Central Ohio Business & Resource Directory for the LGBTQ Community

LAVENDER® LISTINGS

2016/17 Print & Online Editions

ATTENTION BUSINESSES AND ORGANIZATIONS!

Learn how you can reach thousands of customers through this unique and valuable resource.

2 Great Ways to gain exposure for your business or organization!

- The Lavender Listings print book
- Online Lavender Listings website

Look inside for all of the details!

Stonewall SWC Columbus

Why Lavender Listings?

Our LGBTQ Market

Phone: 614-299-7764 • Fax: 614-299-4408

Gender

Largest Group and Index: Female

Segment	These Sites vs. US Average	Multiple
Male	45% (49% US Average)	0.91x
Female	55% (51% US Average)	1.08x

US Average

Composition	
Male	45%
Female	55%

Age

Combined | Male | Female

Largest Group and Index: 25-34

Segment	These Sites vs. US Average	Multiple
< 18	16% (18% US Average)	0.89x
18-24	14% (12% US Average)	1.15x
25-34	22% (17% US Average)	1.3x
35-44	20% (19% US Average)	1.04x
45-54	17% (17% US Average)	0.96x
55-64	8% (10% US Average)	0.75x
65+	3% (5% US Average)	0.51x

US Average

Composition	
< 18	16%
18-24	14%
25-34	22%
35-44	20%
45-54	17%
55-64	8%
65+	3%

Household Income

Largest Group and Index: $0-50k

Segment	These Sites vs. US Average	Multiple
$0-50k	55% (51% US Average)	1.08x
$50-100k	29% (29% US Average)	0.98x
$100-150k	10% (12% US Average)	0.84x
$150k+	7% (8% US Average)	0.8x

Composition	
$0-50k	55%
$50-100k	29%
$100-150k	10%
$150k+	7%

The Big Picture

Ohio is huge market for the LGBTQ population, with major markets in the 18-44 year-old level.

Most LGBTQ Ohioans fall into the middle income level.

More LGBTQ Ohioans self-identify as female.

Your advertising money will be well spent in the Lavender Listings.

The Lavender Listings reaches MORE young LGBTQ people in the LARGEST income range.

Why Lavender Listings?

Email: info@lavenderlistings.com

Our LGBTQ Market

Your presence in the LAVENDER LISTINGS is a signal to the LGBTQ community that you support the rights of all humans, and these people will reward you for your commitment.

This powerful consumer market will choose companies that support LGBTQ customers with visible, well-targeted marketing campaigns. The Lavender Listings provides a focused resource to communicate with these customers. Stonewall Columbus has the most active and best LGBTQ-targeted postal and electronic mailing lists in the area. You'll reach the people who greatly need your products and services.

Did You Know?

- Even if a brand is costlier or less convenient, **71% of lesbian and gay people** would remain loyal to that brand should they be supportive of and friendly to LGBTQ issues [1]
- **23% of LGBTQ adults** have switched products or services in the past year because a different company was supportive of the LGBTQ community [1]
- **87% of LGBTQ adults and 75% of non-LGBTQ adults** would consider a brand that has equal benefits for LGBTQ employees. In addition, **47% of LGBTQ adults** are more likely to purchase a company's products or services when an advertisement has been tailored to an LGBTQ audience [1]
- **The State of Ohio ranks #6** for the most LGBTQ populated states [2]
- **Stonewall Columbus has one of the most active and best LGBTQ-targeted postal and electronic mailing lists in the area**

[1] *2011&2012 Surveys by Harris Interactive and Witeck-Combs Communications*

[2] *"The 10 Biggest Gay Populations In America," April 15, 2014, Mary Plunkett, TheRichest.com*

Print Advertising

Print Ads

Phone: 614-299-7764 • Fax: 614-299-4408

Premium Cover Ad

Ultimate exposure in the book!

Premium Cover Ads
Bleed: 5.75” W x 8.75“ H
Trim: 5.5” W x 8.5“ H

The Inside and Outside covers provide the ultimate visibility for your business! Premium Cover Ads also include a Print Featured Listing, Online LeaderBoard Ad across all Stonewall Websites, and Online Showcase Listing.

Display Ads

Our popular ad options!

Full Page:	4.5” W x 7.5” H
1/2 Wide:	4.5” W x 3.625” H
1/2 Tall:	2.125” W x 7.5” H
1/4 Wide:	4.5” W x 1.75” H
1/4 Tall:	2.125” W x 3.625” H
1/8 Page:	2.125” W x 1.75” H

Display Ads provide excellent visibility and value in the Lavender Listings. These ads also include a Print Featured Listing and Online Showcase Listing.

