

# OutSmart Gayest & Greatest

2021 READERS' CHOICE AWARDS

OVER  
100,000  
VOTES  
CAST IN  
2020!

## ONLINE BALLOT

### STEP 1: Nomination Round

→ July 15 through July 25

For the past 25 years, OutSmart has celebrated Houston's LGBTQ fan favorites with our annual Gayest & Greatest Readers' Choice Awards. To gear up for the competition, readers submit nominations for their top choices variety of categories—from people, to the arts, to real estate, and nightlife. Placing an ad during the nomination round increases your chance of making it to Step 2: the voting round.

### STEP 2: Voting

→ July 26 – Aug.30

This stage of the competition garners thousands of participants daily, and is valuable opportunity to get your business in front of potential new clients.

## AD RATES

### SUBCATEGORY BANNERS

1200 x 150 px

Visible on the subcategory listing of your choice. Appears for the duration of the contest. **Rate: \$350**



### ENHANCED LISTING

800 x 450 px

Image final size: 600 x 338 pixels

This is a great way to remind voters about your business or to introduce your business. You have the choice of including your logo or a photo, social media links, and a 50-word text description. Appears for the duration of the contest. **Rate: \$225**

### ULTIMATE BALLOT COMBO

Includes Top, Sub and Enhanced Listing. **Rate: \$850**  
**ADD A... BALLOT DISPLAY AD** for only **\$225** more

### TOP CATEGORY BANNERS

1800 x 450 px

Visible on the category listing of your choice. Appears for the duration of the contest.

**Rate: \$450**



### SPONSORSHIP BANNER

1800 x 450 px

Receive approximately 220,000 impressions in fewer than 50 days. Appears on every page of the online ballot for the duration of the contest. **Ask your rep.**



**BALLOT DISPLAY AD 300 x 250 px** which rotates throughout the contest pages. **\$375**

For information, contact your Sales Rep or visit [OutSmartMagazine.com/GG2021](http://OutSmartMagazine.com/GG2021)