The longest running, continuously published LGBTQ+ publication in the nation, the Empty Closet has been in print since January 1971. In February 2018, the newspaper converted to a magazine format, opening it up to an even wider audience.

Each year, 11 monthly issues reach LGBTQ+ and allied community members who turn to the EC for stories that connect, inspire, and keep them in the know.

20,000+ monthly readership (pickup and subscription)  
100+ distribution locations throughout the Greater Rochester Area, Buffalo and Syracuse

CONTACT
Email us at ecads@outalliance.org to learn more about promotional and marketing opportunities within the EC.
The EC is at an exciting point in its history as we expand our story-telling and craft a deeper, richer reading experience yet again. In February of 2018, the EC became a magazine after 47 years in newsprint. This change enabled a larger scope, enhanced graphics, and a more reader-friendly presentation. In 2019, the EC will once again be upping the anti by increasing the number of pages to make room for a more diverse and engaging group of contributors and content to keep our readers anticipating every issue.

A touchstone and community resource, the Empty Closet is offered for free to any community member who needs it. Your advertisement with The Empty Closet makes that possible. Each advertisement placed offsets the cost of creation, print, and delivery to our readers. We want to thank you for your commitment to our community and passion for your craft and service.

Everyone from high school students to seniors pick up The Empty Closet from local libraries, coffee shops, grocery stores, night spots, clinics, schools, and social service agencies to stay in the know.

You play a vital role in the life of this publication. The importance of businesses and organizations that support our community cannot be understated. With a readership that ranges from 12-100+ years old, the overwhelming majority of our readers say that seeing businesses and organizations advertise in The Empty Closet makes them feel positively about that business/organization and more opt to patronize their establishment. Your support allows us to continue to be the vital resource for our community that we seek to be while placing your business and promotional information into the hands of the buying public.

Advertise in the EC today!

Updated September 10, 2019
## Print Advertising Rate Sheet

**A publication of the OUT Alliance**

<table>
<thead>
<tr>
<th></th>
<th>ONE ISSUE B/W</th>
<th>ONE ISSUE COLOR</th>
<th>3-5 ISSUES B/W</th>
<th>3-5 ISSUES COLOR</th>
<th>6+ ISSUES B/W</th>
<th>6+ ISSUES COLOR</th>
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<tbody>
<tr>
<td><strong>Full Page</strong></td>
<td>470.00</td>
<td>705.00</td>
<td>446.00</td>
<td>669.00</td>
<td>376.00</td>
<td>564.00</td>
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<td><strong>3/4 Page</strong></td>
<td>363.00</td>
<td>545.00</td>
<td>344.00</td>
<td>517.00</td>
<td>290.00</td>
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<td>256.00</td>
<td>384.00</td>
<td>243.00</td>
<td>365.00</td>
<td>205.00</td>
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<td>162.00</td>
<td>243.00</td>
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<td>68.00</td>
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<table>
<thead>
<tr>
<th><strong>PREMIUM AD PLACEMENT (COLOR ONLY)</strong></th>
<th></th>
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<tbody>
<tr>
<td><strong>Full Page Back Cover Premium</strong></td>
<td>850.00</td>
<td></td>
<td>805.00</td>
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<td>680.00</td>
<td></td>
</tr>
<tr>
<td><strong>Full Page Inside Cover (Front or Back) Premium</strong></td>
<td>810.00</td>
<td></td>
<td>770.00</td>
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<td>648.00</td>
<td></td>
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</tbody>
</table>

All questions regarding advertising in The Empty Closet should be sent to [ecads@outalliance.org](mailto:ecads@outalliance.org)

Rates are guaranteed through December 31, 2019

Deadline for ad submission is the 10th of the month prior to the month of publication

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![Ad Placement Diagrams](image)

**Accepted File Formats:**
- **PDF/X-1A Files:**
  - All fonts and images must be embedded.
  - All elements must be converted to CMYK.
  - Artwork must be built at 300 dpi.
  - PDFs must be built and cropped to the size of ad.
- **Illustrator EPS Files must have fonts converted to outlines**
- **JPG and PNG Files must be built at 300 dpi**

**Unacceptable File Formats:**
We only accept the file formats listed above. Unacceptable formats include, but are not limited to: QuarkXpress, Publisher, Artwork created with or embedded in MS Word.