Coupon

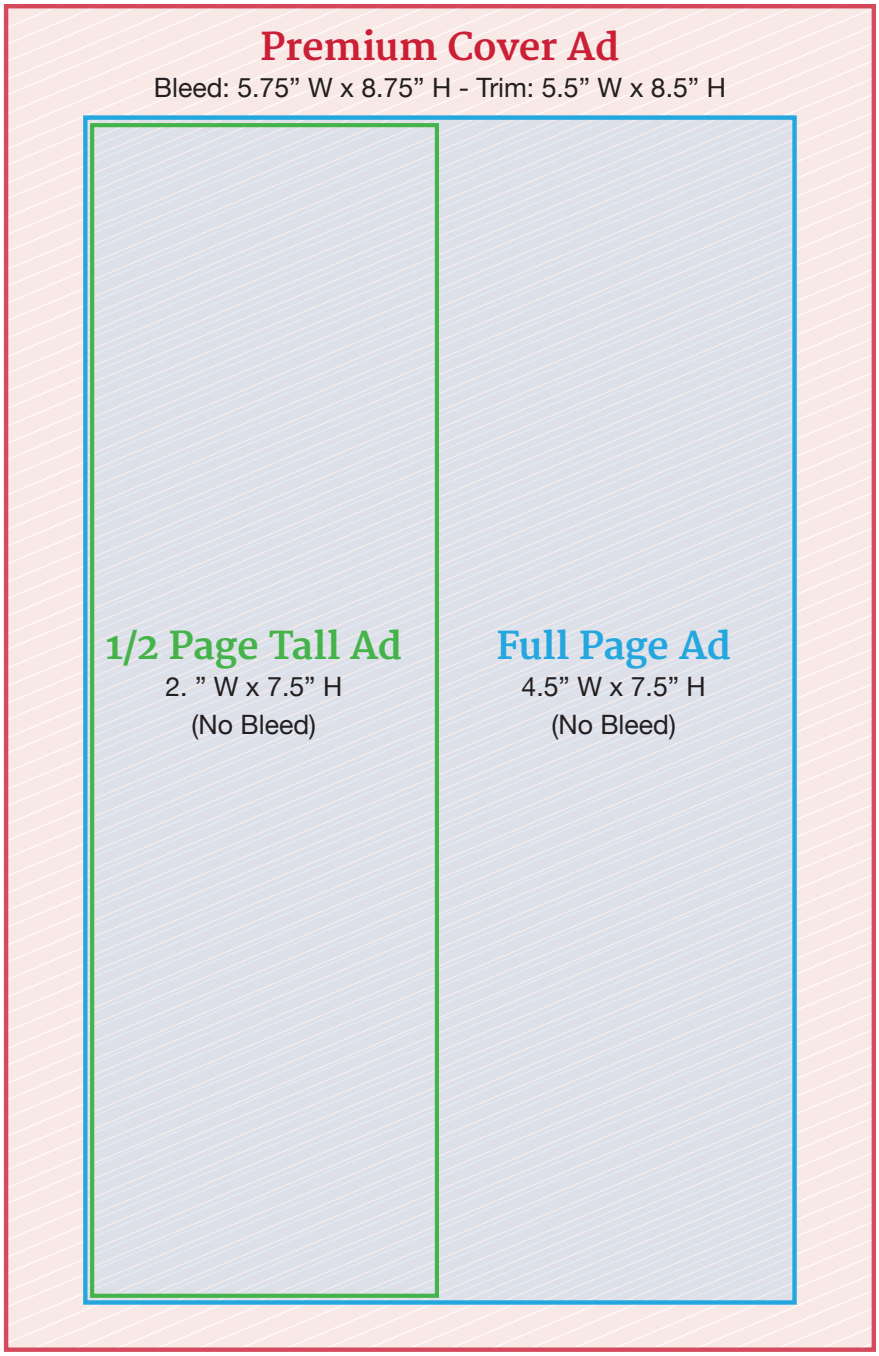
Offer money-saving coupons to attract customers!

Coupon: 4.5” W x 1.75” H

Print coupons may be purchased individually or by the page (4 coupons).

Need Design Help?

