One of the most effective ways to reach the LGBT community across Long Island and into the boroughs of New York is through Living Out. This exciting new publication provides readers with local news, insightful commentary on current events, upcoming events, and reviews of music, theater, film, nightlife, restaurants, plus a whole lot more.
Long Island is the #1 Retail Marketplace in the United States.
A highly desirable, upscale, well-educated, active, and affluent audience.

If you want to do business on Long Island, you’ll want to do business with Living Out!
Solid penetration into a unique and affluent market each and every month!

LET LIVING OUT TAKE YOU TO THE HAMPTONS AND FIRE ISLAND!
Increase your coverage and place your advertising message into two of the most desirable LGBT destinations in the country: the Hamptons and Fire Island (seasonal).

NO ONE MATCHES THE VALUE OF THE LIVING OUT CPM.
THE LONG ISLAND MARKETPLACE

AGE OF READERSHIP

- 13% 18-24
- 45% 35-54
- 25% 25-34
- 17% 55+

GENDER BREAKDOWN

- 49% FEMALE
- 51% MALE

DISTRIBUTION BREAKDOWN

- NASSAU COUNTY
  - 6,500 COPIES
- SUFFOLK COUNTY
  - 6,500 COPIES
- HAMPTONS/EAST END
  - 2,000 COPIES

TOTAL OF 15,000 COPIES

LIVING OUT IS ALSO DISTRIBUTED AT LONG ISLAND’S THREE LARGEST LGBT EVENTS

- LONG ISLAND PRIDE: 20,000 COPIES
- LGBT EQUALITY AWARDS GALA: 1,000 COPIES
- WINTER BALL: 1,000 COPIES

Readers and consumers are less willing to pay for news in print and online. OUR ONLINE AND PRINT EDITIONS ARE FREE.
EXCELLENCE IN EVERY ISSUE

Each issue of Living Out covers a wide variety of engaging topics, from the fun and light-hearted (celebrity interviews, photos of Long Islanders enjoying the area’s nightlife, reviews of up-and-coming venues) to the serious issues affecting our community (the national fight for marriage equality and the need for legislation to protect LGBT people from oppression).

FEATURE STORIES
Timely topics and important issues are examined from a variety of angles, with insight from local and national leaders.

NEWS
Original reporting on news affecting Long Island and the nation, plus updates on the world’s top stories.

ENTERTAINMENT
Reviews of everything from music to television, from recently released movies to books, and much more.

INTERVIEWS
One-on-one interviews with celebrities, politicians, newsmakers, and other leaders in our local region and across the nation.

COMMUNITY PHOTO SPREADS
The place to be seen is on Living Out’s “BE SCENE” photo section each issue as well as the online photo gallery.

UPCOMING EVENTS CALENDAR
Every month, Living Out offers an informative and lively listing of events, so LGBT Long Islanders know what’s going on.
ABOUT LIVING OUT

Living Out is published monthly and is distributed to over 250 locations throughout Nassau and Suffolk counties. Living Out columns and photos, as well as exclusive web-only articles, are also available for readers around the world at www.livingoutli.org.

Living Out is published by the LGBT Network as a community outreach program. Advertisers in Living Out not only benefit from providing advertising to this market demographic, but also in providing support to the Network and its life-changing work.

ABOUT THE NETWORK

The LGBT Network is an association of non-profit organizations serving the Long Island and Queens LGBT community throughout the lifespan: Long Island Gay and Lesbian Youth (LIGALY), The Long Island LGBT Community Center (The Center), Services and Advocacy for LGBT Elders – Long Island (SAGE-LI), and the Queens LGBT Community Center (Q Center). Together, each organization works to end homophobia and transphobia on Long Island, to provide a home and safe space for the LGBT community, and to advocate for equality.

OUR UNIQUE MARKET

The LGBT market is a demographic that acknowledge support from advertisers and are compelled to shop from businesses and companies that are LGBT-affirming.

80% of LGBT people agreed they were more likely to buy products or services from a company that they knew was gay-friendly.¹

56% of lesbians and gays say they would go out of their way to purchase services and products advertised in gay media.²

70% of lesbians and gays would prefer companies that market to them, and 66% said they would even if less friendly companies offered lower prices.³

² Prime Access Inc. and Planet Out, 2008.
# 2016 Production Schedule*

All advertisement artwork and payment are due exactly two weeks before the issue hits newsstands by 5pm.

