



COMMANDO

LGBTQ+ ADVERTISING SPECIALISTS



COMMANDO is the leader in promoting your local Health Initiatives.



COMMANDO

LGBTQ+ ADVERTISING SPECIALISTS

Experts in LGBTQ+ Digital Marketing

How we Became the Subject Matter Experts in reaching LGBTQ+ Audience



GRINDR

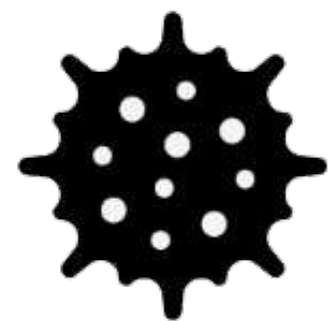
2010



COMMANDO

2018

LGBTQ+ HEALTH & COMMUNITY



STIs

Infection and treatment were listed as one of the primary health concerns for LGBTQ+ surveyed.



53%

of cisgender and gay men between 18-24 indicated that preventing HIV/AIDS was a major concern.



93%



of the LGBTQ+ community indicated that they have health care coverage, including health insurance, prepaid health plans, HMOs, or government plans such as Medicare.

89%



of LGBTQ+ surveyed identified social media as primary method to be informed of health issues, public health emergencies, outbreaks, and public reporting of a particular public health issue.

