

The logo features the word "QVEGAS" in a large, bold, white, sans-serif font. Above the "VEGAS" portion, the tagline "THE LGBT VOICE SINCE 1978" is written in a smaller, white, all-caps, sans-serif font. Below the main logo, the website address "WWW.QVEGAS.COM" is displayed in a small, white, all-caps, sans-serif font. The entire logo is centered within a large, dark red circle that is set against a lighter red background with abstract, curved shapes.

QVEGAS
THE LGBT VOICE SINCE 1978
WWW.QVEGAS.COM

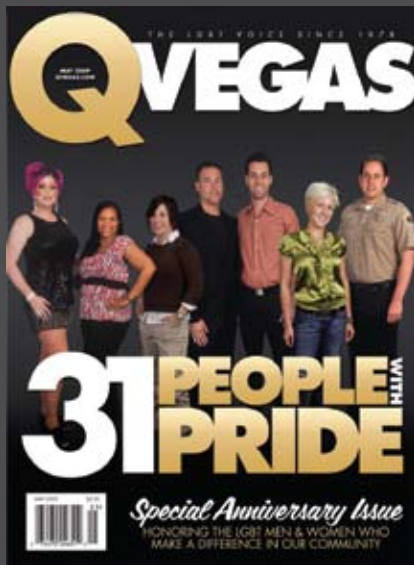
MEDIA KIT



THE LGBT VOICE SINCE 1978

QVegas—a monthly, full-color, glossy magazine—has served as the voice of the LGBT (lesbian, gay, bisexual and transgender) community in southern Nevada since its inception in 1978 as the *Bohemian Bugle*. Over the past three decades, QVegas has changed names and publishers, but it has remained a constant force in our community's fight for equality and acceptance, both within the Las Vegas area and the world at large.

Each issue brings to its readers a wide variety of features including human-interest stories, celebrity interviews, political pieces and tales of activism as well as coming out stories. Regular departments provide readers with op-ed commentaries, health tips, relationship advice, music reviews, previews of upcoming books and films, local and national LGBT news, updates on local organizations and much more. A complete classified ads section, including personals, provides readers and businesses with a place to advertise such things as job openings and rooms for rent. Most popular among readers are the nightlife and event photo pages, a voyeuristic look into the Las Vegas LGBT population. A community event calendar and a special



guide for tourists to Sin City round out the monthly offerings.

In February, QVegas readers choose the sexiest gays and lesbians in Las Vegas. Each summer, an expanded "People with Pride" issue is published with biographies and photographs honoring prominent members of Las Vegas' LGBT community. In December, QVegas takes a look back at the year and honors the best businesses and performers in our community with the Qrific Awards, chosen by reader ballot. A holiday gift guide is also presented near the end of the year. Other





QVEGAS READERSHIP

The target readership demographic for QVegas is the gay male between the ages of 18 and 45. We envision our typical reader to own his own home and have a college education. Our readers follow fashion trends casually, keep abreast of important political movements and have comfortable levels of disposable income. QVegas readers have interests in attending concerts, travel, music, dining, the arts, and are loyal. QVegas brand-loyal readers buy more home furnishings, cars, electronics, clothing and attend more movies when compared to the average adult.

However, it is the continued policy of QVegas to offer content that will appeal to our atypical readers: lesbians, bisexual men and women, transgender people and our straight allies. It is also the policy of QVegas to embrace the whole spectrum of peoples and cultures found within the LGBT community.

RESIDENTS AND TOURISM

There are an estimated 160,000 gay residents living in Clark County with 500-600 new gay residents moving to Las Vegas every month. According to the *13th Annual LGBT Tourism Study* conducted by Community Marketing, Inc., Las Vegas is ranked as the number two leisure travel destination in the United States among LGBT travelers (and has held that rank for three years). Just imagine the sheer magnitude of gays and lesbians who have the chance to see your advertisement in QVegas, both before visiting Sin City and while here.

THE DREAM MARKET

Executives in boardrooms across America are talking about “the gay and lesbian market.” A story in *The Wall Street Journal* referred to the LGBT community as “the dream market” because of LGBT buying power totalling approximately \$450 billion yearly nationwide.

