

Sponsors and Packages

If you plan to use several methods of advertising with us, save money by purchasing one of our package deals, or become a sponsor.

Sponsor

You can become a sponsor for gayWdc.com, and have your logo appear along with ours on promotional products. We can print t-shirts, coffee mugs, pens, or other materials to promote our website, and have your business logo as well as a sponsor of gayWdc.com. Please contact us for more information and to discuss options and ideas.

Platinum Advertising Package (valued at \$5000)

\$3000

- Resource Listing
- 1 year banner ad in any available resource category
- 1 year classified ad
- 1 year bold resource listing
- 1 year active E-mail and website link with your resource listing
- 1 year highest priority level resource listing
- 1 year e-Mailing list entries

Gold Advertising Package (valued at \$3300)

\$2100

- Resource Listing
- 8 months banner ad in any available resource category
- 8 months classified ad
- 8 months bold resource listing
- 8 months active E-mail and website link with your resource listing
- 8 months highest priority level resource listing
- 8 months e-Mailing list entries

Silver Advertising Package (valued at \$1700)

\$1200

- Resource Listing
- 4 months banner ad in any available resource category
- 4 months classified ad
- 4 months bold resource listing
- 4 months active E-mail and website link with your resource listing
- 4 months highest priority level resource listing
- 4 months e-Mailing list entries

gayWdc.com Advertising
c/o DC Spectrum, LLC
P.O. Box 6025
Washington, DC 20005
advertise@gayWdc.com
www.gayWdc.com

We reserve the right to refuse any advertisement for any reason.
June 10, 2001

Banner Advertising

We offer several different types of Banner Ad advertising: main page, menu items, and resource category banner ads. Banner ads are standard size and can be linked to your website. If you don't currently have a banner ad, logo, or a website, please contact us about our special deals for our advertisers.

Main Page Banner Ads

Our main page banner ad appears at the top of the main page to our website, as soon as you enter gayWdc.com. This ad spaces has the highest visibility since every site visitor will see this ad first.

\$300 per month
\$1500 per 6 months
\$2500 per year

Menu Item Banner Ads

Our menu item banner ad appears on the top of each page of the website with the exception of the main page and the resource category pages.

\$200 per month
\$1000 per 6 months
\$1800 per year

Resource Category Banner Ads

Our resource category banner ads appear on the top of a resource listing in the category you specify. For example, if you purchase ad space as a Doctor, when a site visitor searches for doctors in the resource listing, your ad will appear as a banner ad on top of the page of search results.

\$300 per month
\$1500 per 6 months
\$2500 per year

INTRODUCTORY SPECIAL:
50% OFF BANNER ADS UNTIL OCTOBER 1, 2001

Sample Banner Advertisement



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Classified Advertising



WHAT IS IT?

Classified advertising allows you to write your own business description and categorize it for quick, easy access. You can briefly describe your business and the services that you provide in order to catch the reader's eye and have them contact you.

We have categories both for your business needs, and for more personal endeavors, such as selling or buying a car, finding someone to care for your pet, or finding housing to buy, rent, or share with a roommate. We also have personals and doubletakes online.

We are currently offering FREE classified advertising. We have many categories for our classified ads that can help your business. We have advertisement opportunities available in each of the categories. Check out the website to see some sample listings.

Our website is constantly being updated, so please check online for updated category lists.

Classified Advertising Category Listing

General	Housing
Announcements (1)	Open House:
Groups (1)	DC (0)
Performing Arts (0)	Virginia (0)
Buy/Sell (0)	Maryland (0)
Vehicles (1)	Other (0)
Pets (0)	
Services	Rent:
Computer (2)	DC (0)
General Services (1)	Virginia (0)
Catering (0)	Maryland (0)
Home Improvement (0)	Other (0)
Home Maintenance (1)	Commercial (0)
Moving (0)	Wanted (0)
Photography (1)	Sell:
Massage (0)	DC (0)
Dating (0)	Virginia (0)
Counseling/Support (0)	Maryland (0)
Instruction/Tutoring (1)	Other (0)
Employment	Commercial (0)
General (0)	Wanted (0)
Resumes (0)	Share:
Careers (0)	DC (0)
Positions Wanted (0)	Virginia (0)
Travel	Maryland (0)
Local (0)	Other (0)
Beaches (0)	Wanted (0)
USA (0)	
International (0)	

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Enhanced Resource Listing

Although a resource listing is free, our enhance resource listings help your business to stand out from others listed. There are three ways to enhance your listing.

Increased Priority Listings

You can increase the priority of your listing. Each listing with the higher priority will appear at the top of the list in all search results before other listings. This can help to ensure that your listing is more prominent, and will be seen before other similar listings.

\$100 per year

Bold Listing

You can make your listing appear in bold letters, so that it appears more prominently than listings that do not select this option.

\$25 per year

Linked Listing

Resource listings do not include website and/or E-mail addresses. In order to have a live link to your website and/or E-mail address, select a linked listing.

\$25 per year

Combinations

Bold and Linked Listing

\$40 per year

Increased Priority, Bold, and Linked Listing

\$125 per year

Sample Enhanced Resource Listing

Resources

CATEGORY SEARCH RESULTS:

CATEGORY: AIDS/Health Services/Resources
AREA: District of Columbia

SPECIAL SYMBOLS

-  Gay owned and/or operated
-  Not for profit (includes 501(c)(3) tax-exempt and other agencies not for profit)

Food & Friends

58 L Street, SE
Washington, DC 20003
info@foodandfriends.org
www.foodandfriends.org

(202) 488-8278
(202) 488-0851 (fax)
Contact 2: (202) 863-1843

DESCRIPTION: We prepare, package, and deliver meals and groceries to more than 1000 people living with AIDS and other life challenging illnesses throughout Washington, DC and 17 counties of Maryland and Virginia.

 Update Entry

gayWdc.com Advertising
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Resource Listing



WHAT IS IT?

The primary function of our website is to be the most complete resource guide to Washington, DC's bisexual, gay, lesbian, and transgendered community. Our website is fully categorized, searchable, and has the ability to hold a lot of detailed information about each resource.

All of our resource listings are free. This helps us to ensure that we have as complete a listing as possible so that we can better serve the community.

Please make sure you are listed as a resource on the website. If you are not, please fill out the form to "Get Listed". If you do find your listing, please review the information to make sure that it is all correct. If changes are necessary, please submit them to us online.

Although a basic listing is free, there are several ways to enhance your listing. Please see the "Enhanced Resource Listing" tab for more information.

Sample Resource Listing

Resources

CATEGORY SEARCH RESULTS:

CATEGORY: AIDS/Health Services/Resources
AREA: District of Columbia

SPECIAL SYMBOLS

- Gay owned and/or operated
- Not for profit (includes 501(c)(3) nonprofits and other agencies not for profit)

Food & Friends

53 L Street, SE
Washington, DC 20003
DESCRIPTION: We prepare, package, and deliver meals and groceries to more than 1000 people living with AIDS and other life challenging illnesses throughout Washington, DC and 17 counties of Maryland and Virginia.

(202) 488-6278
(202) 488-0851 (fax)
Contact 2: (202) 863-1843

Update Entry

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e-Mailing List Entry

WHAT IS IT?

We send E-mails to our mailing list about one time per week, as needed. You can announce your business, your promotions, or any item you'd like. Our mailing list keeps growing, so the message will be spread more each week.

Up to 50 words can be included in your message.

Advertisements are \$25 per mailing

20% discount is given for ads with the same text placed at one time for 10 or more mailings.

40% discount is given for ads with the same text placed at one time for 25 or more mailings.

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