LGBTQ+ DATING APPS



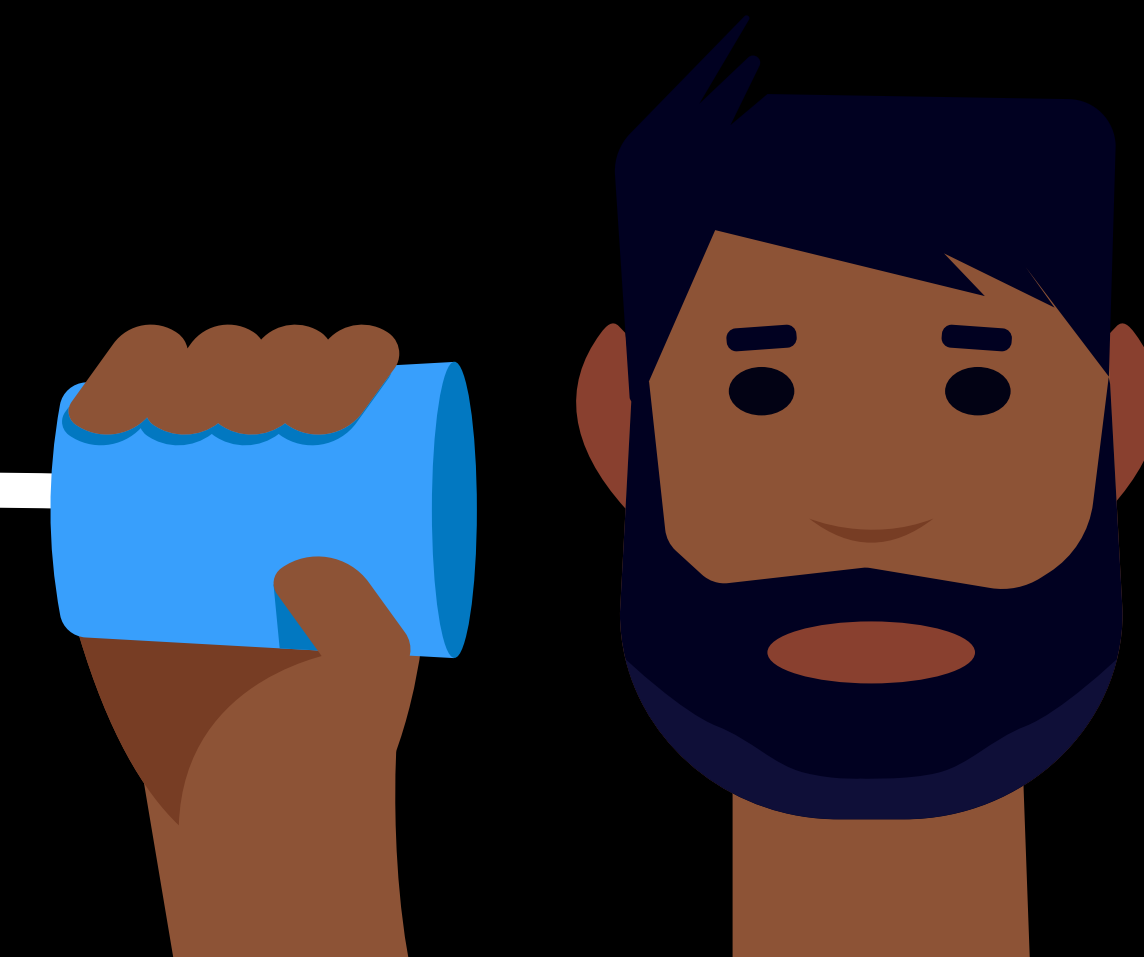
Privacy Standards are changing



High Engagement level

2X

Two times more likely to use Dating apps



TOP DATING APPS



The worlds largest
LGBTQ+ social
networking app.



Top ratedGBTQ+
app for dating,
travel, and social
networking.



The premiere
dating app for
people of color.



The gay Bear
social
networking app.

HER

The Lesbian,
Queer, and
Women
dating app.



The male
empowering
desktop & mobile
site for the
curious.



The only free gay
male network on
both desktop
and mobile app.



The world's
most popular
dating app.