Community Marketing, Inc.’s 2007 and 2008 *Gay Consumer Index* and *Lesbian Consumer Index* reports, which provide the most comprehensive collection of gay and lesbian consumer data to date, have found the following:

- 80% of gay men and 79% of lesbians made a purchase with a Visa card in the past month, while 64% of gay men and nearly 56% of lesbians made a purchase with a MasterCard and 36% of gay men and 24% of lesbians made a purchase with an American Express card.
- 89% of gay men and 85% of lesbians said that advertising in gay media favorably influences their decision to purchase products or do business with a company.
- For gay men, the median household income is \$83,000 per year (Gay singles \$62,000; Gay couples living together \$130,000), almost 80% above the median U.S. household income of \$46,326, according to US census data. 40% of gay men reported household incomes in excess of \$100,000 per year. For lesbians, the median household income is \$80,000 per year (Lesbian singles \$52,000; Lesbian couples living together \$96,000), and 36% of lesbians reported household incomes in excess of \$100,000 per year.
- A comparison of housing shows both groups very similar. Findings show that 61% of gay men own a home and 36% rent while 8.4% own vacation property and 9.3% own other property. Among the lesbian respondents, 69% own a home and 29% rent with 10.4% owning vacation property and 9.8% owning other property.

issues throughout the year feature special themes such as pets and people, love and relationships, a women’s issue and coming out.

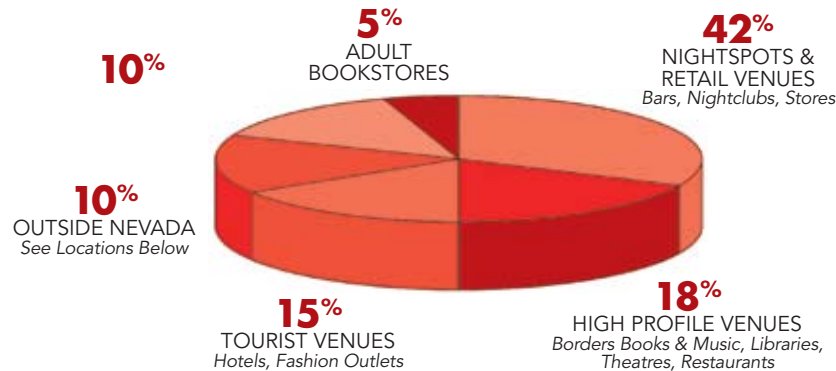
QVegas averages 72-112 pages per issue with a print run of 25,000 copies each month, mostly distributed throughout southern Nevada and southern California. Additional copies are shipped to bookstores, LGBT community centers and night-clubs across 20 other states. Our subscription list is growing rapidly each month with subscribers as far away as Europe. With Las Vegas as the number two travel destination in the United States for gays and lesbians, QVegas is sought out worldwide before visitors arrive.

With its entertaining and informative content—as well as its contemporary, glossy style—QVegas is regarded by many as one of the top regional LGBT magazines in the U.S. In fact, QVegas was honored as a finalist in the alternative lifestyles category of 2005’s Maggie Awards, presented yearly by the Western Publications Association.

For businesses wishing to reach out to the LGBT community in Las Vegas—including thousands of tourists each year—with their extreme buying power, QVegas is the ideal place to spend your advertising dollars. Contact your advertising executive today at (702) 650-0636 to be a part of our next exciting issue!

DISTRIBUTION

WE CURRENTLY PRINT AND DISTRIBUTE 25,000 COPIES EACH MONTH THROUGH FREE DISTRIBUTION POINTS AND SUBSCRIPTIONS FROM AROUND THE WORLD



DISTRIBUTED OUTSIDE LAS VEGAS IN MORE THAN 34 CITIES ACROSS 17 STATES

Arizona	Phoenix, Tuscon, Flagstaff, Prescott, Sedona, Lake Havasu, Kingman
California	Hollywood, Long Beach, Los Angeles, Palm Springs, Sacramento, San Diego, San Francisco
Colorado	Denver
Florida	Miami, Ft. Lauderdale, Orlando
Georgia	Atlanta
Hawaii	Honolulu
Illinois	Chicago
Massachusetts	Boston
Nevada	State-wide coverage
New Mexico	Albuquerque
New York	New York City
Oregon	Eugene, Portland, Salem
Pennsylvania	Harrisburg
Rhode Island	Providence
Texas	Dallas, Houston, Austin
Utah	Salt Lake City
Washington	Seattle