<table>
<thead>
<tr>
<th>Month</th>
<th>Drop Date</th>
<th>Art and Ad Payment Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>December/January</td>
<td>Dec. 10</td>
<td>Friday, Nov. 19</td>
</tr>
<tr>
<td>February</td>
<td>Feb. 4</td>
<td>Thursday, Jan. 21</td>
</tr>
<tr>
<td>March</td>
<td>Mar. 10</td>
<td>Thursday, Feb. 25</td>
</tr>
<tr>
<td>April/May</td>
<td>May 5</td>
<td>Thursday, Apr. 21</td>
</tr>
<tr>
<td>June</td>
<td>June 9</td>
<td>Thursday, May 26</td>
</tr>
<tr>
<td>July/August</td>
<td>July 7</td>
<td>Thursday, June 23</td>
</tr>
<tr>
<td>September</td>
<td>Sept. 8</td>
<td>Thursday, Aug. 25</td>
</tr>
<tr>
<td>October</td>
<td>Oct. 6</td>
<td>Thursday, Sept. 22</td>
</tr>
<tr>
<td>November</td>
<td>Nov. 3</td>
<td>Thursday, Oct. 20</td>
</tr>
</tbody>
</table>

*Production dates and art deadlines are subject to change.
2016 ADVERTISING RATES

10% discount to non-profits and 10% discount for prepayment of 3 or more insertions.

<table>
<thead>
<tr>
<th>1 insertion</th>
<th>3 insertions</th>
<th>6 insertions</th>
<th>9 insertions</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$1045</td>
<td>$940 ea. ($2820 total)</td>
<td>$847 ea. ($5082 total)</td>
<td>$765 ea. ($6885 total)</td>
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<tr>
<td>HALF PAGE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$528</td>
<td>$479 ea. ($1437 total)</td>
<td>$429 ea. ($2574 total)</td>
<td>$385 ea. ($3465 total)</td>
</tr>
<tr>
<td>THIRD PAGE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$385</td>
<td>$346 ea. ($1038 total)</td>
<td>$314 ea. ($1884 total)</td>
<td>$280 ea. ($2520 total)</td>
</tr>
<tr>
<td>QUARTER PAGE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$275</td>
<td>$248 ea. ($744 total)</td>
<td>$220 ea. ($1320 total)</td>
<td>$198 ea. ($1782 total)</td>
</tr>
<tr>
<td>EIGHTH PAGE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$170</td>
<td>$154 ea. ($462 total)</td>
<td>$138 ea. ($828 total)</td>
<td>$121 ea. ($1089 total)</td>
</tr>
</tbody>
</table>

Premium position: Add 20%  Back cover (full page only): Add 30%
Premium position placed advertisements are located within the first five pages of the issue.

Center Two-Page Spread: Add $500
Available only with 3x commitment or higher.

SPECIFICATIONS

<table>
<thead>
<tr>
<th>FULL PAGE</th>
<th>HALF PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.75&quot; x 11.25&quot;</td>
<td>8.75&quot; x 5.563&quot;</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FULL PAGE</th>
<th>HALF PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.75&quot; x 11.25&quot;</td>
<td>4.314&quot; x 11.25&quot;</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>THIRD PAGE</th>
<th>QUARTER PAGE</th>
<th>EIGHTH PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.2&quot; x 11.25&quot;</td>
<td>4.314&quot; x 5.563&quot;</td>
<td>4.314&quot; x 2.719&quot;</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>CENTER TWO-PAGE SPREAD</th>
</tr>
</thead>
<tbody>
<tr>
<td>18.5&quot; x 11.25&quot;</td>
</tr>
</tbody>
</table>

MECHANICAL GUIDELINES

1. High resolution PDF files or 300 dpi JPG files are the only acceptable formats. PDF is preferred. No native application files will be accepted.
2. All fonts and images in PDF files must be embedded or converted to outlines to ensure compatibility.
3. The color mode must be CMYK color format. RGB, LAB, or other color profiles will be converted to CMYK before print, which may result in color loss, or may be rejected by the Art Director.
4. All spot colors must be converted to CMYK format.
5. Resolution must be a minimum of 300 dpi for all images and files. Any resolution less than 300 dpi may result in loss of quality or may be rejected by the Art Director.
6. All submitted files must be the exact finished size or have crop marks embedded.
7. Rules that are 4 points wide or less should be 1 color.
8. Sans-serif font less than 7 points should be 1 color.
9. Serif font less than 12 points should be 1 color.
10. There will be a 30% dot gain. Use SNAP Web Offset standards.
11. Ink density is not to exceed 240%.
12. No rich black or registration black, especially on text.
13. All transparencies in ad must be flattened.
14. If a QR code is present, ensure it is flat 100% black TIF or JPG file at least 0.5" wide.

