE INFORMATION' links (Events, Locations, Submit Event, Search, Newsletter) and an 'EVENT CALENDAR' widget showing a monthly view for June 2012. Further down, 'UPCOMING FEATURED EVENTS' are listed, including 'Doggie Happy Hour at the Range Kitchen & Cocktails' and 'Bang! Bang! Brunch and Shurpy Saturdays at Gossip Grill'. At the bottom, there's a 'Categories' section with links to 'Bars & Nightlife', 'Dining', and 'Share this Event', along with a 'Save to Your Calendar' button and social media links.

## EDITORIAL CONTENT

This innovative product from Hale Media, Inc. allows you to share your experience and expertise with our readership. This is your opportunity to produce content for SDGLN while advertising your business.

### Professional Editorial

(approximately 500 words)

\$200 per submission

(minimum 6 month commitment)



#### Mary Buckheit

Best friend with benefits?  
Try, try again.

#### Bo Bortner

The Real e-State:  
Living it up!



#### Dr. Farnesi

Look Better Naked: When  
is it time for Botox?

#### Jennine Estes

Shrink Wrap: My girlfriend  
is smothering me!



We invite you to produce an informative news article about your industry. You will share your insight as a professional into a specific aspect of your industry, demonstrating to the readership your knowledge in your field. The editorial will be included on SDGLN and shared virally through our social networking sites.

#### This editorial includes:

- Your headshot
- Your name in the byline
- Your contact information at the end of the editorial

Editorial content is designed to be educational for the reader, not to sell a specific product. The benefit to your company is that you will identify yourself as a professional and, with your contact information included, our readers will naturally seek you out for your expertise. Here are some examples of what works and what does not:

**NOTE:** Please allow 5 days for review by our editorial department before your editorial is posted. SDGLN staff reserve the right to edit all editorial material and make final decision on all published materials.

#### Good Editorial

A Realtor writing an article about tips of the trade for selling a short sale.

#### Bad Editorial

A Realtor writing about why he/she is the best Realtor in town.

#### Good Editorial

A restaurateur writing an informative piece about how to eat healthy when ordering lunch during the work day.

#### Bad Editorial

A restaurateur writing about what they have for specials on the menu that month.

#### Good Editorial

A clothing store manager writing about how to mix match a wardrobe to stay stylish, yet cost effective.

#### Bad Editorial

A clothing store manager writing about their new spring line.



## CONTACT INFORMATION

### Other Opportunities to Advertise?

Do you have an idea on how you would like to use SDGLN or SDPIX to market your business? Let us know what you have in mind and our creative team can get to work to make your vision into a reality!

San Diego Gay & Lesbian News  
1010 University Avenue, #1569  
San Diego, California 92103

Phone (855) 425-3658  
Fax (888) 425-3658

For advertising inquiries, please contact  
our sales department

(888) 425-3658 X702  
[sales@himsd.com](mailto:sales@himsd.com)



Add us on Facebook: [facebook.sdglin.com](https://facebook.sdglin.com)



Follow us on Twitter: [twitter.com/sdglin](https://twitter.com/sdglin)



## EQUALITY DIRECTORY

Our Business Directory is a vehicle to connect LGBT supportive businesses with the LGBT community. We believe that a strong, connected business community is essential to a unified, vibrant LGBT community here in San Diego. An affluent local economy provides safe neighborhoods, increased property values, more jobs, and a better quality of life for us all.

**IF YOU BELIEVE IN  
FULL EQUALITY FOR ALL**

**SHOP GAY  
BUY GAY  
DRESS GAY  
DINE GAY**



### D. Allen Sidwell, LCSW

D. Allen Sidwell has been helping people to live a meaningful and joyful life for over 15 years. I work with people dealing with anxiety, panic attacks, gay men's issues, PTSD, career counseling...

## LISTING TYPES:

**Basic Listing**      **FREE**

List your company and show your commitment to equality with a free listing in the Equality Business Directory!