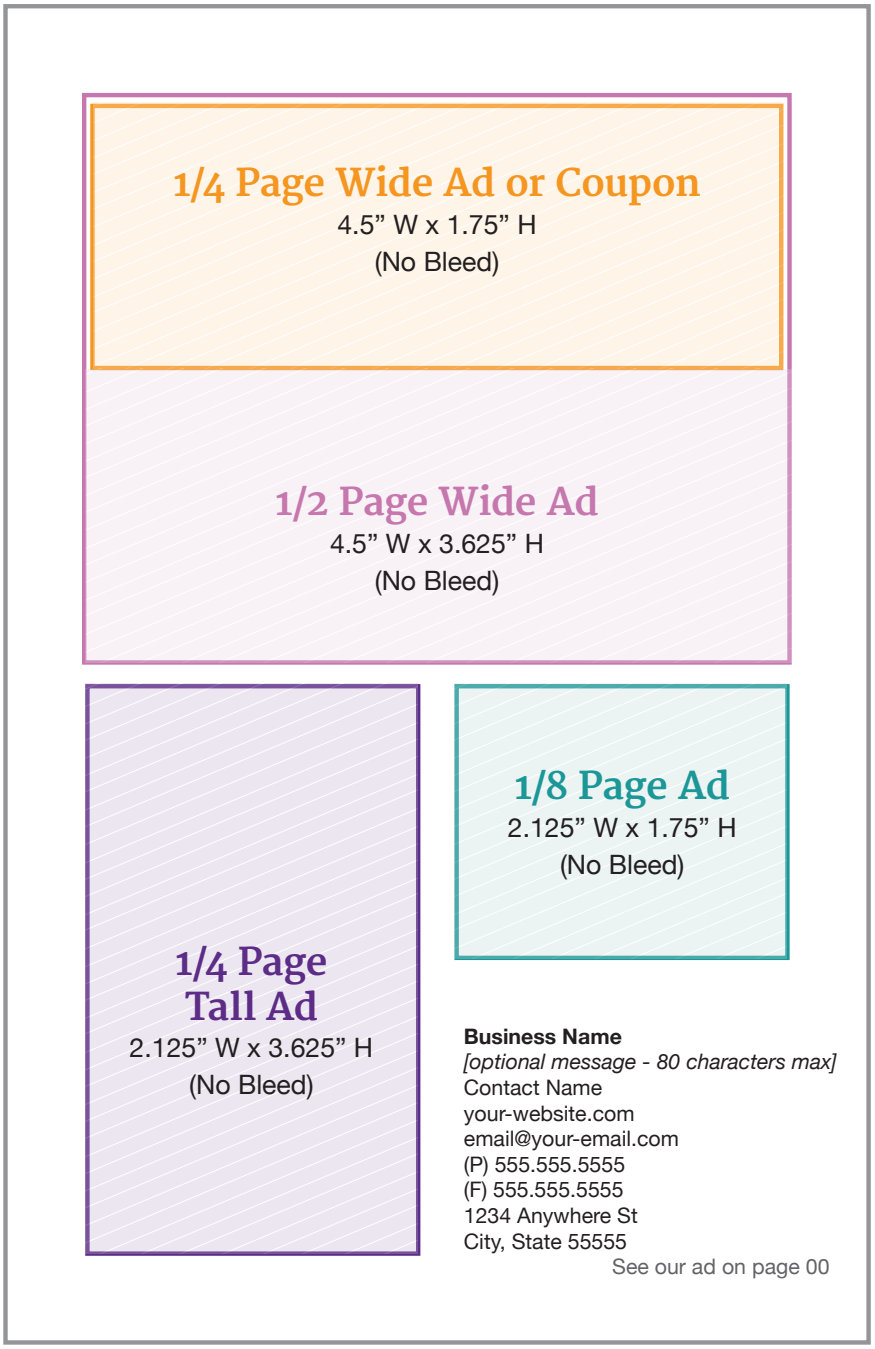
For a small fee, we can create an ad for you. Please contact us for more information.



Print Advertising

Email: info@lavenderlistings.com

Listings & Ads Sizes



Featured Listing

Increased visibility at an affordable price!

Featured Listings have the same content as Basic Listings but the Business Name is displayed in eye-catching **RED** text. This ad includes an Online Standard Listing.

Basic Listing

Value-priced marketing!

Basic Listings provide a great entry-level price point to help you reach your audience! Includes an Online Standard Listing.

