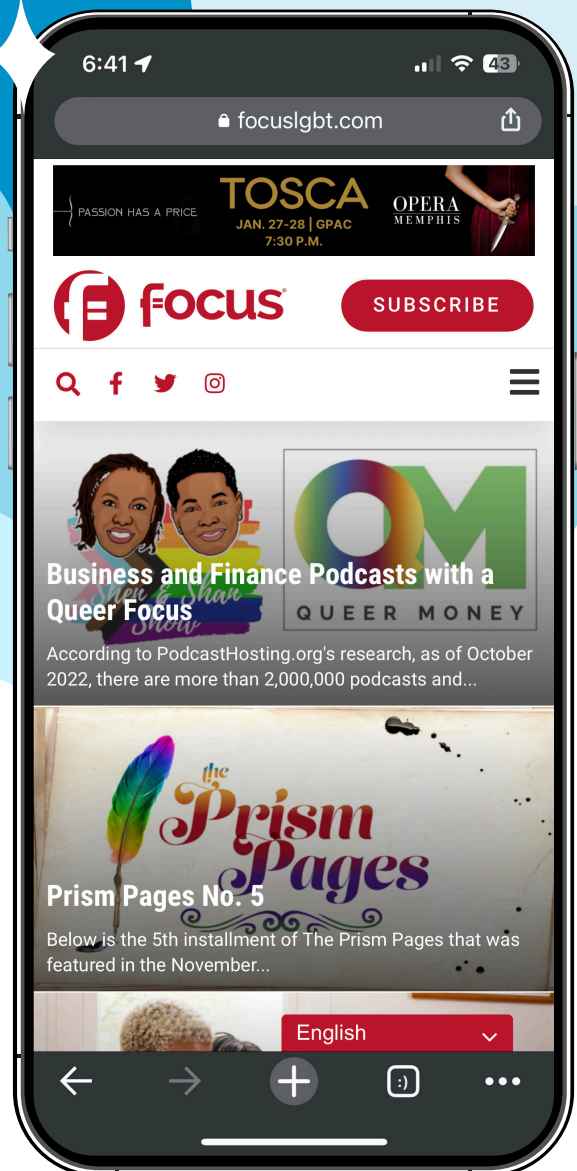


# Spark Magic with focus<sup>®</sup> Digital Advertising Options

**DIGITAL NEWS  
ONLINE WEB ADS  
VIDEO PROMOS  
SOCIAL MEDIA  
VIP EMAIL  
PODCASTS**



Reach a unique audience like no other media group can.



**focuslgbt.com**

# LGBTQ+ communities and allies remain empowered by print media.

## PRINT

Inside front cover	\$1750
Inside back cover	\$1750
Back cover	\$1750
Page 3	\$1750
2-Page Spread	\$2750
Center Spread	\$2750
Full Page	\$1000
Half Page (H or V)	\$850
Quarter Page	\$550
Sixth Page	\$375



Rates are per issue. Focus prints 6 time per year.  
Rates can be billed over two month or monthly per  
ad insertion. Any position requests are subject to a  
25% upcharge. Positioning is not guaranteed.

- ✓ We extend discounts for multiple and consecutive ads. Just ask.
- ✓ Registered nonprofits enjoy a 10% off discount off all prices.
- ✓ Buy ads for 6 issues get a bonus ad of the same size free.
- ✓ Explore more than just print and spark magic with digital ads.

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Content that counts and information that matters to our community.

## Editorial Calendar

Issue	Theme	Ad/Content Space Deadline	Ad/Content Deadline	In Stands
Jan + Feb	Crafts	Nov 23	Dec 3	Jan 5
Mar + Apr	Neighborhoods	Jan 28	Feb 10	March 1
May + June	Chosen Family	Mar 29	Apr 12	May 1
Jul + Aug	Outdoors Issue	May 28	Jun 7	July 1
Sept + Oct	Travel Issue	Jul 30	Aug 9	Sept 1
Nov + Dec	Music Issue	Sept 28	Oct 8	Nov 1
Jan + Feb '24	Creativity Issue	Nov 23	Dec 3	Jan 5

[editor@focuslgbt.com](mailto:editor@focuslgbt.com)  
[info@focuslgbt.com](mailto:info@focuslgbt.com)  
901.800.1172

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# Engage with readers through our website virtual issue flipbook.

