

Advertising Opportunities and Rates

Effective: April 2016

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Why Advertise to the LGBT¹ Community?

Today, across the GTA, very few businesses are hostile or confrontational when serving openly gay customers. However, even fewer can boast of any renown for being gay friendly or welcoming!

Instead, the majority are perceived as merely tolerating diversity, but sadly devoid of any enthusiasm to go beyond that by proclaiming a genuine welcome to people of all sexualities and gender identities, and by being proud that they do.

Armed with that perception of being barely tolerated, the average gay, lesbian, bisexual or transgendered resident engages with an unfamiliar business establishment with some apprehension.

Meanwhile, brand loyalty within the LGBT community is especially high. According to Harris Interactive², one of the world's leading custom market research firms:

- **47%** of LGBT consumers are more likely to consider purchasing a company's products or services when they see an advertisement that has been clearly tailored to a gay audience.
- **71%** of LGBT adults stated they would pay a premium for products from a company they believe to be friendly and supportive to the gay, lesbian, bisexual and transgender community.
- **23%** of LGBT adults report having switched to brands that are known to be LGBT-friendly.

Those statistics apply only for people who are gay, lesbian, bisexual or transgendered. Their preferences do however also influence the choices made by their families, their friends and sometimes their colleagues and neighbours too.

But how can members of the LGBT community, and their allies, know which businesses would like to welcome them, and don't just put up with them, unless those businesses tell them?

Recent studies indicate that approximately 6% of the population are LGBT, which translates to over 60,000 residents of York Region, 36,000 residents of Durham Region, 17,000 residents of Simcoe County and 150,000 residents of the Toronto Metropolitan Area. Presently, very few local companies are taking steps to win their business by making known a desire to welcome and accommodate LGBT clients.

In short, the local LGBT community is an untapped market and our websites are unique in their ability to help you connect with those potential customers.

¹ LGBT is an abbreviation of LGBTTIQQ2SA which is an acronym used to represent a broad array of identities such as, but not limited to, lesbian, gay, bisexual, transsexual, transgender, intersex, queer, questioning, two-spirited, and allies.

² <http://www.harrisinteractive.com/vault/HI-WCC-LGBT-Brands-2011-07-18.pdf>



GayYorkRegion.com

Connecting York Region's gay residents and resources.

About Our Websites

The **GayYorkRegion.com** website was launched in 2006, to provide York Region's LGBT residents with a central point of reference to local news, events and resources of relevance.

The **GaySimcoeCounty.com**, **GayDurhamRegion.com** and **GayTorontoCity.com** website were launched in 2015, using the same technology to provide an identical service to LGBT residents of Simcoe County, Durham Region and the Toronto Metropolitan Area.

Each website presently offers the following features:

- Interactive news and discussion forums
- An event calendar publicizing local LGBT-relevant events
- A resource directory advertising businesses and not-for-profit organizations that desire to welcome members of the local LGBT community
- Information pages and articles covering topics of importance to the community.
- Personal ads

Each month, there are more than 50,000 accesses to the pages of the websites, which are displayed to an average of 2500 unique visitors.

As well as the websites, we also publish information brochures that we distribute throughout the community, primarily to reach individuals who are not internet connected. We also help organize and support various initiatives that benefit the LGBT community, including the annual York Pride Fest pride week festival.

We operate on a not-for-profit basis with all revenue used to operate our services, enhance them or to support vital projects that strive to reduce homophobia, transphobia and other forms of discrimination.

Our plans for 2016 include the launch of more sister sites that will extend the reach of our online services to LGBT communities across the GTA. Business and organization advertisements are automatically eligible for inclusion on all of our sites according to the market areas they serve.

The Resource Directory

Our online resource directory is a favourite source of information about local LGBT welcoming businesses and service providers. The resource directory and event calendar are accessed regularly by the majority of our website visitors.

The resource directory is divided into a number of categories covering different types of businesses, services and other resources. Each advertisement in the resource directory can be included in one or more categories and new categories can be easily accommodated as required.

In each category, an advertisement can be positioned with 'standard placement' or 'premium placement'. Premium advertisements appear first within a category, before standard advertisements, therefore gaining more attention. Additionally, premium advertisements are highlighted and show a greater level of summary detail within the category listing. Within a group of premium or standard advertisements, the sequence of



entries is changed for each site visitor, so that they see local businesses and organizations ahead of those that are more distant.

When any advertisement within the category listing is clicked, a separate panel is displayed showing complete information.

