



# 2017/18 PRINT & ONLINE EDITIONS



CENTRAL OHIO  
BUSINESS & RESOURCE DIRECTORY  
FOR THE LGBTQ COMMUNITY

## 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!**



[LAVENDERLISTINGS.COM](http://LAVENDERLISTINGS.COM)

# Why Lavender Listings?

## Our LGBTQ Market

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

**\$790 billion** was the estimated buying power of the LGBTQ population in 2012.

### LGBT Buying Power

There was a **20%** increase in the buying power of the LGBTQ population from 2006 to 2012.

### LGBT Consumer Trends

**53%**

of lesbians and gay men reported being "loyal to certain brands but might try new brands."

Same-sex households make **16%** more shopping excursions than average households, while spending about the same amount per trip.

Average yearly spending on consumer packaged goods is **25%** higher for same-sex households than average households.

**11%** said they were involved with their local LGBTQ chamber of commerce or an LGBTQ business organization.

**28%**

of lesbians and gay men reported that they would stop shopping at a business that made political contributions to candidates or causes they opposed, even if there were no comparable and accessible options available.

**58%**

of lesbians and gay men report being more likely to buy everyday household items and services from companies that market to lesbians and gay men.

**33%**

reported boycotting a company in 2008 and/or 2009 because that company "supported anti-LGBT causes."

**31%**

of lesbians and 33% of gay men surveyed reported donating over \$500 to charity between 2008 and 2009.

# Why Lavender Listings?

Email: [info@lavenderlistings.com](mailto: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<sup>1</sup>
- **23% of LGBTQ adults** have switched products or services in the past year because a different company was supportive of the LGBTQ community<sup>1</sup>
- **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<sup>1</sup>
- **The State of Ohio ranks #6** for the most LGBTQ populated states<sup>2</sup>
- **Stonewall Columbus has one of the most active and best LGBTQ-targeted postal and electronic mailing lists in the area**



<sup>1</sup> Surveys by Harris Interactive and Witeck-Combs Communications

<sup>2</sup> "The 10 Biggest Gay Populations In America," 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  
more customers!**

**Coupon:** 4.5" W x 1.75" H

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

**Premium Cover Ad**  
Bleed: 5.75" W x 8.75" H - Trim: 5.5" W x 8.5" H

**1/2 Page Tall Ad**  
2. " W x 7.5" H  
(No Bleed)

**Full Page Ad**  
4.5" W x 7.5" H  
(No Bleed)

## Listings & Ads Sizes

**1/4 Page Wide Ad or Coupon**  
4.5" W x 1.75" H  
(No Bleed)

**1/2 Page Wide Ad**  
4.5" W x 3.625" H  
(No Bleed)

**1/4 Page Tall Ad**  
2.125" W x 3.625" H  
(No Bleed)

**1/8 Page Ad**  
2.125" W x 1.75" H  
(No Bleed)

**Business Name**  
*Your optional business description message will appear here (80 characters max)*  
your-webiste-here.com  
email@your-business.com  
p (555) 555-5555  
f (555) 555-5555  
Contact Name  
1234 Anywhere Street  
City, State 12345  
*See our ad on page 00*