**Enhanced Listing**      **\$75 per year**

Do you want to give your listing in our Equality Business Directory an edge over the other listings? Make it an "Enhanced Listing" you will receive:

- Inclusion of an image. It could be a photo of your business, your headshot, an image of your product, or something to make your listing visually appealing.
- Inclusion of your company logo. This will help add brand recognition.
- URL Link. We will include your company URL so that visitors can visit your website, stimulating your web traffic.
- Posting your enhanced listing on Facebook

## FEATURED LISTING

**\$225 Monthly**

As a featured listing you will receive all of the benefits of an Enhanced Listing, as well as:

- Inclusion on the scroll bar on the main page. Scroll bar rotates listings with each visit, ensuring equal representation.
- Inclusion of listing in one "Weekly News Wrap" e-newsletter to more than 18,500+ subscribers as of June 2012.
- Featured listings limited to a maximum of 15 businesses at any one time.





## IN HOUSE EVENT PRODUCTION

### SDPIX PRODUCES ALL TYPES OF EVENTS AND PARTIES!

For an over the top, one of a kind event, invite SDPIX to plan the party!

#### TYPES OF EVENTS:

- Sophisticated Cocktail Receptions
- Fundraising Events
- Large-Scale Dance Parties
- Bar and Club Events
- Circuit Parties
- Fashion Shows
- Networking Events
- Speed Dating

Fees: Most events are incentive based; fees are based on % of event proceeds (i.e. bar totals, cover charge, etc.). Events are also produced on contract basis.

Print advertising in SDPIX required

Contact sales department for a quote and to set up meeting with creating team.



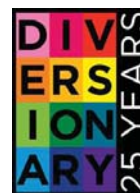
## COMMUNITY PARTNERS

At Hale Media our dedication to improving the quality of life for those in our community comes first and foremost. A great deal of our energy is spent supporting organizations we believe are doing the important work necessary to make San Diego a place we can be proud to call home.