Publication is not responsible for slight variance between digital file and printed product.

DISTRIBUTION

15,000 copies are distributed to more than 250 locations throughout Long Island.

For information on advertising in this exciting publication, contact us:
info@livingoutli.org

516.323.0011 | info@livingoutli.org
20 Crossways Park Dr. N., Suite 110, Woodbury, NY
Living Out is available for readers everywhere online at www.livingoutli.org and through the online publication hosting service Issuu. Readers also promote Living Out through engaging on our social media platforms, including Facebook and Twitter.

## Web Ad Guidelines

1. All web graphics must be submitted as .jpg files of the exact dimensions indicated above and should be emailed to art@livingoutli.org.
2. Advertisements can not be animated.
3. Graphics should be in RGB color format and at a minimum of 72 dpi.

## Sidebar Ads

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Cost for Three Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>125px by 125px</td>
<td>$199</td>
</tr>
</tbody>
</table>

## Header Banner Ad

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Cost for Three Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>468px by 60px</td>
<td>$299</td>
</tr>
</tbody>
</table>

Have your company’s banner ad appear at the top of every web page on www.livingoutli.org for the biggest impact.

ONLY $299 FOR THREE MONTHS.

## Sidebar Ads

Sidebar advertisements (limit 4) appear on every web page on the right-hand side.

ONLY $199 FOR THREE MONTHS.

For information on advertising online, contact us: info@livingoutli.org

LEARN MORE:

VISIT WWW.LIVINGOUTLI.ORG TO IMAGINE YOUR AD IN ACTION.
**AD TYPE: CHECK ONE**

- Repeat
  - Exact pick up of previous ad as shown on tear sheet.
  - Issue Month ________  pg # ________

- Repeat with Changes
  - Pick up of previous ad with modifications. Additional charges may apply.

- New E-mailed Ad
  - Submit electronic ad after you have confirmed the date, time, and subject name for this received e-mail.

**AD SIZE: CHECK ONE**

- Back Page 8.75” x 11.25”
- Two-Page Spread 18.5” x 11.25”
- Full Page 8.75” x 11.25”
- Half Page, H 8.75” x 5.563”
- Half Page, V 4.314” x 11.25”
- Third Page, V 3.2” x 11.25”
- Quarter Page, H 8.75” x 2.719”
- Quarter Page, V 4.314” x 5.563”
- Eighth Page, H 4.314” x 2.719”

**ACCOUNT INFORMATION: PRINT CLEARLY**

- Company Name
- Contact Name
- Address
- City  State  Zip
- Phone  Fax
- E-mail
- Ad Agency (if applicable)
- Accounts Payable Contact
- Accounts Payable Phone
- Account Executive
- Special Instructions

**ADMINISTRATIVE APPROVAL**

**TOTAL PAYMENT**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base Ad Cost</td>
<td></td>
</tr>
<tr>
<td>x Number of Runs</td>
<td></td>
</tr>
<tr>
<td>Gross Ad Cost</td>
<td>=</td>
</tr>
<tr>
<td>Additional Charges</td>
<td>+</td>
</tr>
<tr>
<td>Discount(s) x</td>
<td></td>
</tr>
<tr>
<td><strong>Total Cost</strong></td>
<td></td>
</tr>
</tbody>
</table>

**PAYMENT PROCESSING: PRINT CLEARLY**

- Credit Card Type
  - Visa
  - MasterCard
  - Amex
  - Discover
- Credit Card Number
- Expiration Date
- Security Code
- Other Payment Type
  - Cash
  - Check
  - Money Order

“I understand and agree to the terms and conditions, located on the reverse of this form, of the advertising agreement. I understand that there will be no refunds for any reason.”

- Advertiser Signature
- Date
- Print Name

Advertiser: Please complete or review the Account Information Box before completing or reviewing the Payment Processing Box below. If paying by Cash, Check, or Money Order, please attach or submit a record of the payment to the LGBT Network. For questions about the terms and conditions of the advertising agreement located on the reverse of this form, e-mail advertising@livingoutli.org.
LIVING OUT CONTRACT TERMS AND CONDITIONS

Advertiser represents and warrants to Living Out that advertiser has all legal rights to use all advertising copy and graphics submitted by advertiser, and advertiser shall save and hold Living Out harmless, including attorney fees, from all claims and actions based upon the content of subject matter of such advertisements, including without limitation, those resulting from or suits of libel, violations of rights of privacy, plagiarism, and copyright, and trademark infringement.