### 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

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#### 1/8 Page Ad

2.125" W x 1.75" H

#### Coupon

4.5" W x 1.75" H

### Featured Listing

#### Increased visibility at an affordable price!

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

### Basic Listing

#### Value-priced marketing!

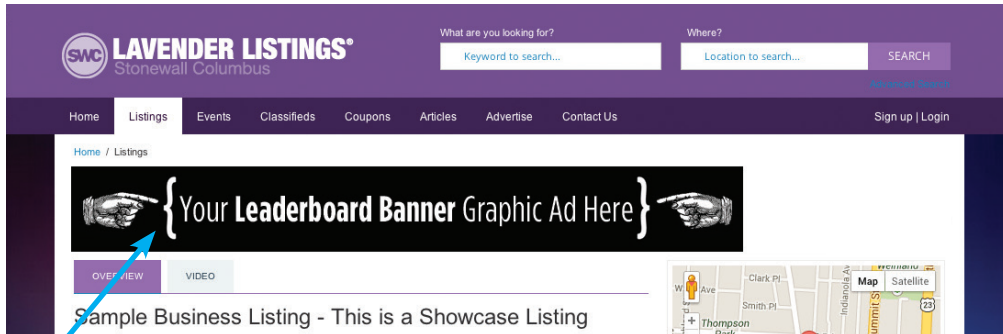
Basic Listings provide a great entry-level price point to help you reach your audience! Includes an Online Standard Listing.

**Print Advertising Deadlines:  
Orders & Artwork Due April 15th**

# Online Advertising

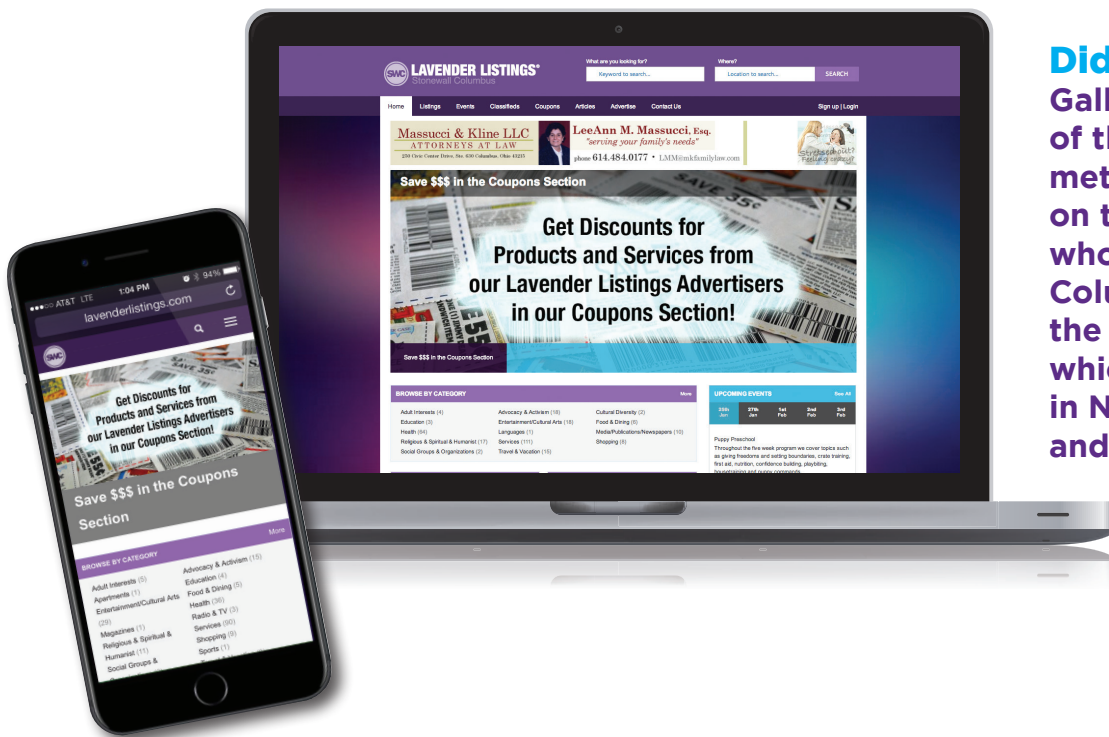
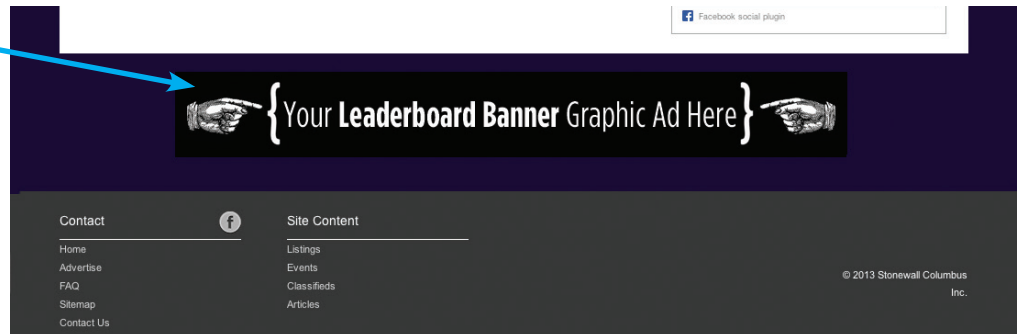
## Online Ads

