



# 2010 Advertising rate sheet

## Why LGBT CareerLink?

LGBT CareerLink is a program of the nation's pre-eminent not-for-profit organization dedicated to the lesbian, gay, bisexual and transgender (LGBT) community in the workplace, Out & Equal Workplace Advocates. Our website draws upon rich web 2.0 technologies to expand communication between prospective employees and employers, and fills the previously unmet need of LGBT-specific career resources and programming.

## Subpage advertising

- Square (125 X 125 pixels) - 12 months \$1000\*
- Standard banner (468 X 60 pixels) - 12 months \$2550\*
- Vertical banner (120 X 240 pixels) - 12 months \$1200
- Sky scraper (120 X 600 pixels) - 12 months \$3000
- Wide sky scraper (160 X 600 pixels) - 12 months \$3100
- Custom sizes are available upon request

\* Available as pro-rated 6 month or 12 month terms  
 All prices are net and include discounts. Terms and conditions may apply.

## 2009 Benchmarked performance

	Google Benchmark <sup>+</sup>	LGBT CareerLink	Variance
Page Views	190,784	308,908	+62%
Avg. Time on Site	2.18 mins.	4 mins.	+88%
Avg. Pages Viewed per Visit	3.1	6.44	+108%
Total Registered Users		2,295	

## Current sponsors



## Contact

Julie Beach | (415) 694-6538 | [jbeach@outandequal.org](mailto:jbeach@outandequal.org)

+ Benchmark performance provided by Google Analytics against LGBT sites of similar size.



# Advertising specifications

**Sky scraper**  
120 X 600 pixels  
\$3000

**Wide sky scraper**  
160 X 600 pixels  
\$3100

**Square**  
125 X 125 pixels  
\$1000

**Vertical banner**  
120 X 240 pixels  
\$1200

**Standard banner**  
468 X 60 pixels  
\$2550