



Co-operative Marketing Opportunity

Program Title: **Gay Ad Network Online Banner Advertising** Timing: **May – June, 2010**
Market Segment: **Leisure – Lesbian Market** Deadline: **May 28, 2010**
Media/Format: **Lesbian Focused Websites**

The GSCVB is once again offering a co-op opportunity targeting the Lesbian, Gay, Bisexual, and Transgender travelling community. With the legalization of same-sex marriage in Massachusetts, and the gay friendly reputation of the Pioneer Valley, this is the perfect occasion to get in front of this market to tell them that you would appreciate their business. This is a high spending, well traveled; affluent demographic that already thinks the Valley is a great destination. For this promotion, we are focusing on lesbian-centric media as studies have shown more recognition of the Pioneer Valley from the lesbian community than the gay community as a whole.

We will purchase banner ads for up to 1,000,000 impressions on specific websites geo-targeted in the Northeast to include New York Metro, Boston Metro, Hartford Metro and Albany, NY. All clicks will go to a landing page featuring participating advertisers. This page will allow the advertiser a photo, additional copy, and a direct link thru to their own website. New this year, is a contest to drive click-through traffic. Each partner can donate a prize to the package.

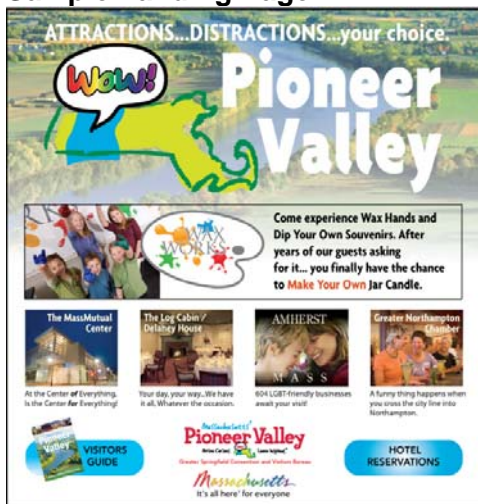
This promotion premiered in FY 2009 with great success. Several partners took advantage of this low-cost, highly targeted opportunity with the following results:

- ❖ Total Impressions Delivered: 750,359
- ❖ Click Through Rate: 0.06% (average rate = 0.04%)

Sample Banner Ad:



Sample Landing Page:



Placement:

The banner ads will be placed on premium content channels including Olivia, Girlports, Rosie.com, Curve and Proud Parenting. The Lesbian Ad Network thoroughly reviews all participating websites that apply to join their network. Each site must conform to strict editorial standards and must pass a pre-screening review before being accepted onto the network. Sites must attract a lesbian audience. Specifically:

- There can be no pornographic or other unacceptable adult-themed material including produced or member-generated adult images or text on any pages that will host ads served by Lesbian Ad Network.
- Sites cannot contain information that may constitute libel, defamation, infringement or otherwise violate the privacy, publicity or other rights of a third party.

Marketing to the lesbian community is good business.

- 64% of Gay and Lesbian Americans are more likely to purchase everyday household products from companies that market directly to them in gay media -- *Source: Harris Interactive/Witeck-Combs Communications Survey, Jan. 2006*
- 65% are in a relationship and 35% are single. Of those in relationships, 22% have obtained some form of official government sanction (marriage, civil union, domestic partnership).
- 71% have at least a Bachelor's Degree.
- Median household income: \$86,400
- Median age: 47
- Respondents took a median of four leisure and business trips during the last twelve months.



The ad cost is based on two gold partners at \$2500 each and five silver partners at \$1000 each.

Gold Partners Receive:

- Banner Ad Placement shared with GSCVB logo placement.
- E-blast to opt-in email list
- Prize donation for package
- 250,000 impressions in geo-targeted markets including NYC, Boston and Albany, NY
- Run of site, April thru June
- Color photo, name of attraction or business, 20 words of copy, address, phone number and live link on landing page.

Silver Partners Receive:

- Banner Ad Placement shared with GSCVB logo placement.
- E-blast to opt-in email list
- Prize donation for package
- 100,000 impressions in geo-targeted markets including NYC, Boston and Albany, NY
- Run of site, April thru June
- Color photo, name of attraction or business, 20 words of copy, address, phone number and live link on landing page.

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2010 LGBT Online Co-op Advertising Program

Advertising Space Reservation Contract

Yes, I wish to participate in the GSCVB's co-op for the LGBT market.
Select one: _____ \$2,500 level **or** _____ \$1,000 level.

Organization:

Your name:

Title:

Signature:

Phone: () _____ Fax: () _____

E-mail:

Address:

City: _____ State: _____ Zip: _____

Reservation deadline for this program is April 30, 2010

Please return this completed reservation form (both pages) to:

David C. Casey
Cray Publishing
34 Country Corners Road
Amherst, MA 01002

Tel: (413) 253-4777
Fax: (413) 253-9837
E-mail: Craycasey@aol.com

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Payment:

Please bill me. My check made payable to the GSCVB is enclosed.

Please charge my credit card (circle one)

MasterCard

Visa

Discover

American Express

Name on card:

Credit card #:

Expiration Date:

Security Code (located on back of card):

Billing Zip Code: _____ Date:

Authorizing signature:

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