Ad Sizes

Premium Cover Ads
Bleed 5.75” W x 8.75“ H
Trim 5.5” W x 8.5“ H

Full Page
4.5” W x 7.5” H

1/2 Page Wide Ad
4.5" W x 3.625" H

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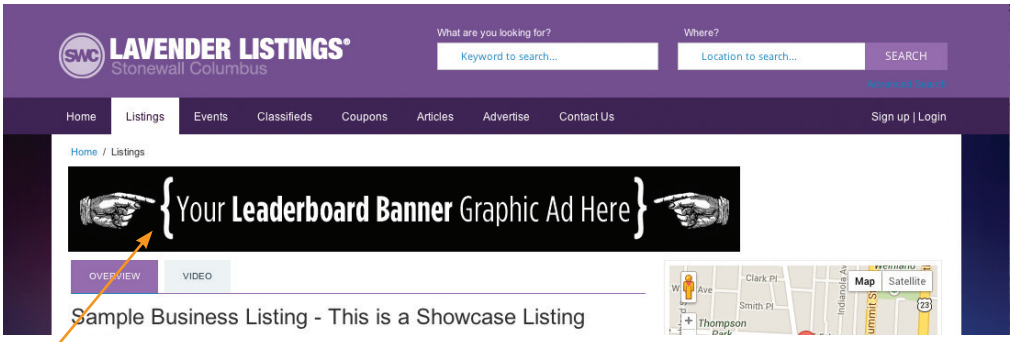
Coupon
4.5" W x 1.75" H

Print Advertising Deadlines:
Orders: April 1 • Artwork: April 15

Online Advertising

Online Ads

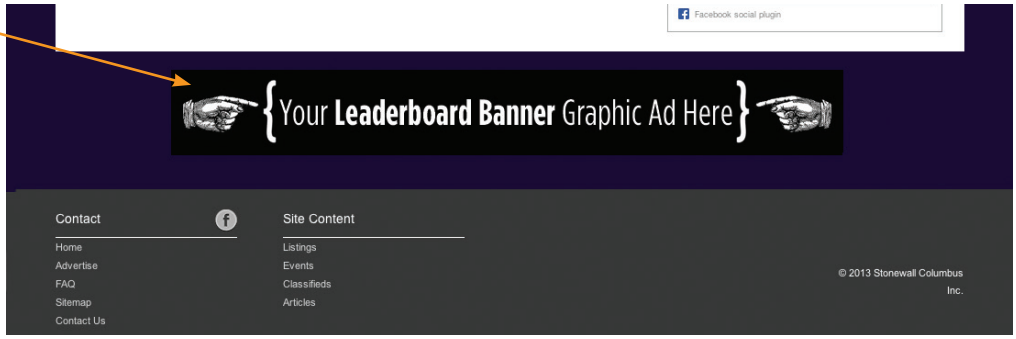
Phone: 614-299-7764 • Fax: 614-299-4408



Leaderboard Banner

Ultimate Exposure on all of the Stonewall Columbus Websites

Large graphic ad with a link to the web address of your choice. Leaderboard Banners are displayed at the top and bottom of web pages in random rotation.