TESTIMONIALS

Words are insufficient to express the gratitude I have for QVegas magazine and the unique marketing power they have to spawn and sustain new business for the community of juhl. Since inception of our advertising with the QVegas team, juhl has generated over 30 transactions from individuals seeking an urban lifestyle nestled in the center of entertainment and mixed use. Our eclectic and dynamic community is the start of something wonderful to come to the Downtown Las Vegas neighborhood, and many thanks are due to QVegas magazine for their integral contribution to this successful occurrence. I highly advocate QVegas as a strategic marketing tool for any business entity, and I am grateful for the guidance and support they have shown our team through these history making years.

JUHL

John Eisele, Sales Manager

Blue Heron is excited to be a part of QVegas magazine month after month. We have seen excellent results and QVegas has helped us to reach a new and well qualified demographic. Thank You!

BLUE HERON

Tyler Jones, Owner/Developer

I have been advertising in QVegas magazine since I opened my practice in 2003. QVegas has proved to be the best return on investment compared to other publications I have used. The QVegas staff has been very creative in designing my ads for the publication, and overall great to work with. QVegas has also featured me and my practice in several articles, which has also helped to broaden my exposure. QVegas also gives the opportunity to meet fellow advertisers through their business socials which are held a few times each year. It's a

great chance to network. I have found the gay and lesbian community to be very supportive of my practice and would recommend advertising in QVegas to maximize exposure within this community.

OPTICAL EFFECTS

Dr. Robert Wlodek, Optometrist

Our monthly ad in QVegas has really helped increase the awareness and visibility of our group. The people at QVegas have worked with me and done an excellent job putting together the information I give them and making a good-looking ad each month. I am very pleased with the results that we are getting from QVegas.

IMAGO DEI

Charles O'Neill, Director

QVegas has proven to be a great value for us. We get a wonderful return on our advertising investment.

RHODES HOMES

Anil Melnick, Director of Advertising

Our investment in the gay community through QVegas magazine has turned out stellar results for our dealership!

FINDLAY CADILLAC SAAB

John Saksa, General Manager

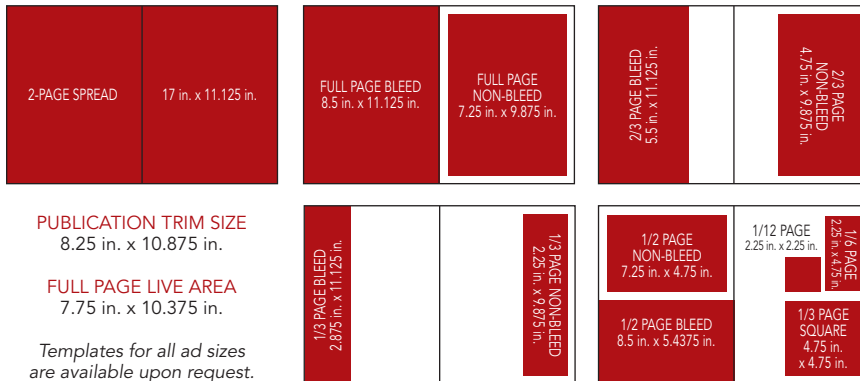
Our relationship with QVegas goes back further than with any other publication. The restaurant industry leaders called me a risk taker several years ago when I formed an alliance with QVegas. That crystal ball sure came in handy! The benefits of working with QVegas are countless. Let's toast!

PAYMON'S MEDITERRANEAN CAFE & HOOKAH LOUNGE

Jeff Ecker, Corporate General Manager

ADVERTISING SPECS

SIZE	BLEED	WIDTH	HEIGHT
Full Page	Bleed	8.5 in.	11.125 in.
Full Page	Non-Bleed	7.25 in.	9.875 in.
2/3 Page	Bleed	5.5 in.	11.125 in.
2/3 Page	Non-Bleed	4.75 in.	9.875 in.
1/2 Page	Bleed	8.5 in.	5.4375 in.
1/2 page	Non-Bleed	7.25 in.	4.75 in.
1/3 Page Vertical	Bleed	2.875 in.	11.125 in.
1/3 Page Vertical	Non-Bleed	2.25 in.	9.875 in.
1/3 Page Square	Non-Bleed	4.75 in.	4.75 in.
1/6 Page	Non-Bleed	2.25 in.	4.75 in.
1/12 Page	Non-Bleed	2.25 in.	2.25 in.
2-Page Spread	Bleed	17 in.	11.125 in.
Inside Front Cover	Bleed	8.5 in.	11.125 in.
Inside Back Cover	Bleed	8.5 in.	11.125 in.
Back Cover	Bleed	8.5 in.	11.125 in.



