

Advertising With GSBA

Marketing to the LGBTQ+ and allied community can often be a confusing maze to navigate. GSBA offers a direct line to that target audience by utilizing our new and robust website, direct newsletter reach, and a social media presence tailored to LGBTQ+ business owners and consumers looking to spend with LGBTQ+ and Allied Businesses.

Prices and Placements

Most Popular Placements

Prices valid for all memberships, excluding Corporate members.
For corporate pricing, email Shanes@thegsba.org.

Name	Size	Price	Price per
Enews Presented By	600x300	\$1000	Placement
Enews Upper	600x100	\$175	Placement
Enews Lower	600x100	\$150	Placement
Enews Value	600x100	\$125	Placement
Website Banner LG	300x600	\$700	3 Months
Website Banner MD	300x250	\$550	3 Months
Website Banner SM	300x140	\$400	3 Months

Additional Placements

Directory Ad	468x468 (max)	\$750	3 Months
Homepage Banner	1400x300	\$1000	Month
Event Calendar Ad	468x468 (max)	\$125	Week
Guest Blog	Email for details.	\$500	Blog + Socials
Corporate Newsletter*	600x300	\$350	Placement

*Corporate newsletter goes out quarterly: March, June, Sept, Dec.

70K
Yearly Visitors

15K
Newsletter
Subscribers

18K
Followers Across
Social Channels

Getting Your Message To The Right Folks



www.thegsba.org

Advertising with GSBA is one of the most successful ways to reach the LGBTQ+ community directly. We pride ourselves with impactful and unique connections we offer advertisers for our specific audience.

To book your space now, email Shanes@theGSBA.org

Most Popular Size and Placement Examples

Enews Banner 600x100

GSBA has 3 newsletters that go out regularly. The Weekly Update, a monthly Advocacy Update and a monthly Capitol Hill Update.



Website Banners

Website banners appear on all of the highest traffic GSBA webpages.



**300x600
Large**

Payments with a purpose.

U.S. Bank is honored to support the GSBA. When you process payments with U.S. Bank, we will donate to the GSBA Business Emergency Fund on your behalf.

As a proud partner of the GSBA, U.S. Bank is dedicated to providing financial solutions that create a lasting impact. No matter what your financial goals are, U.S. Bank is here to support you.

For more information, scan the QR code to contact a U.S. Bank Business Banker.



**300x250
Medium**

Ready to book?

Advertising is booked on a first-come-first-served basis so don't wait to grab your spot!

1. Email ShaneS@theGSBA.org with your preferred sizes and placements.
2. Submit your creative at least 72 hours before your run date.
3. Invoices must be paid in full before any advertising runs.

Need creative?

As a member perk, with enough notice GSBA can create your ad creative for you. You may also search for marketing GSBA members to engage with in our directory: www.thegsba.org