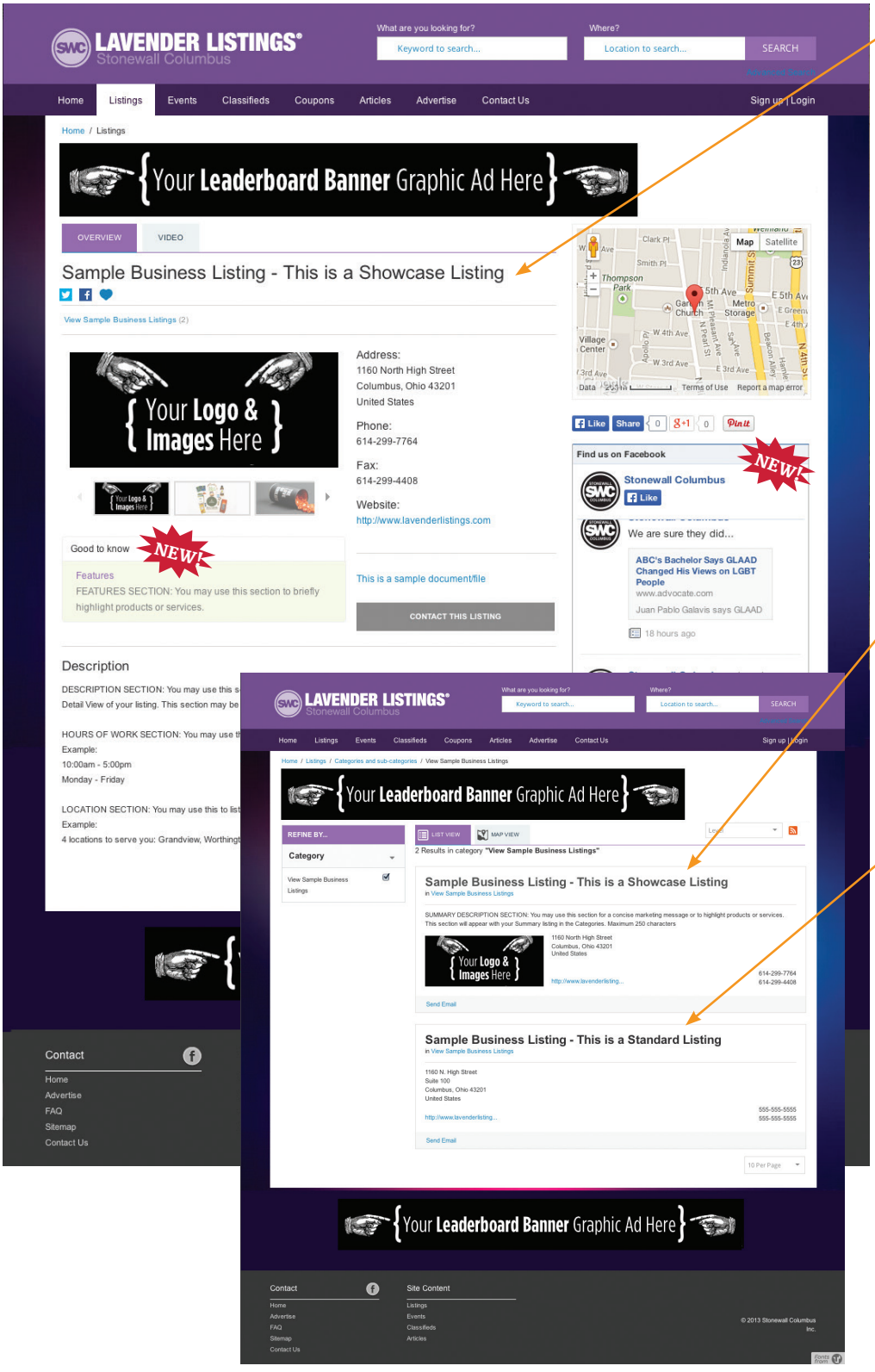
Did You Know?

Franklin County was ranked as having the most same-sex couple households in Ohio using data from the 2010 Census. Franklin County was also ranked 45th out of all counties in the United States.

Online Advertising

Email: info@lavenderlistings.com

Online Listings



Showcase Listing

High-visibility listing!

- Category view includes an image
- Listing Detail view includes an image gallery, embedded video, enhanced marketing messages, Google map and much more!
- **Add your latest Business Facebook posts to your listing!**
- Rotates on the Lavender Listings homepage in the "Featured Listing" Section
- Appears first in the Category view above all other listings except Showcase Plus
- Extensive promotional capability!

Showcase Plus Listing

Get top billing for your listing!

The Showcase Plus Listing ensures your Showcase listing will be one of the first three listed in the category view.

Standard Listing

Value-priced online marketing

Includes Business name, phone, fax, website address, email address, mailing address. Does not include any graphics.