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?**  
Gallup released a ranking of the nation's top 50 metropolitan areas, based on the population of adults who identify as LGBTQ. Columbus ranked No. 15 on the list, with 4.3 percent, which is higher than rates in New York City, Miami and Chicago!

Email: [info@lavenderlistings.com](mailto:info@lavenderlistings.com)

## Online Listings

The screenshot displays the Lavender Listings website interface. At the top, there is a search bar with the text "What are you looking for?" and "Where?". Below the search bar, there are navigation tabs for Home, Listings, Events, Classifieds, Coupons, Articles, Advertise, and Contact Us. The main content area features a "Showcase Listing" for "Sample Business Listing - This is a Showcase Listing". This listing includes a large banner graphic, a map, contact information (Address: 1160 North High Street, Columbus, Ohio 43201, United States; Phone: 614-299-7764; Fax: 614-299-4408; Website: <http://www.lavenderlistings.com>), and a "CONTACT THIS LISTING" button. A "Standard Listing" is also visible below the showcase listing, showing the same business name and contact information but without the graphics. A "NEW!" badge is present on the Facebook share button for the showcase listing. The footer contains contact information and site content links.

### 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 at:**  
[swclink.org/samplelisting](http://swclink.org/samplelisting)

# Online Advertising

## Online Listings



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

### Stonewall Columbus Weekly e-Newsletter

Get your message to over  
6,480 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.

Publication date [View this email in your browser](#)



Share Tweet Forward to Friend

Newsletter Top Story  
Ad appears right after this section



Featured Lavender Listings Advertiser  
Your Company Name Here - (555) 555-5555

Next Newsletter Article

Link to  
your site or  
destination!

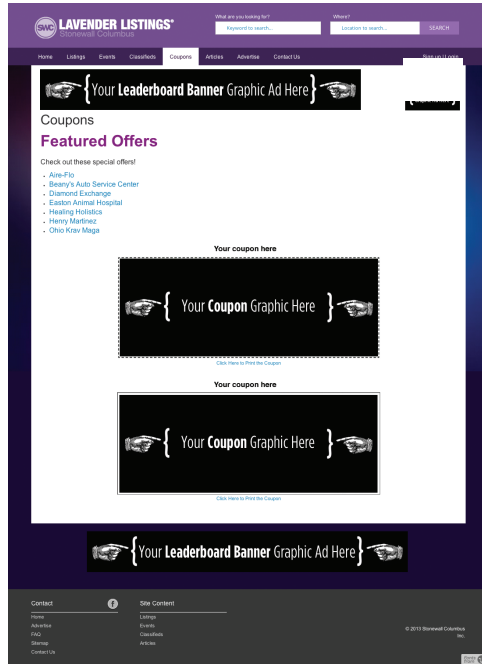


Email: [info@lavenderlistings.com](mailto:info@lavenderlistings.com)