The screenshot displays a web interface for a dining resource. At the top, it shows a search bar and a category filter for 'Scene: Dining'. Below this, a list of resources is shown, with 'Play Pizzeria and Pub' selected. The main content area for this resource includes:

- Title:** Play Pizzeria and Pub
- Description:** At Play Pizzeria and Pub, the focus is reasonably priced food that is never fried or frozen. Pair this with great wines and ample beer choices. Play will be your favourite haunt. Everything is home-made, including all of the dressings and all of the dazzling desserts. The restaurant is an open concept, upscale sports bar, with California inspired fare.
- Image:** A photograph of the restaurant's interior, showing a bar area with stools and a wall with sports memorabilia.
- Address:** 15420 Bayview Ave, Aurora, L4G 7J1
- Phone:** 905-503-0470
- Hours:**
 - Monday: 12:00 - 10:00 PM
 - Tuesday: 12:00 - 10:00 PM
 - Wednesday: 12:00 - 10:00 PM
 - Thursday: 12:00 - 10:00 PM
 - Friday: 12:00 PM - 12:00 AM
 - Saturday: 12:00 PM - 12:00 AM
 - Sunday: 12:00 - 10:00 PM
- Google Rating:** ★★☆☆☆
- Web Site:** <http://www.playpub.ca/>
- Email:** info@playpub.ca
- Service Area:** Aurora
- Event Host For:** GYRSG and Pride
- Current Ratings:** A small bar chart showing ratings for LGBT Ok, Service, Quality, and Value.

Complete information includes a title and descriptive text, and optionally a company logo, web site link, email address and phone number. It can also include one or more photos, displayed in rotation, and details for one or multiple customer service locations.

For a particular customer service location, site visitors are shown a photograph of the location, the street address and a button to display a Google map. Additional location information can also be shown, including detailed directions, parking or access information and a location phone number. Our system automatically collects various items of information from Google, such as opening hours and photographs, and will also display these details when available.

For all advertised organizations and businesses, site visitors are invited to submit comments and ratings appropriate to a resource category. Aggregate ratings are then displayed alongside each advertisement.



The Event Calendar

Our event calendar displays details of upcoming events that are of potential interest to members of the local LGBT community. Within the calendar, events are presented in chronological sequence and any event can be clicked to view detailed information.

Event details may optionally indicate the availability of meals, snacks and refreshments, eligibility (age, gender, etc) as well as price, ticketing information and a link to an online ticket selling website. As with the resource directory, details may also include one or more venue locations.


Upcoming Events

Wed 13Apr **Social Night (Aurora)** Aurora

An informal social evening at the Filly and Firkin pub in Aurora, hosted by the Gay York Region Social Group (GYRSG). All members of the LGBT community, together with their family and friends, are invited to attend this event, whether or not they are GYRSG members. This event is open to people of all age ...

Social Night (Aurora) [X]
Wed 13Apr2016 7:30pm until 10pm
[View Organizer Info](#)

Event Information



An informal social evening at the Filly and Firkin pub in Aurora, hosted by the Gay York Region Social Group (GYRSG).

All members of the LGBT community, together with their family and friends, are invited to attend this event, whether or not they are GYRSG members.

This event is open to people of all age groups.

At all GYRSG hosted events, tables are labelled with posters showing the GYRSG logo, as shown above. This enables guests to easily identify our location within the venue. Additionally, venue staff are always aware of our presence and able to direct guests to our location. Membership of the GYRSG social group is free to York Region's LGBT residents across all age groups and offers the advantage of periodic news bulletins and event reminders by email. Please visit gyrsg.com for additional information.

- ▶ **Open To:** LGBT community members.
- ▶ **Meals:** Available
- ▶ **Light Refreshments:** Available
- ▶ **Alcohol:** Available

Event Venue

Filly & Firkin
14888 Yonge St
Aurora, L4G 1M7

- ▶ **Venue Website:**
<http://www.firkinpubs.com/theillyandfirkin/>
- ▶ **Venue Phone:** 905-727-4271
- ▶ **Regular Opening Hours:**
Monday: 11:00 AM - 2:00 AM
Tuesday: 11:00 AM - 2:00 AM
Wednesday: 11:00 AM - 2:00 AM
Thursday: 11:00 AM - 2:00 AM
Friday: 11:00 AM - 2:00 AM
Saturday: 11:00 AM - 2:00 AM
Sunday: 11:00 AM - 2:00 AM
Opening hours provided by Google.
- ▶ **Google Rating:**
★★★★☆




Photo provided by Google and attributed to: Filly & Firkin

[Show Map & Directions](#)

powered by Google

Please note that event advertisements can only be created in relation to companies and organizations advertised within the resource directory.



Advertising Rates

For-Profit Businesses

Advertising rates vary according to the following factors:

- The size of the business, in terms of the total number of employees and the number of customer service locations to be advertised.
- Whether the business provides goods or services that specifically target LGBT clients
- The size of the market area over which the business seeks to attract customers.