There will be no refunds for any ads, for any reason.

Living Out reserves the right to reject advertisements it deems objectionable.

Living Out is not responsible for any material that is not clearly, in its sole discretion marked for return.

All advertisement corrections, modifications or cancellations must be in writing and must be received by Living Out on or before ad space reservation deadline. Advertisers shall be responsible for full rate as stipulated in advertising agreement if any cancellations are received after the ad space reservation deadline.

All copy must be proofread for spelling, grammar, and content information prior to submission to Living Out.

In case of typographical errors, Living Out must be notified in writing within 10 days of publication.

In order for a fax proof of an ad to be sent to an advertiser, the advertiser must submit ad copy by the advertising reservation deadline.

Corrections must be faxed back to Living Out by date and time listed on the faxed proof and will not be accepted by telephone. Living Out will provide advertiser with basic typesetting and design. Any excessive typesetting and design above and beyond this will be charged an additional $70 per hour.

Camera Ready ads are ad materials that do not require any typesetting or production by Living Out. Camera Ready ads must meet the size and production requirements stipulated on the rate card, and have all the copy and artwork included as per art specifications.

Camera Ready ads requiring additional typesetting or production edits will be charged $60 per hour.

This ad agreement shall not be invalidated by errors or omissions. ANY SUCH ERROR OR OMISSION SHALL BE MADE GOOD BY ADDITIONAL PUBLICATION OF ADVERTISEMENT CONTAINING MATERIAL ERRORS, WHICH SHALL BE THE ADVERTISERS SOLE REMEDY. Living Out shall not be held responsible for any consequential damages, including without limitation to loss or decrease of profit sustained by advertiser. Living Out's liability shall in no event exceed the amount paid by advertiser for such advertisement. There are no refunds.

The ad agreement will cover only advertising relating to the regular business of the advertiser and privileges cannot be transferred in whole or part of another advertiser.

Any ad, or part thereof, as it appears in Living Out may not be used or reproduced in any other advertising medium, without written authorization from Living Out, except for Camera Ready ads supplied by the advertiser.

Unless guaranteed in Living Out's ad agreement or insertion order, the placement and location of the advertisers is at the exclusive discretion of Living Out. If advertiser requests and pays the additional 20% position request fee and the request is not fulfilled, the 20% position request fee will not be billable.

Advertiser is responsible for being aware of Living Out mechanics and deadline requirements as published by Living Out, and is solely responsible for compliance with said mechanics and deadline requirements.

Living Out may use advertising copy used in the immediate previous issue's publication in the event the advertiser does not furnish new advertising copy or artwork in time for publication of the issue deadline.

SHORT RATE: The advertiser expressly agrees that if at the end of the period named in this advertising agreement or upon prior termination of this advertising agreement for any cause, they have not used advertising to the full schedule ordered, advertiser agrees to pay the difference between the contracted rate and the rate based on the amount of ads that ran (according to the schedule of advertising rates). It being agreed between the parties that such sum is fair and reasonable and under no circumstances shall this amount be constituted as a penalty.

Payment is expected by the deadline of each monthly issue. If advertiser defaults on payment of two issues or more, Living Out reserves the right to terminate the advertising agreement, and advertiser will be responsible for all payments including short rate charge listed above.

Should advertiser fail to pay by date listed on the invoice, advertiser will incur a 15% late billing fee. Advertiser will be charged 11% interest for each month beyond the first thirty days for all monies owed.

In the event this agreement is with an advertising agency for a placement of an ad for a client of an agency, it is agreed that the agency and client shall be jointly and severely liable for all obligations incurred under this advertising agreement. Said advertising agency warrants and requires that it has the authority to bind the client to this agreement. It is agreed that the billing of the agency shall be done only if specifically authorized by all parties, and shall not create any issue or waiver in favor of the agency's client.

If account is placed in the hands of an attorney or a collection agency for collection of any amount unpaid and owing the advertiser, and the guarantor agree to pay Living Out the total balance owed plus reasonable attorneys fees and/or collection costs incurred by it.

This agreement represents the full and complete agreement between the parties and supercedes any prior agreements and discussions. This agreement cannot be changed except in writing signed by all parties.