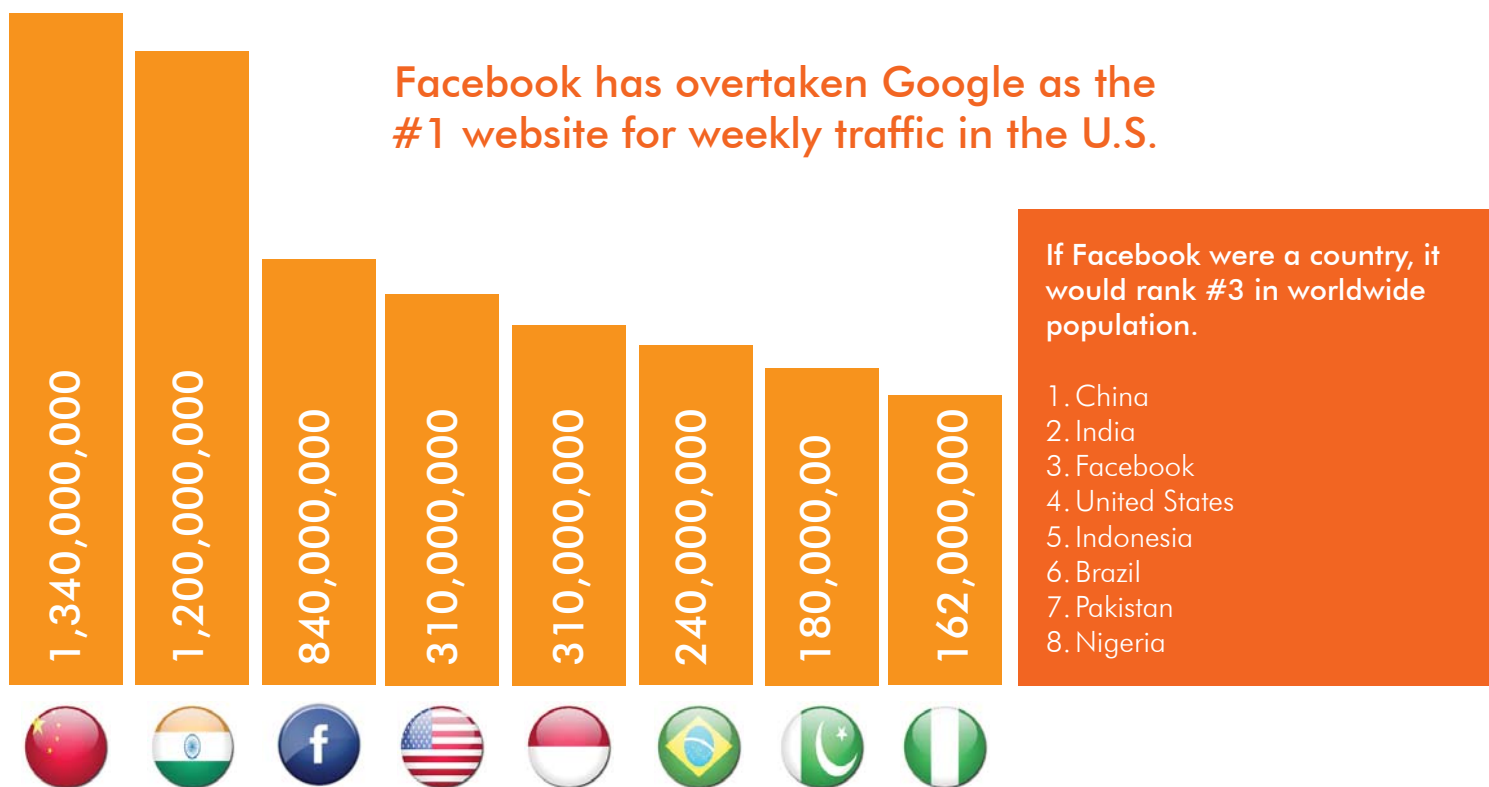
## OUR COMMUNITY PARTNERS INCLUDE



mama's  kitchen



## SOCIAL NETWORKING



Social Networking sites are a major resource utilized by our community to stay informed of the most up to date news, trends, events and gossip.

To stay relevant in the world of social media, consistency is the key. Your Facebook page needs constant attention which takes precious time that you do not have. Let us take that task off your plate.

### LET HALE MEDIA MANAGE YOUR FACEBOOK + TWITTER!

- Guaranteed increase in fans and growth of page
- Daily Facebook posts & updates
- We will work in tandem with your staff to ensure maximum growth of your page
- Optional staff training of Facebook
- "Tagging," "Liking", "Fanning" and "Commenting" to engage you in the Facebook community.

Minimum contract of 6 month campaign  
\$600 per month for first quarter. \$500 per month per additional quarter.

Reduced fee for current Hale Media advertisers. See sales agent for details



### Banner Ads

		Standard	National
Half Page	300px x 600px	\$50 CPM*	\$25 CPM*
Big Box	300px x 250px	\$40 CPM*	\$20 CPM*
Button	300px x 100px	\$10 CPM*	\$5 CPM*
Full Banner	468px x 60px	\$20 CPM*	\$10 CPM*
Leaderboard	728px x 90px	\$30 CPM*	\$15 CPM*

### Tiered Discounts More Impressions, More Savings

50,000+	20% off
40,000	15% off
30,000	10% off
20,000	5% off

Standard banners include geo-targeting, your banners will display only in your local area. National banners display nationwide.

### Email Marketing

Half Page	300px x 600px	\$325
Big Box	300px x 250px	\$275
Leaderboard	728px x 90px	\$200
Event Advertising in E-Newsletter		\$325 w/ purchase of standard or featured listing
Designated E-Blast		\$1200 per email

### Business Profile on SDGLN.com

Business Profile	\$325
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### Editorial Content on SDGLN.com

Advertorial	\$200 per submission
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### Equality Business Directory

Basic Listing	FREE
Enhanced Listing	\$75 per year
Coupon	\$75 per 60 days
Featured Listing	\$225 per month

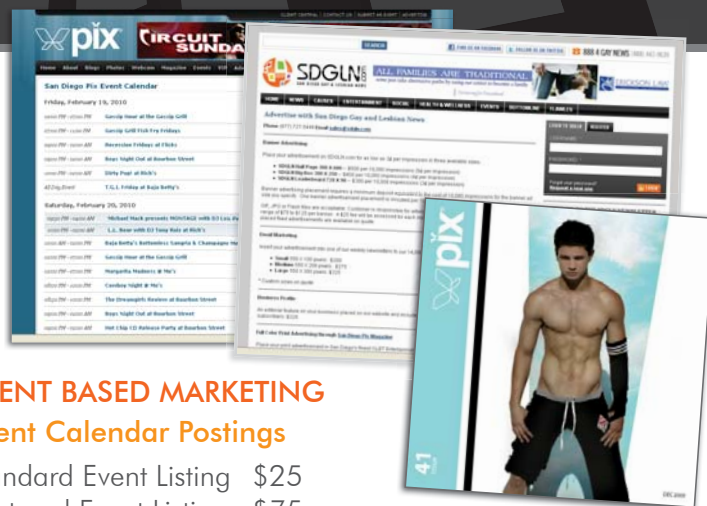
### Classifieds

First Week \$75 | \$25/wk thereafter  
Includes up to 100 words, 4 photos, featured in weekly newsletter, shared on our social media pages