View these sample listings online

go to **swclink.org/samplelisting**

Online Advertising

Online Listings

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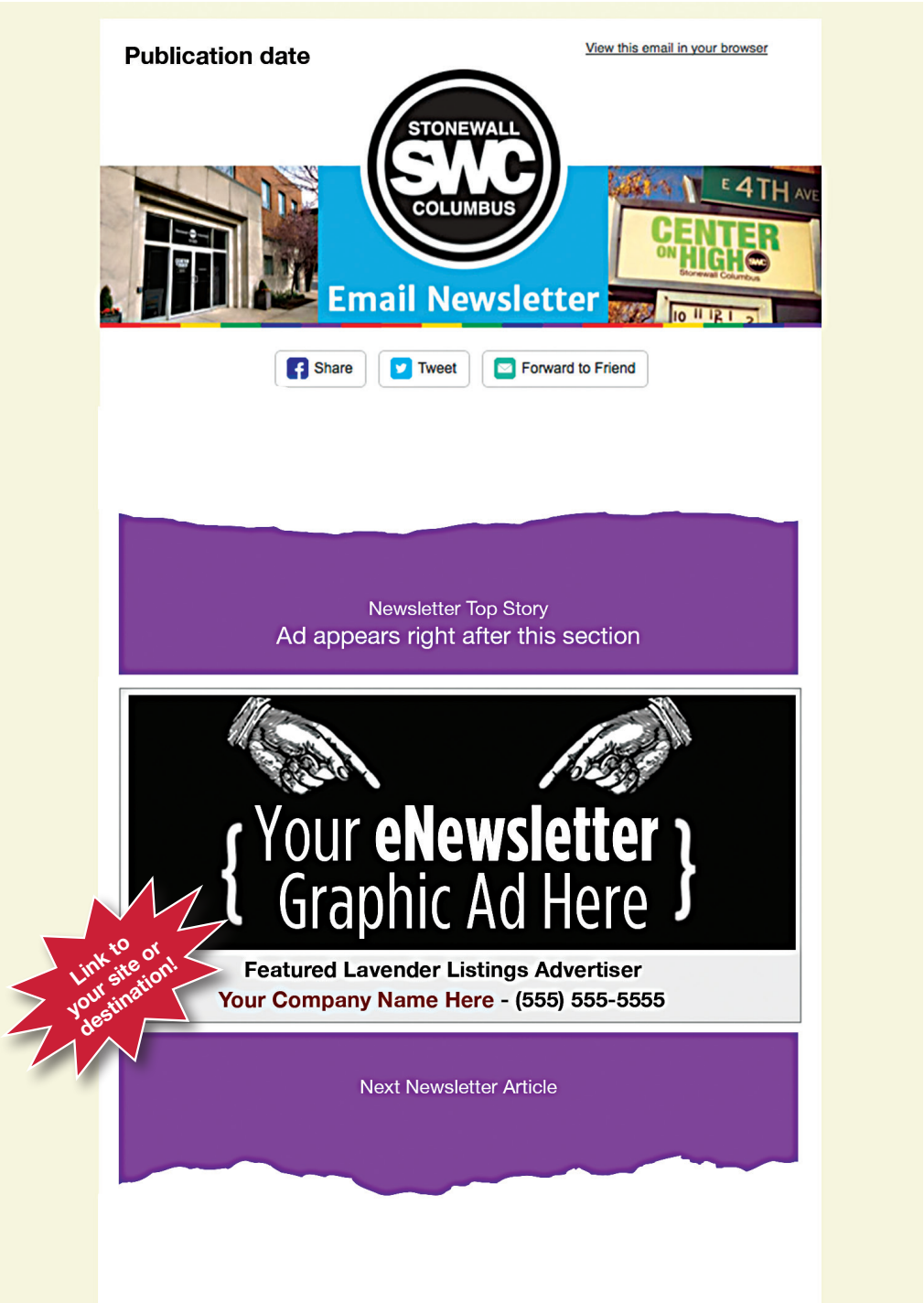

Stonewall Columbus Weekly e-Newsletter

Get your message to over 5000 subscribers with our weekly eNewsletter featured business ad!

- Graphic ad which contains your Business logo/image, name, phone, and a link to the web address of your choice.
- Featured Business ads are displayed at the top of the Stonewall eNewsletter.
- Limit two eNewsletter ads per business, per year.

Need Design Help?

For a small fee, we can create an ad for you. Please contact us for more information.