## Online Listings

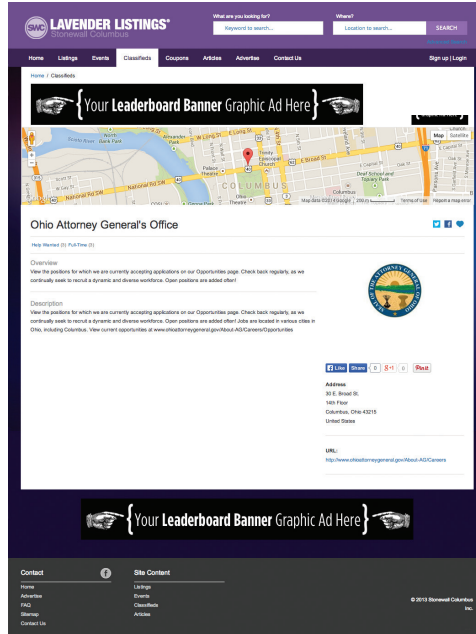
### Coupons

Offer money-saving online coupons to attract customers! **FREE FOR 2017!**



### Classifieds

Buy & sell, post jobs, find & list housing, More! **FREE FOR 2017!**



### Articles

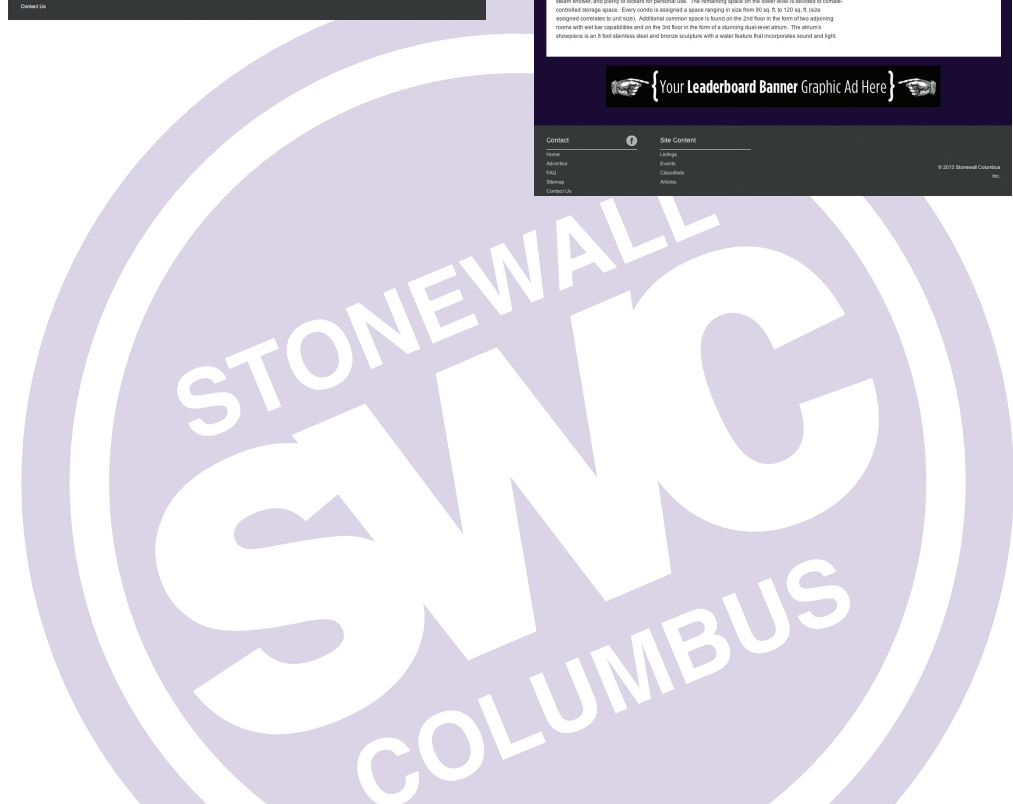
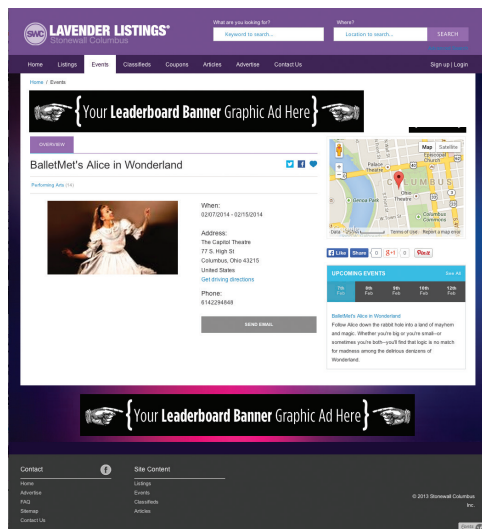
Educate and promote!