Ads should preferably be sent as a PDF file with all fonts embedded. We also accept EPS files when all fonts have been converted to curves, as well as high-resolution TIF and JPG files with compression set to low or none. Native application files (from Illustrator, Photoshop, etc.) are not being accepted at this time. All files should be at least 300 dpi CMYK set to the exact print size. Stonewall Publishing is not responsible for any undesirable shift in color which may result from our conversion of your RGB files into CMYK, if necessary.

Files must be submitted on CD or DVD, uploaded via FTP (login information available upon request) or sent by e-mail to art@qvegas.com with a copy sent to your advertising executive. Clearly label the digital media or include company name and run date in the subject line when e-mailed. A color MatchPrint must be provided if accurate color is a must.

ADVERTISING RATES

SIZE	3 ISSUES	6 ISSUES	12 ISSUES
Full Page	\$1,706	\$1,534	\$1,380
2/3 Page	\$1,407	\$1,265	\$1,138
1/2 Page	\$1,166	\$958	\$862
1/3 Page	\$767	\$690	\$621
1/6 Page	\$463	\$403	\$350
1/12 Page	\$263	\$229	\$199
2-Page Spread	\$3,923	\$3,528	\$3,174
Back Cover	\$3,850		
Front Inside Cover	\$2,960		
Back Inside Cover	\$1,930		

All rates are quoted at net rates *per insertion* for ads supplied in electronic form. Covers are purchased for a minimum of three issues. All ads are full color.

BLEED

Bleed is \$100 additional, available on full, 2/3, 1/2 & 1/3 vertical ads only.

PREMIUM PLACEMENT

Guaranteed and premium placement is available for an additional 10%. The most desirable premium placement opportunities include page 3 (first right-hand inside page), page 9 (opposite table of contents) and opposite the horoscopes. Subject to availability.

GRAPHIC DESIGN FEE

\$65 for initial ad design or major ad redesign. \$25 for minor monthly changes to existing ad.

ADDITIONAL ADVERTISING OPPORTUNITIES

Contact your advertising executive for current rates and further information.

CLASSIFIEDS

Each issue of QVegas offers a complete section for classified ads with listings ranging from job opportunities and rooms for rent to personals and Web sites. Space is available on a per-word text-only basis or as a 1/12-page display ad.

BLOW-INS/BIND-INS

Your pre-printed flyer or postcard can be bound or inserted into QVegas.

E-MAIL NEWSLETTER & WEB SITE

Every week, QVegas sends an e-mail newsletter to hundreds of subscribers outlining community events throughout the week and sneak peeks at future events. Banner placement is available. QVegas.com brings together online visitors from around the world who are searching for more information on the Las Vegas LGBT community. Current and back issues of QVegas are available for download. Banner and button placement is available on the site. See prices and specifications on the following page.

EMAIL ADVERTISING

SIZE	WIDTH	HEIGHT	PRICE
Half-width Banner	280 px	60 px	\$250
Full-width Banner	568 px	75 px	\$325
Half-width Box	280 px	200 px	\$385
Full-width Box	568 px	200 px	\$525
Dedicated E-mail Blast	568 px	up to 1000 px	\$600

Banner and box ads for our weekly e-mail newsletter should be sent as JPG, PNG or animated GIF files created to the exact pixel dimensions at 72 dpi, in the RGB color space. Please keep the file size as small as possible, since a faster load time will help increase the visibility of your insertion. HTML files are acceptable for dedicated e-mail blasts if the customer wishes to slice the graphic into multiple images and/or include clickable hotspots. Native application files (from Illustrator, Photoshop, etc.) are not being accepted at this time. Flash animations are not accepted since they will not play correctly within our e-mail newsletter. Files must be submitted by e-mail to art@qvegas.com with a copy sent to your advertising executive. Include company name and run date in the subject line when e-mailed, along with the URL to which the button or box must be hyperlinked. Files must be received two business days before insertion.