## DIGITAL NEWS

### Virtual Issues Flipbook Sponsorship Package

- For \$2500 a month, your brand can secure exclusive front page cover ad space in our virtual issue flipbook and sponsorship thumbnails on the virtual issue flipbook website. Plus, rotate full-page print ads and website banner ads for up to 5 brands/businesses, and social media mentions promoting the virtual issue and your brand. Great for group advertisers.



### Dedicated Category Sponsorship

For \$500 a month, sponsor a specific content category such as Profiles, Food + Drink, Arts + Entertainment, or Music. Includes a strip ad for print content and a thumbnail on the category landing page with an outbound link.



FOCUS

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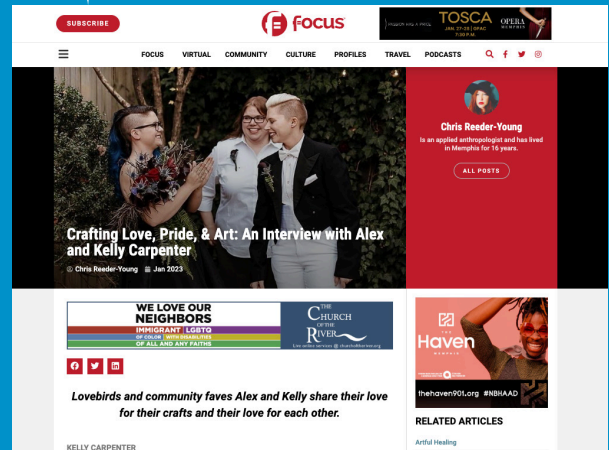


Capture our readers' attention by advertising on our content-rich website.

## ONLINE WEB ADS

### PREMIUM: Monthly Virtual Website Takeover

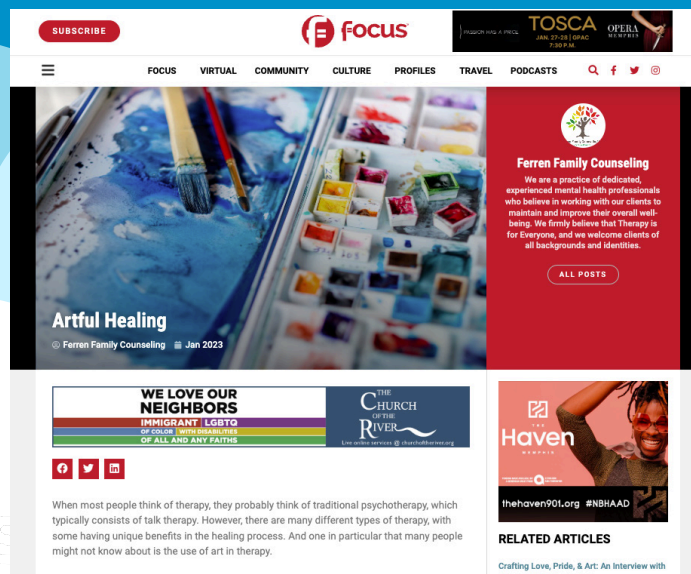
For \$2500 a month, your brand can have exclusive front page real estate with our virtual website takeover. Your ads will appear with a sidebar skin as a background and come accompanied with each ad size we offer. Great for programs, product launches, community outreach, auto, liquor brands and pharma.



Leaderboard \$1000/mo    Half Page Ad - \$250/mo  
ROS Box Ad - \$250/mo    Strip ad - \$250/mo

### Sponsored Online Articles

For \$250 each, publish 750-1250 words plus up to 5 images with outbound links on our website, great for introducing products, services, professionals, events, or programs.



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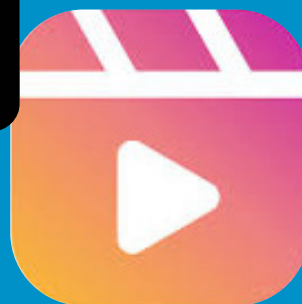
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# Punch up your promos with partner video promotions.