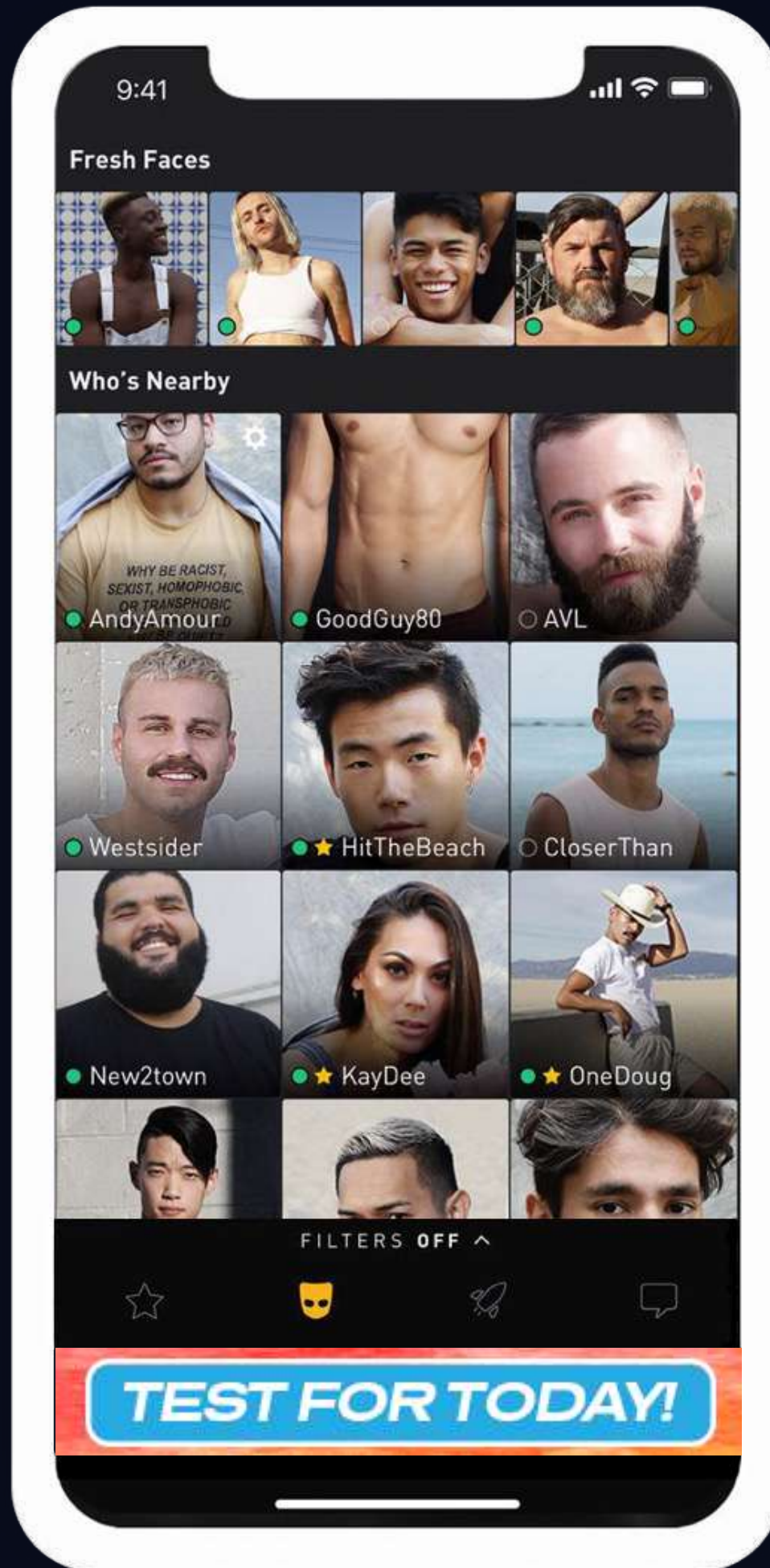




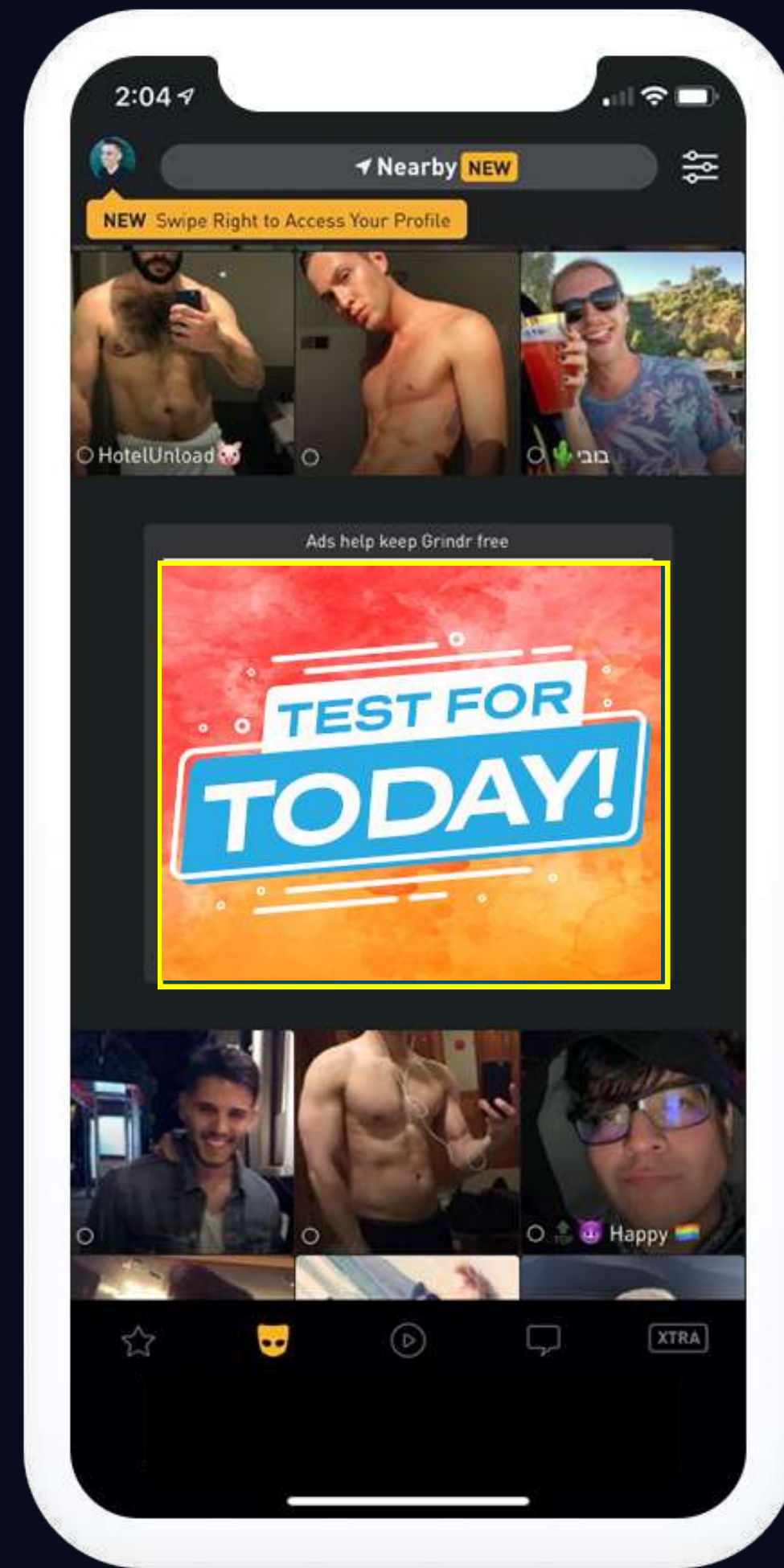
GRINDR

The world's largest social networking app for gay, bi, trans and queer people

