

Queer NW Fact Sheet



QueerNW was established in the summer of 2012 to highlight Portland as a unique & unexpected travel destination for LGBT travelers, with the goal of promote NW Oregon and SW Washington as a welcoming & engaging environment for LGBT travelers.

QueerNW is a collaboration between the Portland Area Business Association (PABA), the Q Center and Travel Portland.

Listing your Business on Queer NW is easy.

Members of PABA and Q Means Business (Q Center Supporters) in the hospitality and tourism industries are entitled to a free listing. Non-members can purchase a listing for as little as a \$120 a year.

Queer NW promotional materials are distributed through a network of LGBT chambers of commerce throughout the west coast including San Diego, Seattle, Spokane, Las Vegas, Los Angeles, Sacramento and San Francisco. There is an expanding list of reciprocal web links to tourism and chamber sites as well. This summer QNW materials were distributed at Pride events in Seattle, San Diego, Spokane, Vancouver, WA and Vancouver, BC.

The combined reach of these events alone exceeds 250,000 Pride participants. The combined membership of the participating chambers exceeds 3000 individuals and businesses members.

Participating businesses will be able to purchase affordable advertising and offer targeted promotional offerings as well through the QNW site.

PABA membership is also affordable at \$280 a year for a business (which includes 2 associate members). In addition to the free listing on Queer NW, PABA members are listed at no additional charge in the PABA directory and in the Portland Gay Yellow Pages print and web directories.

ADVERTISING PRICES:

PABA and Q Center Means business members are entitled to a complimentary listing on the QNW Website.

Non-Member Listing: \$120 for 12 months, \$75 for 6 months.

WEB AD PRICES:

Banner Ad* - 468x60 pixels
Every Page \$75/month

Side Bar Ads- 2 per page

300 x 250 pixels
Individual page \$20/month
Multiple pages- \$50/month

*3 month commitment required.

Advertisers do not need to be members of PABA or Q Means Business, but you must agree to abide by the PABA code of ethics.

For a full description of all the benefits of membership contact:
Executive Director Jill Nelson at jill.nelson@paba.com
or contact QueerNW directly at info@QueerNW.com or call 971-258-1391 to be listed.



The LGBT Chamber of Commerce for the Greater Portland & Vancouver Area
www.PABA.com