



ONE IN TEN

As a One In Ten sponsor, you enjoy the benefits of our extensive online and print media campaigns. With aggressive marketing efforts, One In

Ten has substantial brand recognition throughout the LGBT community in greater Washington, DC, the Reel Affirmations Film Festival is one of the most visible, socially essential events in the region.

- One In Ten prints 20,000 program guides distributed extensively throughout Washington.
- The Reel Affirmations and One In Ten web sites receive an average of 25,000 unique visitor—and nearly 100,000 page views—during the film festival.
 - B Side provides a vibrant social networking site for RA festival attendees, allowing users to invite friends, comment on films, and share information.
- *The Reel Scoop* email goes to over 10,000 festival-goers every night of the Reel Affirmations Film Festival.
- Reel Affirmations has a strong presence on Facebook and Myspace, reaching hundreds of additional attendees.

REEL IMPACT

Recognition of support commands attention

Washington Blade

For nearly 40 years, The Washington Blade has been the nation's most respected gay and lesbian newspaper.

Print Circulation 100,000+
Impressions: 1,840,000



Washington Blade Online Advertising
2,632,300 monthly page views
700,000 unique users monthly

Metro Weekly **METROWEEKLY**

Washington, DC's Gay and Lesbian Magazine that features a dedicated annual festival cover story, complete film reviews and provides extensive festival and event coverage.

Print Circulation: 45,000+
45,000 daily page views
9,200 unique visitors daily

Gay Life

Maryland's most-read LGBT newspaper
Print Circulation: 20,000+
Impressions 240,000

Washington City Paper

Washington, DC's most respected weekly.

Weekly Circulation 90,000
Impressions: 198,600