### SOCIAL MEDIA MANAGEMENT

\$600 per month for 1st quarter  
\$500 per month for 2nd quarter  
6 month campaign required

\*CPM= Cost per thousand impressions  
Additional charges for graphic design may apply



### EVENT BASED MARKETING

#### Event Calendar Postings

Standard Event Listing	\$25
Featured Event Listing	\$75
Recurring Event Listing	\$100 (max. 3 mos.)

Premium monthly access to Events Calendar includes up to 12 events + 2 featured listings: \$400 per month.

#### Featured Event Listings

\$125 per event for first week, then \$50 per week thereafter.

#### Text Message Marketing

5¢ per user. \$125 minimum charge. (limited availability).

#### Event Photography Coverage

\$225 for one photographer up to 2 hours of coverage.

#### Half Page of Photos in SDPIX Magazine

\$225 (purchase of print advertisement required).

#### Online Photo Album on SDPIX.com

No charge for current advertisers: advertiser supplied photos.

### PRINT ADVERTISING IN SD PIX

Contracts	6 mo.	3 mo.	1 mo.
<b>Double-Truck</b> (2 Facing Pages)	\$1317	\$1395	\$1550
<b>Premium</b> (Inside Front/Inside Back Cover)	\$1020	\$1080	\$1200
<b>Full Page</b> (8.5" x 8.5")	\$658	\$697	\$775
<b>Half Page</b> (7" x 3.4" horizontal or vertical)	\$403	\$427	\$475
<b>SDPIX Produced Photo Shoot</b> with Front Cover and 2-Page, Double-Truck Photo Spread	\$5000		

To get started, contact: (888) 442-9539 x702 or sales@himsd.com



# YOU RESERVED YOUR SPACE... NOW WHAT WILL YOU SAY?

## DON'T WORRY. WE CAN HELP.



Partner with The Girls! Whether you have a well-defined brand and strategy in place or you're just starting out, we'll help you create ads that make your prospects (and your competition) swoon.

### BANNERS A LA CARTE

1 BANNER : 1 SIZE \$80

1 BANNER : 5 SIZES (5 sizes based on 1 design) \$160

Includes:  
30 Min Consultation  
1 Design  
3 Rounds of Revisions

### BANNER CAMPAIGN

3 DESIGNS: 1 SIZE \$200

3 DESIGNS : 5 SIZES \$400

Includes:  
30 Min Consultation  
1 Design  
3 Rounds of Revisions

### PRINT ADS

HALF PAGE \$160

FULL PAGE \$240

Includes:  
30 Min Consultation  
1 Design  
3 Rounds of Revisions

## NEED A CUSTOM QUOTE? JUST GIVE US A SHOUT!

Does not include stock photos. Stock photos are typically \$10-\$20 per image.

You can typically review your concept 5-6 business days after we receive your deposit. Revisions take 1-2 business days depending on how extensive the changes are.

Any proofs needed after the three that are included are \$40 per proof.

## GET INSPIRED! GET EXCITED! GET STARTED!



Hale Media Preferred Vendor

858.220.7478 • [thegirls@belladiadesign.com](mailto:thegirls@belladiadesign.com) • [belladiadesign.com](http://belladiadesign.com)

## THE PROCESS

### 1. MEET WITH THE BELLA GIRLS

Meetings may be one-on-one or by phone for 30 minutes. In the meeting we will discuss your brand, target audience, and goals for the campaign.

### 2. ESTIMATE, CONTRACT, DEPOSIT...OH MY!

Next, we will email an estimate for the work, which contains some standard contract-ese to ensure we're all on the same page before we begin. A 50% deposit will be due before we start.

### 3. DESIGN TIME

We'll take everything we learned about your fabulous service/product to create a message and design that makes choosing your business the obvious choice.

### 4. PROOFING

All of our designs come with one concept and three rounds of revisions. All proofing is done online through our easy-to-use proofing system. Let us know what you like and what you don't. We'll make the edits and give you something you love.

### 4. YOU LIKE IT! YOU REALLY LIKE IT!

Once we have received the final approval and final payment, we will finalize the files and send them to Hale Media.