

# 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 in a 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 – August 29

This stage of the competition garners thousands of participants daily, and is a 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 and boost your visibility. 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**

### BALLOT DISPLAY AD

**300 x 250 px**

which rotates throughout the contest pages. **\$375**



### ULTIMATE BALLOT COMBO

Includes Top, Sub and Enhanced Listing. **Rate: \$850**

**Add on a Ballot Display ad** for only **\$225**

### 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**

Sponsoring our Gayest & Greatest awards comes with a wide array of benefits, including a sponsorship banner that appears on every page of the online ballot throughout the duration of the contest.

**Ask your rep.**



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