These factors are used to classify businesses into the following groups:

Micro:	<ul style="list-style-type: none"> • Up to 5 employees • One customer service location • Serving a local market area with a population less than 700,000
Small:	<ul style="list-style-type: none"> • Up to 50 employees • A maximum of 5 customer service locations • Serving a local market area with a population less than 700,000
Medium:	<ul style="list-style-type: none"> • Up to 500 employees • A maximum of 12 customer service locations • Serving a regional market area with a population less than 1.5 million
Standard:	<ul style="list-style-type: none"> • Any number of employees • Any number of customer service locations • Serving a provincial market area with a population less than 15 million
Large:	<ul style="list-style-type: none"> • Any number of employees • Any number of customer service locations • Serving a provincial market area exceeding 15 million

The following tables summarise the rates effective January 1st, 2015, for each of these groups. All rates are in Canadian dollars, per quarter, except where otherwise stated.

Businesses that do not provide goods or services specifically targeting LGBT clients	Micro	Small	Medium	Standard	Large
Resource Directory Advertisement	\$12	\$20	\$48	\$80	\$150
Includes:					
• Standard placement in this number of categories:	1	1	1	1	1
• Inclusion of this number of customer services locations:	1	2	6	Unlimited	Unlimited
• Market area with a population of:	250,000	250,000	500,000	1.5 million	Unlimited
Standard placement in additional categories (per category)	\$3	\$5	\$12	\$20	\$37.50
Premium placement in additional categories (per category)	\$6	\$10	\$24	\$40	\$75
Additional customer services locations (per location)	-	\$4.75	\$1.60	-	-
Additional market area population (per 50,000)	\$1.70	\$1.70	\$0.67	\$0.21	-
Event Advertisement					
Includes:					
• Free advertising prior to 60 days before the event date					
• Additional free days per quarter, across all events:	0	60 days	60 days	60 days	60 days
Additional advertising within 60 days of event date (per day)	\$0.05	\$0.08	\$0.13	\$0.20	\$0.50



Businesses that DO provide goods or services specifically targeting LGBT clients	Micro	Small	Medium	Standard	Large
Resource Directory Advertisement	\$9	\$15	\$36	\$60	\$150
Includes:					
• Standard placement in this number of categories:	1	1	1	1	1
• Inclusion of this number of customer services locations:	1	2	6	Unlimited	Unlimited
• Market area with a population of:	250,000	250,000	500,000	1.5 million	Unlimited
Standard placement in additional categories (per category)	\$3	\$3.75	\$9	\$15	\$37.50
Premium placement in additional categories (per category)	\$6	\$7.50	\$18	\$30	\$75
Additional customer services locations (per location)	-	\$3.56	\$1.20	-	-
Additional market area population (per 50,000)	\$1.28	\$1.28	\$0.50	\$0.16	-
Event Advertisement					
Includes:					
• Free advertising prior to 60 days before the event date					
• Additional free days per quarter, across all events:	0	60 days	60 days	60 days	60 days
Additional advertising within 60 days of event date (per day)	\$0.04	\$0.06	\$0.10	\$0.15	\$0.50

Not-For-Profit Organisations

Advertising rates vary according to the area over which the organization serves clients and the number of client service locations, as follows.

Local:	<ul style="list-style-type: none"> • A maximum of 6 client service locations • Serving a client area with a population less than 1.5 million
National:	<ul style="list-style-type: none"> • Any number of client service locations • Serving a client area with a population exceeding 1.5 million

The following tables summarise the rates effective April 1st, 2016, for each of these groups. All rates are in Canadian dollars, per quarter, except where otherwise stated.

Organizations that do not provide goods or services specifically targeting LGBT clients	Local	National
Resource Directory Advertisement	\$12	\$24
Includes:		
• Standard placement in this number of categories:	1	1
• Inclusion of this number of customer services locations:	6	Unlimited
• Market area with a population of:	1.5 million	Unlimited
Standard placement in additional categories (per category)	\$6	\$12
Premium placement in additional categories (per category)	\$12	\$24
Event Advertisement		
Includes:		
• Free advertising prior to 60 days before the event date		
• Additional free days per quarter, across all events:	60 days	60 days
Additional advertising within 60 days of event date (per day)	\$0.05	\$0.20



Organizations that DO provide goods or services specifically targeting LGBT clients	Local	National
Resource Directory Advertisement	Zero	\$6
Includes:		
• Standard placement in this number of categories:	1	1
• Inclusion of this number of customer services locations:	6	Unlimited
• Market area with a population of:	1.5 million	Unlimited
Standard placement in additional categories (per category)	\$3	\$3
Premium placement in additional categories (per category)	\$6	\$6
Event Advertisement		
Includes:		
• Free advertising prior to 60 days before the event date		
• Additional free days per quarter, across all events:	60 days	60 days
Additional advertising within 60 days of event date (per day)	\$0.05	\$0.20

