

Gayapolis.com was founded in 2000 as an alternative to the larger GLBT Web portals that dominate the marketplace. The primary goal of Gayapolis is to serve the GLBT community, while providing an opportunity for reasonably-priced advertising for smaller gay and lesbian owned businesses. While all advertisers are welcome, our services are specifically priced and designed to allow easy access for smaller businesses.

As part of Gayapolis' commitment to providing advertising opportunities to smaller businesses, no minimum ad buy is required to advertise on Gayapolis.com.

The current demographic statistics of registered members at Gayapolis include:

- 67% Male, 32% Female
- Median Age of 26
- 86% US Residents
- Average Individual Income of \$60,000

Advertising Rates

Top Line Banner (468x60)

Ad Type	Description	Rate
Run of Site	Advertisement may appear anywhere on the Gayapolis Web Site, based on availability. Advertisements are served at the top of each Gayapolis Web page.	\$.50 CPM
Targeted	Advertisement will appear within one selected section of the Gayapolis Web site, chosen from the content categories of People, Shop, Travel, Issues, Lifestyle, Health, and News.	\$.75 CPM
Destination Specific	Advertisement will appear within a selected Travel Guide in the Travel category.	\$1.00 CPM

Vertical Skyscraper (120x600)

Ad Type	Description	Rate
Run of Site	Advertisement may appear anywhere on the Gayapolis Web Site, based on availability. Advertisements are served along the right of most Gayapolis pages.	\$.60 CPM
Category	Advertisement will appear within one selected section of the Gayapolis Web site, chosen from the content categories of People, Shop, Travel, Issues, Lifestyle, Health, and News.	\$.85 CPM
Destination Specific	Advertisement will appear within a selected Travel Guide in the Travel category.	\$1.10 CPM

Rectangle Ads (180x150)

Ad Type	Description	Rate
Run of Site	Advertisement may appear anywhere on the Gayapolis Web Site, based on availability. Advertisements are served inline with content, providing higher visibility.	\$.40 CPM

Medium Rectangle Ads (300x250)

Ad Type	Description	Rate
Run of Site	Advertisement may appear anywhere on the Gayapolis Web Site, based on availability. Advertisements are served inline with content, providing higher visibility.	\$1.00 CPM

Leaderboard Ads (728x90)

Ad Type	Description	Rate
Run of Site	Advertisement may appear anywhere on the Gayapolis Web Site, based on availability. Advertisements are served along the top of select Gayapolis pages.	\$.60 CPM

Half Page Ads (300x600)

Ad Type	Description	Rate
Run of Site	Advertisement may appear anywhere on the Gayapolis Web Site, based on availability. Advertisements are served along the right of select Gayapolis pages.	\$1.50 CPM

Advertisement Formats

Gayapolis is able to accept image-only advertisements in the following formats for serving off of the Gayapolis server:

- GIF
- JPEG
- PNG

Additional media formats are welcome if they are not served by the Gayapolis server.

Acceptable formats include:

- Macromedia Flash
- Java

Please contact us for more information on formats other than these.