Online Advertising

Email: info@lavenderlistings.com

Online Listings

Coupons

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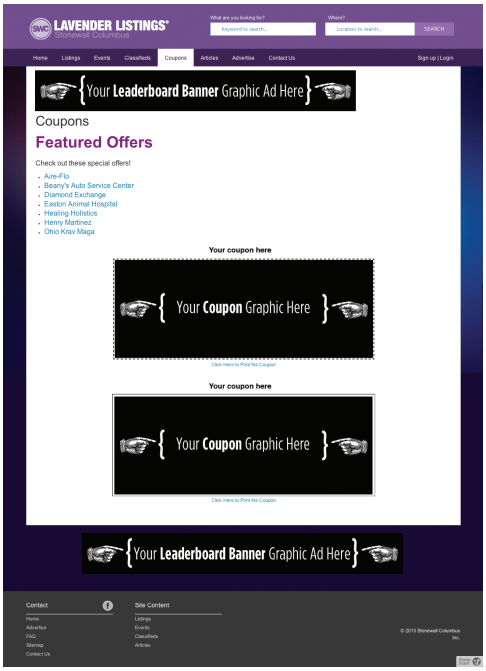
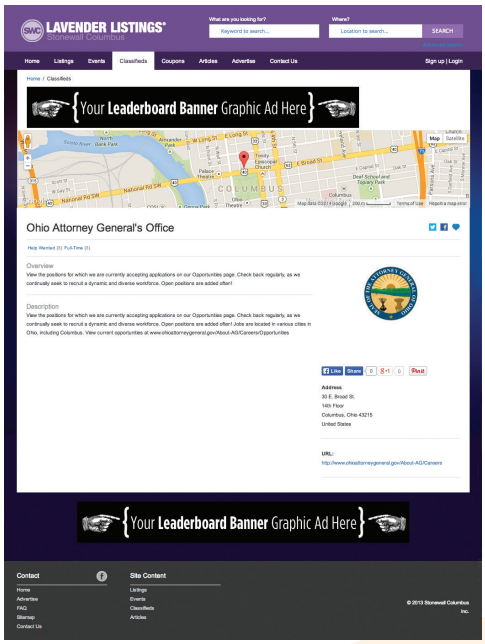


Classifieds

Buy & sell, post jobs, find & list housing, More! FREE FOR 2016!



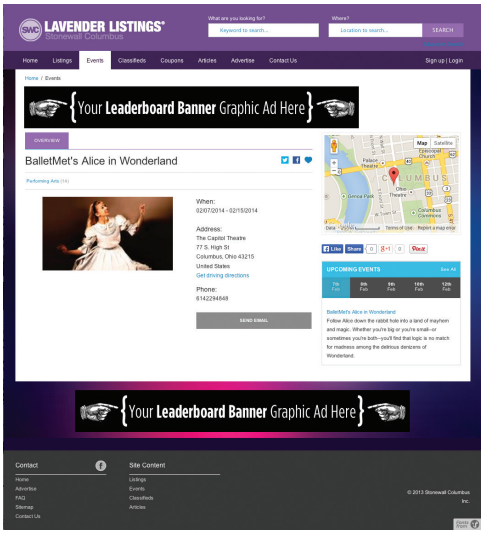
Articles

Educate and promote!

Show your expertise and drive more traffic to your business by providing an article with tips, industry news or educational content for your target market. FREE FOR 2016!

Events

Promote your event on our Community Calendar. FREE FOR 2016!



2016-2017 Ad Specs

Print Edition

Phone: 614-299-7764 • Fax: 614-299-4408

Premium Cover Ads
Bleed: 5.75” W x 8.75“ H
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Coupon:	4.5” W x 1.75” H

Submitting print artwork

- Please name your files clearly with the Client or Advertiser name and ad size/type.
- Include placed images with any vector based EPS submissions.
- **Email artwork to: info@lavenderlistings.com**
  (you can send large files, over 10MB, for free via hightail.com)

General File Specs

- **All colors must be designated as process colors, i.e., CMYK.**
  Spot, Pantone® (PMS) or RGB colors will NOT print correctly.
- All placed images must be 300 dpi to size, CMYK or grayscale.
- All fonts must be converted to outline.
- Please note the dimensions for bleed, and trim areas for Premium Cover ads.
- **Trim marks and file information are NOT necessary on any ads and may cause an art fee if included.**
- We only accept digital submissions. **We do NOT accept film.**

Print Edition Applications/Formats Accepted

- **PREFERRED FORMAT - PDF/X-1a certified files are the most reliable.** Many applications have built-in support for PDF/X-1a. Third-party plug-ins are available for other applications. “Press-Quality” or “High-Res” PDF presets in other applications may also produce suitable PDFs
- **Adobe® Photoshop®** - TIFF or EPS – 300dpi, CMYK, no compression or alpha chanels. **NO JPG OR BMP.**
- **Adobe® Illustrator®** - EPS – include all placed images and convert all fonts to outline, 300dpi, CMYK. No spot colors.
- **EPS** - Vector based – include all placed images and convert all fonts to outline, 300dpi, CMYK. No spot colors.

Any questions? Contact us at: (614) 299-7764 or info@lavenderlistings.com

Need Design Help?

For a small fee, we can create an ad for you. Please contact us for more information.

