Savvy companies know that Pride is more than just a month – and they market to the LGBTQ+ community all year long!

- The LGBTQ+ community has an estimated global purchasing power of $3.7 trillion
- Over 50% of consumers expect the products they buy to support the causes they care about
- When you showcase your product on This Way Out, you fund support for a weekly program that explores the issues facing the LGBTQ+ community all around the world
- Gen Z is the most racially and ethnically diverse generation in the US. One in six adults in Gen Z identify as lesbian, gay, bisexual, or transgender.

With a weekly reach of 130 US markets, your message will be heard in 7 of the top 10 radio markets – and on other stations around the world.

This Way Out is the only internationally distributed grassroots radio program produced for, by, and about LGBTQ people and their allies! Each week, this half-hour audio magazine brings you news, culture, politics, features, and interviews that show off the Pride of gender for sexual minority people around the world.

Your sponsorship package includes:

- One :15 sponsorship credit at the open and at the close of the weekly This Way Out program
- Your company logo and web link on the This Way Out web page
- Your company logo and web link in the This Way Out e-newsletter
- Anything else??

Name/Title
Address/City/State/Zip
Phone/Email