



Company Information (QTV News.com)

Company: Qtv News (Rainbow World Media)

Website: <http://www.qtvnews.tv>



Screen Shot/Cover Graphic

Media Company / Details	Summary
Television 1 mill INTERNET Visitors: 47,451 INTERNET Page Views: 531,969 INTERNET Ad Impressions: 2,826,538 E-MAIL : 448,354	TARGETED MEDIA: GLBT Community Physical Reach: National Media Type: Television and Internet Advertising Opportunities: Television, Internet, E-Mail. Client Type: Gay and Lesbian Male/Female Ratio: 70% Men / 30% Women Average Age: 32 Average Household Income \$98,000

**QTV News (ad office) 422 Fleming St Key West FL 33040
 Call 1-888-409-3500 Fax 305-296-2465**



Company Profile Information

Media Type: Internet, Television

Advertising Opportunities: Television, Internet, Banners E-Mail

Physical Reach: National: United States, International

Client Type: Gay and Lesbian

Male/Female Ratio: 70% Men / 30% Women

Average Age: 32 years old

Topics Covered: Gay News, Gay and Lesbian Entertainment

Company Description: Thank you for your interest in advertising with QTV

QTV News is a community for both the gay & lesbian individual, as well as the global community seeking Gay News on a regular basis.

With more than 40,000 unique visitors monthly, a double opt-in E-Zine newsletter subscriber database of 450,000 a network of websites with over 2 million monthly page impressions, and a Cable presence in 2 key markets, QTV NEWS provides a powerful advertising venue.

Our advertisers have access to campaign reporting in real time. Competitive ad rates, plus constant site growth driven by highly responsive full time creative and technical staff, backed up by constant reinvestment in site improvements, means this is one advertising opportunity that is only getting better.

QTVNEWS.tv website visitors watch the video stream for an average of 12 minutes per visit. The newsletter receives a 2-5% response (click thru) rate per issue. Demographics from male visitors show an average annual income of \$86,000 and \$48,000 for female users.

Advertising Description: Advertising with QTVNEWS.tv highlights your company with the most responsive form of promotion, television and video. A visual service with the opportunity to reach a 100% target audience of gays & lesbians, providing a high rate of return on investment.

QTVNEWS.tv has been developed as a true "community site" our goal is to become partners with our online members, allowing them to stay up to date on the latest news, so that QTVNEWS.tv can become their first choice with regard to Gay News and entertainment. QTVNEWS.tv is free to online members at all times, to allow for frequent visits and maximum advertiser exposure. To increase your company's visibility on our site, we offer various low cost options, which can be seen by our visitors when they are:

- Watching Gay News, 24/7
- Watching Gay Entertainment channels
- Viewing Gay News on syndicated websites.

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Marketing: Our marketing efforts include:

1. **Self Promotion** on Comcast Cable.
2. **Syndication of News Feed** Our video feed is the first and only 24/7 gay news channel available as a free syndicated feed to over 70 high profile gay/lesbian websites. This drives high volumes of traffic back to the parent site of QTVNEWS.tv exposing advertisers further.
3. **Display Advertising** campaign in gay & lesbian regional publications.
4. **Classified Display Advertising** in various gay & lesbian publications and newspapers across the country.
5. **Career Expos**, participating with booths and marketing handouts in career expos across the country focused on diversity.
6. **Gay & Lesbian Events**, covering news and events such as widely supported Gay Pride Events, and Gaydays, such as Disney and America Parks.
7. **Network News Resource** QTVNEWS.tv has been sought out in the past by local and national news sources, such as CNN as a reliable source of gay news. Recent additions include QTV NEWS on Viacom LOGO channel

Current & Past Advertisers: Our range of current and past advertisers is quite solid. The list includes:

- 1-800-4injury Law Firm
- IBM
- Wells Fargo
- Microsoft
- City of Key West
- Global Crossing
- Rainbow Wedding Network
- Blooms Flowers
- EI Wear
- Atlantis Events
- City of San Francisco
- CheapTickets
- Blinds.com

Advertising Guidelines: No nudity

Special Editions/Issues: See the schedule, available on request

Advertising Profile
Internet Profile

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Ad Types Served: 30 second ad, 60 second ad, (production required if not supplied) Media Player ad, Media Player links, 760 x 80 Large Banners (Standard GIF or JPG) 760 X 80 Large Banners (Animated) 150 x 80 Buttons 150 x 80 Button

Unique Visitors Per Month: 47,451

Page Views Per Month: 2,231,969

Image File Size Maximum (KB): 55 KB

Lead Time To Place Advertising: 2-5 Days

Ad Impressions (Total number of ad impressions site generates per month)

125 x 90 Button: 1,284,790 impressions total per month

760 x 80 Large Banners: 1,027,832 impressions total per month

Total Impressions: 2,826,538

Fixed Cost Pricing

150 x 60 Button Banner/Button: \$200.00 per month (30 available)

General Pricing Options

Premium Placement: 25% Additional Charge for Front Page placement.

E-Mail Newsletter Profile Data

Total Number of Valid E-Mail Addresses: **448,354**

State by state Email percentages Alabama 1% Arizona 1% California 19%
*****Some states omitted due to insignificant totals** Colorado 2% Connecticut 1% Florida 14%
Georgia 4% Illinois 6% Indiana 2% Kansas 1%
Massachusetts 1% Michigan 3% Minnesota 1% Nevada
2%New Hampshire 1% New Jersey 4% New York 8% North
Carolina 1% Ohio 5% Oklahoma 1%
Oregon 2% Pennsylvania 2% Texas 6% Vermont 1% Virginia
2% Washington 5% >all others 4%

Lead Time for Newsletter E-mail: 10 Days after **paid** insertion order (Average)

Please contact your account representative 1-888-409-3500 for an insertion order for your advertising campaign. You can refer to <http://www.qtvnews.tv/index.php?sc=6> for current ad pricing

Welcome aboard!

Regards
QTV News.

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