Our weekly e-mail newsletter is typically sent every Wednesday unless work conditions or technical difficulties prevent timely delivery (if this occurs, the newsletter will typically be sent Thursday instead). Dedicated blasts are available to be sent any day other than Wednesday and will be sent with your graphic or HTML included in a "QVegas Special Event" or "QVegas Special Offer" wrapper.

WEBSITE ADVERTISING

SIZE	WIDTH	HEIGHT	PRICE
Button	120 px	60 px	\$258
Top Banner	468 px	60 px	\$658
Skyscraper	160 px	600 px	\$529
"Events & Offers" Carousel	580 px	150 px	\$1500

Banner and box ads for our Web site should be sent as JPG, PNG or animated GIF files created to the exact pixel dimensions at 72 dpi, in the RGB color space. Please keep the file size as small as possible, since a faster load time will help increase the visibility of your insertion. Native application files (from Illustrator, Photoshop, etc.) are not being accepted at this time. Flash animations will be accepted only if the file size is relatively small and the animation is short. Files must be submitted by e-mail to art@qvegas.com with a copy sent to your advertising executive. Include company name and run date in the subject line when e-mailed, along with the URL to which the button or banner must be hyperlinked. Files must be received two business days before insertion. The buttons, top banner and skyscraper appear on all pages of the site. The banner and skyscraper may rotate with other advertisers who have purchased that position unless exclusivity has been purchased or arranged.

ADVERTISING AGREEMENT

- The forwarding of an insertion order to Stonewall Publishing, Inc. (SP) or the signing of an SP contract is construed as an acceptance of the then-current rates and conditions under which advertising is sold and is required for every insertion. Verbal agreements are not recognized. The publisher reserves the right to give better position than specified in the order or contract at no increase in rate. Rates and conditions are subject to change without notice.
- Payments are due within 30 days of invoice date. Invoices submitted to advertiser by SP are final and binding unless advertiser submits a valid objection in writing within 15 days of invoice date. A 10% late charge will be added to past due amount (45 days). Any account facing collections (60 days) will be assessed a 30% collection fee.
- Contracts are non-cancelable.
- Stonewall Publishing, Inc. reserves the right to hold advertiser and its agent jointly, personally and severally liable for moneys due and payable to SP per this agreement.
- Stonewall Publishing, Inc. reserves the right to reject or exclude any advertising content at its sole discretion, if such content is unethical, misleading, illegal, in poor taste, does not meet the publisher's standards or is inappropriate for the publication.
- It is the advertiser's sole responsibility to submit advertising copy, materials, changes and corrections to SP according to deadline schedules. If the deadline is not met, SP has the right to insert a previous advertisement. If a previous advertisement does not exist, SP may create and insert an advertisement without copy or layout approval by the advertiser.
- Should an error occur in a printed advertisement, it is the advertiser's responsibility to notify SP in writing within 15 days of initial publication. SP's sole liability for any error is limited to actual cost incurred in printing the space occupied by the erroneous advertisement, which will be extended as a credit for advertiser to use toward cost of an advertisement in the next issue. No credit will be issued, and SP will assume no liability, for errors that occur in copy or materials submitted by the advertiser or for errors that do not materially affect the value of the advertisement.
- The word "advertisement" will be placed above or below any copy that, in the publisher's opinion, resembles editorial matter. Use of the same font or style of existing editorial matter is prohibited.
- Submission of copy and materials by the advertiser or advertising agency represents that the advertiser or agency are properly authorized to publish the entire contents and subject matter of the advertisement (including names, photographs and testimonials contained therein) and that appropriate written consent was obtained prior to publication.
- Stonewall Publishing, Inc. reserves the right to cancel this agreement at any time upon default by advertiser or agent on timely payment or violation of any terms contained in this agreement.



STONEWALL PUBLISHING, INC

1380 E. SAHARA AVE., STE. A

LAS VEGAS, NV 89104

OFFICE 702-650-0636

FAX 702-650-0641

WWW.QVEGAS.COM