2016-2017 Ad Specs

Email: info@lavenderlistings.com

Online Edition

LeaderBoard Banner Ad Rotation

Recommended Size: 728px X 90px
Static or Animated JPG or GIF image file with a link to your profile or outside webpage
50k maximum file size

Showcase Images

Recommended Size: 1380px X 600px
Max of 9 images may be provided. System will automatically resize these images when provided in JPG format. Maximum file size of 1.5 MB. Please number your files in the order in which you would like them to appear.
NOTE: You can be given web access to your listing. You will have the opportunity to update your ad information and showcase images has often as you would like.

eNewsletter Sponsorship

Recommended Size: 550px X 200px
Static or Animated JPG or GIF image file with a link to your profile or outside webpage
30k maximum file size

Listing Video

You must upload the video onto a service like YouTube or Vimeo. After the video is uploaded send us the link and we can embed it in your listing. We can assist you with the uploading or creation of the video for an additional charge.

Submitting print and digital artwork

- Please name your files clearly with the Client or Advertiser name and ad size/type.
- Include placed images with any vector based EPS submissions.
- **Email artwork to: info@lavenderlistings.com** (if you need to send large files, that are over 10MB, please call us for sending instructions)

Stonewall Columbus reserves the right to refuse any artwork. All submitted artwork which does not meet the stated requirements will incur a fee of $50 if we must correct the file for print.

Stonewall SWC Columbus

Print Advertising Deadlines: Orders: April 1 • Artwork: April 15

Additional information, order form and ad specifications are available for download from our website at **stonewallcolumbus.org/advertising**

Phone: 614-299-7764 • Fax: 614-299-4408 • Email: info@lavenderlistings.com

Rates range from
$80 - $2295 for print
$75 - $400 for online
Special rates for non-profits

First-time print advertisers will receive a 5% discount!

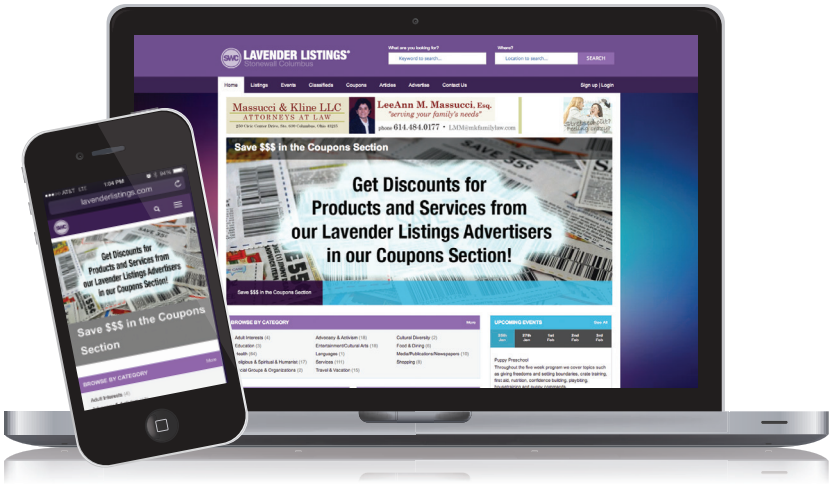
Need Design Help?
For a small fee, we can create an ad for you. Please contact us for more information.

Printed Book

Published Once per Year each June!

4,000 Lavender Listings books are printed and distributed each year. These books are provided as a free resource guide to the community.

- Distributed at all Stonewall Columbus public events and through the mail when requested via phone or through our website.
- Used as a business referral source daily at the Stonewall Center on High.
- Distributed at our annual Pride Festival each June, which is attended by over 300,000 people.
- Available at the Stonewall Center on High, many businesses in the Short North, Clintonville, OSU and many other areas of Central Ohio.
- Available at Experience Columbus Visitor Centers Downtown and Easton Town Center.
- Available at all Columbus Metropolitan Libraries.



Online

Always Open for Business!

The Lavender Listings website with mobile access is our hugely popular online resource for the LGBTQ community.

- **FREE!** Lavender Listings mobile app for iOS and Android! Access to your business all the time!
- Over 215,000 visitors per year
- Over 87,500 visitors during Columbus Pride month in June
- Over 504,000 page views per year
- Over 6,140 subscribers to our weekly Email Newsletter
- Over 22,215 Facebook Fans across our Fan Pages

Statistics include all three Stonewall Columbus websites

BONUS! Online advertisers can update their ads at any time throughout the year!