Available Discounts

<p>York Pride Fest / Simcoe Pride / Durham Pride sponsorship discount</p> <p>York Pride Fest premier, partner and official sponsors are entitled to a discount of \$32 from quarterly fees. Simcoe Pride and Durham Pride sponsors with a minimum \$250 sponsorship commitment are also entitled to the same discount. This discount applies throughout the sponsored pride year and cannot be combined with any other discount.</p>	-\$32
<p>Fair Welcome Programme membership discount</p> <p>Fair Welcome Programme members are entitled to a discount of 25% on quarterly fees. The Fair Welcome Programme is described in a later section of this document.</p>	-25%



Article Submissions

On our websites we are pleased to publish, free of charge, informative articles that:

- focus on topics of particular relevance to LGBT consumers
- relate to areas of expertise aligned to the nature of the author's business or organization
- briefly describe how services or products of the author's business address the topics discussed
- include author accreditation, which will be published in the form of a web link to the author's advertisement within our resource directory.

For example, a homeopathic clinic could offer an article on anti-aging strategies, identifying any of their services that assist clients in the adoption of those strategies.

Typically, newer articles are highlighted on the front page of our website, whilst older articles will be archived elsewhere on our website for so long as they remain relevant.

Please contact us for more information, if you would like to consider submitting an article for publication.



The Fair Welcome Programme

The Fair Welcome Programme was launched in 2012 by “PFLAG Canada - York Region” in collaboration with GayYorkRegion.com, as a Trillium Foundation funded initiative, to help businesses and non-profit organizations reach and sensitively serve York Region's LGBT community. Trillium Foundation funding ceased at the end of 2013 and, subsequently, GayYorkRegion.com has taken over management of the programme.

Any genuinely LGBT-welcoming company or organization can participate in the Fair Welcome programme by pledging that they meet the programme's acceptance standards. Specifically, businesses and organizations applying to participate in the Fair Welcome programme are asked to certify that they:

- Enforce non-discriminatory, equal opportunities policies that include equality on the basis of sexual orientation and gender identity,
- Make all staff aware of these policies and that they will make customer-serving staff aware of their participation in this programme,
- Empower customers and employees to be watchdogs of their equality practices by encouraging dialogue and constructive feedback.
- Agree, where practicable, to display the Fair Welcome logo decal (shown below) prominently at or near to the customer entrance(s) to their premises and/or within a customer waiting area.

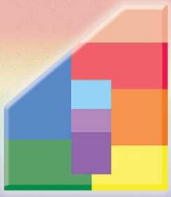


In return for an annual fee, Fair Welcome Programme membership provides the following benefits:

- Inclusion within the FairWelcome.com online directory of local services, stores and venues.
- Fair Welcome logo usage: As a member of the programme, your business or organization is authorized to use the Fair Welcome logo on all promotional materials.
- Window Decal: Up to 5 window clings are provided, to advertise your Fair Welcome participation to customers and employees. Additional quantities can be obtained at cost price.
- A 25% discount on our advertising fees.
- Access to advice on opportunities to better reach the local LGBT market by partnership with other local community organizations.

The Fair Welcome Programme annual membership fee is based on the size of the business, as follows:

Number of employees:	1-5	6-50	51-100	101-500	500+
Annual Fee:	\$28	\$46	\$74	\$110	\$275



GayYorkRegion.com

Connecting York Region's gay residents and resources.

York Pride Fest Sponsorship

As a proud supporter of York Region's annual pride festival, we are pleased to offer to York Pride Fest 2014 premier, partner and official sponsors a \$32 per quarter discount on GayYorkRegion.com advertising fees.

For micro, small or medium sized businesses, this usually provides a GayYorkRegion.com basic resource advertisement, free from quarterly fees.

The York Pride Fest 2016 platinum, gold, silver and bronze sponsorship levels require a minimum financial commitment of \$5000, \$1000, \$500 or \$250 respectively.

For more information about York Pride Fest sponsorship opportunities, please visit yorkpridefest.com.

Simcoe Pride and Durham Pride Sponsorship

As a proud supporter of the annual pride festivals in Simcoe County and Durham Region, we are pleased to also offer the same discount to sponsors of those festival, so long as the pride year sponsorship commitment exceeds \$250.

For more information about Simcoe Pride sponsorship opportunities, please visit simcoepride.com.

For more information about Durham Pride sponsorship opportunities, please visit pridedurham.com.