


# my gay HOUSTON

## About My Gay Houston

MyGayHouston.com is a one-stop information and resource site for LGBT visitors and locals in the Houston area. Combining fresh articles on topics such as night-life, shopping and dining with details on area events and LGBT-friendly hotels, MyGayHouston.com is the perfect portal to help plan your trip or simply have a great time in Houston! This dynamic website was born out of the GHCVB's campaign to attract more LGBT visitors. Dubbed "My Gay Houston" the campaign profiles recognizable members of the local community who offer unique insight into the city they love. This "people first" approach is what sets MyGayHouston.com apart from other sites focused on gay travelers. Other features such as the Community section, which profiles area LGBT nonprofits, and "The Weekly Circuit", which showcases the best places to go any night of the week, are also highly popular.




**1** **Leaderboard Banner**



Size: 728x90 (pixels)  
\$350/quarter

The Leaderboard Banner is positioned at the top of the page and is the first ad seen when entering the site


**2** **Feature Banner**



Size: 300x100 (pixels)  
\$275/quarter

The Feature Banner is placed between two popular features, the ARES booking tool and Events Calendar button

**3** **Premium Banner**



Size: 300x250 (pixels)  
\$275/quarter

The Premium Banner is placed prominently near content that visitors want to see

## Featured Listing



\$150/quarter

Only a limited number of organizations can be showcased in a special section. Your Feature Listing gives you highly-visible, graphic "online real estate," a direct link to your website and, of course, a presence "At-The-Top."

- Attractions
- Nightlife
- Accommodations
- Dining
- Shopping
- Events

*my gay*  
**HOUSTON**  
Monthly Newsletter

**MyGayHouston.com Newsletter** –  
Sent monthly to 1,400 subscribers with a 30% average open rate.

**1 — Feature Banner**



Size: 300x100 (pixels)  
Impressions: 1,400\*  
\$150/month

The Feature Banner has premium placement directly within content

**2 — Vertical Rectangle Banner**



Size: 180x300 (pixels)  
Impressions: 1,400\*  
\$150/month

The Vertical Rectangle Banner is located under the popular Featured Events button



\* Average Monthly Impressions



Voted best local LGBT Website  
by *Out Smart Magazine*

**Member Benefit!**

GHCVB Members receive a 15% discount off the open rate. Ask about our multi-site discount.