## VIDEO PROMOS

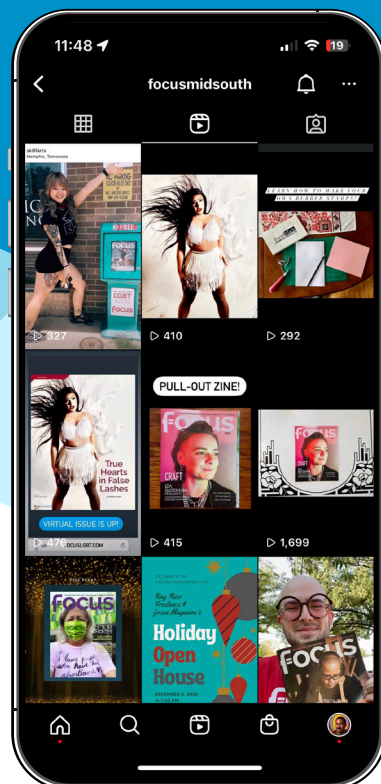
### Dedicated Video Promos

For \$1000, get a trio of videos (3) that are edited to be shared on social media. Includes creation, videography, editing, posting, and tagging on social media.



### Social Channel LIVE! Takeover

For \$1000, plan and implement a social channel takeover with a guest host, including planning, setup, videography, editing, posting, and tagging on social media.



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Maximize our reach with your targetted messages on social media and email.

## SOCIAL MEDIA

### Social Media Post Promos

For \$400 per promo, paid and organic posts on Facebook & Instagram, boosted posts using Branded Content Tags on Meta to expand the reach.

## VIP EMAIL

### Dedicated Email Newsletter

\$500-1500, criteria may apply. Content must be pre-approved and adhere to advertising policies.

### Static Email Ad

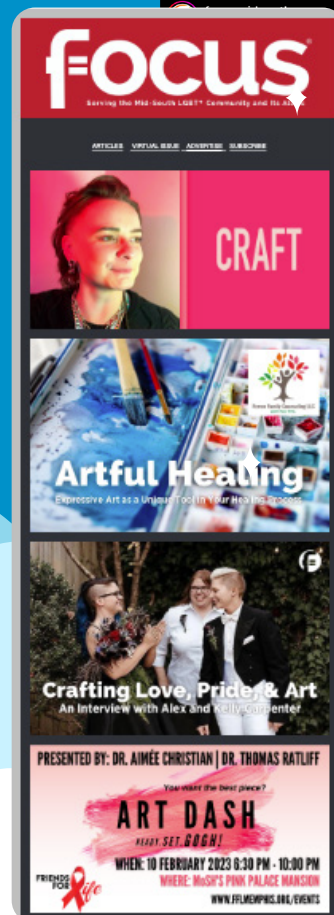
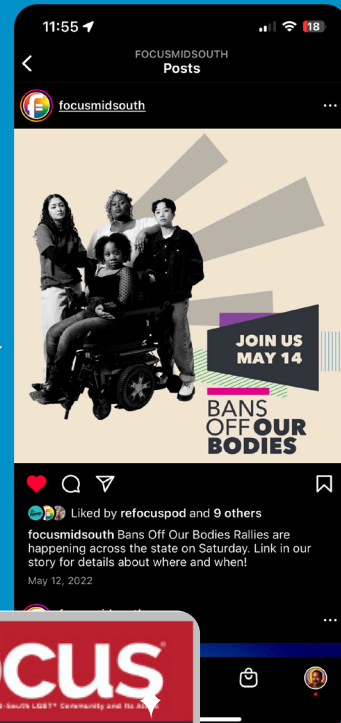
\$250, Monthly Email Newsletters sent to all recipients, Includes a 600x300 static ad with an outbound link.

Social Media Reach  
~32,000 per mo

Email Recipients 1819

Open Rate 40.9%

Click Through Rate 12.5%



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# Podcasts teaching HIV prevention and mental wellness for our community.

## PODCASTS

### re:focus presents The Haven PrEPED: Sex, Stigma, Science and the South

Join us as we explore Sex, Stigma, Science, and the South. Our show is dedicated to HIV knowledge and prevention with tools like PrEP and PEP. Listen as our new hosts speak with a diverse group of folks who provide their perspectives. re:focus presents: The Haven PrEPED. Sex, Stigma, Science, and the South – MANE!

Rates vary. Packages start at \$250.



### Musing with Mothie Podcast

Join Moth Moth Moth in this podcast on a journey to be more curious, creative, and connected. A place to discuss niche and broad appeal topics, while complimenting the programs that the Focus Center Foundation supports. Priority is given to queer makers and cultural creators but is also very welcoming to allies.



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