

INAUGURAL ISSUE

SPRING 2016

Outlier Magazine is a new publication from Student Media that seeks to share the essence of diversity within the Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ) community at George Mason University and beyond.

Mainstream media often neglects or misrepresents the identities of those within the LGBTQ community, and this holds especially true for individuals at the intersection of underrepresented backgrounds of ability or disability, ethnicity, race, culture, political ideology, religion, socioeconomic class, or profession.

Topics of intersectional identity, queer art and writing submissions, culture and lifestyle, global affairs and human rights, and domestic news and advocacy will all be addressed in our Spring 2016 issue of **Outlier**. Copies of the magazine will also be distributed at 10 universities throughout Virginia, Washington D.C., and Maryland.

REACH A UNIQUE AUDIENCE!

WHY PARTNER?

- ✓ Our target audience is millennial college students in the D.C. area.
- ✓ Strategically place your organization's message in a new publication with a circulation of at least 2-4K copies.
- ✓ Benefit from a distribution partnership with 10 major universities including George Mason University's Fairfax, Arlington, and Science and Technology Campuses. (American, Gallaudet, George Washington, Georgetown, Howard, and others).
- ✓ Show your public support for the LGBTQ community – a powerful message to your customers.
- ✓ Be part of a unique project with a dynamic social media presence and striking visual appeal.



PHONE

(703) 993-2942



EMAIL

OutlierPartners@gmail.com



FAX

(703) 993-2948



MAIL: Outlier Magazine

MS 2C5, The Hub Room 1201
4400 University Dr., Fairfax, VA 22030

Ad Deadline:

April 15th

**Publication
Date: May 2016**

BECOME A PARTNER

Become an **Outlier Partner** by making a donation or purchasing an advertisement. Your support is essential to ensuring that all outliers have an opportunity to tell their stories.

Advertising with **Outlier Magazine** is your opportunity to reach a young and diverse collegiate audience with targeted messaging in a meaningful context. **Outlier** is a unique platform that will have a dynamic impact at Mason and throughout the D.C. metro area.

COLOR

Color increases the impact of your ad. Studies show that full color ads beat black-and-white ads for in-depth readership by **62%**.

All ad purchases for *Outlier* include color free of charge!

DESIGN

Our design staff is happy to assist in designing your ad for only \$50. Otherwise, all ad materials must be submitted electronically in PDF format. **Raster images must be 300ppi or above.**

MASON'S ECONOMIC IMPACT

\$91.1M+

Amount Mason students spend per year (excluding housing).

\$9.21M+

Annual visitor spending in the Fairfax area.

Sources: GMU Institutional Research and Reporting, GMU Center for Regional Analysis, October 2013

ASK US ABOUT
MAKING A DONATION
OR BECOMING
A PARTNER!

1/2 PAGE
8.5"W x 5.5"H
\$500

FULL PAGE
8.5"W x 11"H
\$1,000

Ads may be prepaid with check, cash, Visa or Mastercard.



PHONE

(703) 993-2942



EMAIL

OutlierPartners@gmail.com



FAX

(703) 993-2948



MAIL: Outlier Magazine

MS 2C5, The Hub Room 1201
4400 University Dr., Fairfax, VA 22030

Ad Deadline:

April 15th

Publication

Date: May 2016