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 2017!**



### Events

Promote your event on our Community Calendar. **FREE FOR 2017** with the purchase of an online ad!



# 2017-2018 Ad Specs

## Print Edition

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

### Premium Cover Ads

Bleed: 5.75" W x 8.75" H

Trim: 5.5" W x 8.5" H

<b>Full Page:</b>	4.5" W x 7.5" H
<b>1/2 Wide:</b>	4.5" W x 3.625" H
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<b>1/4 Wide:</b>	4.5" W x 1.75" H
<b>1/4 Tall:</b>	2.125" W x 3.625" H
<b>1/8 Page:</b>	2.125" W x 1.75" H
<b>Coupon:</b>	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](mailto:info@lavenderlistings.com)**  
(If you need to send large files, over 10MB, please contact us for sending instructions.)

## 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 channels.  
**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](mailto:info@lavenderlistings.com)

Email: [info@lavenderlistings.com](mailto:info@lavenderlistings.com)

## Online Edition

### LeaderBoard Banner Ad

**File 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**

### eNewsletter Featured Business

**File Size: 600px X 200px**

Static or Animated JPG or GIF image file with a link to your profile or outside webpage

**30k maximum file size**

### Showcase Listing Images

**File Size: 1380px X 600px**

Max of 15 images may be provided. System will automatically resize these images when provided in JPEG 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.

### Showcase 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](mailto: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 may not be published.**



# Print Advertising Deadline: Order & Artwork: April 15th

Additional information, order form and ad specifications are available for download from our website at [lavenderlistings.com/advertise](http://lavenderlistings.com/advertise)  
Phone: 614-299-7764 • Fax: 614-299-4408 • Email: [info@lavenderlistings.com](mailto:info@lavenderlistings.com)

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

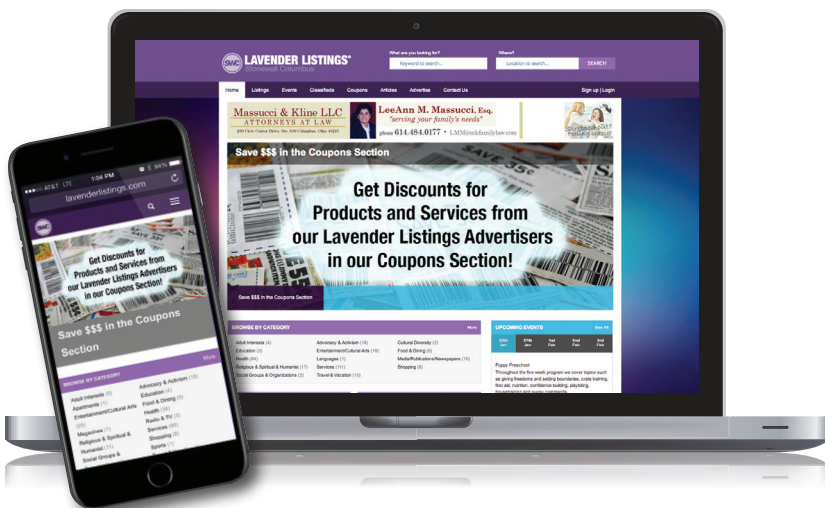
First-time print advertisers  
will receive a 5% discount!

## 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 400,000 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 286,000 visitors per year
- Over 87,500 visitors during Columbus Pride month in June
- Over 577,000 page views per year
- Over 6,480 subscribers to our weekly Email Newsletter
- Over 27,140 Facebook Fans across our Fan Pages

*Statistics include all Stonewall Columbus websites*

## BONUS!

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