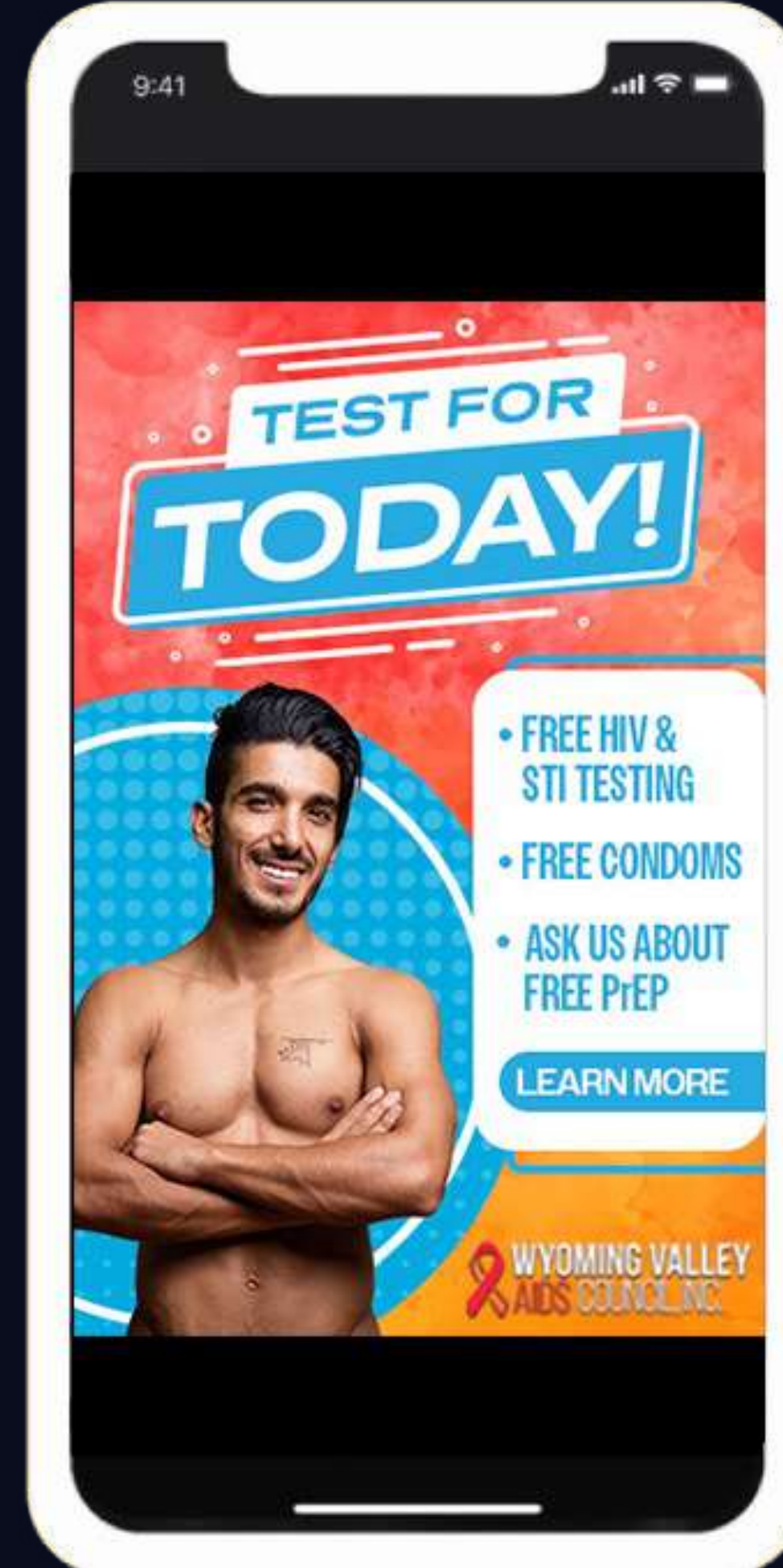
COMMANDO
LGBTQ+ ADVERTISING SPECIALISTS



320x50 Banner



300x250 Banner



320x480 Interstitial

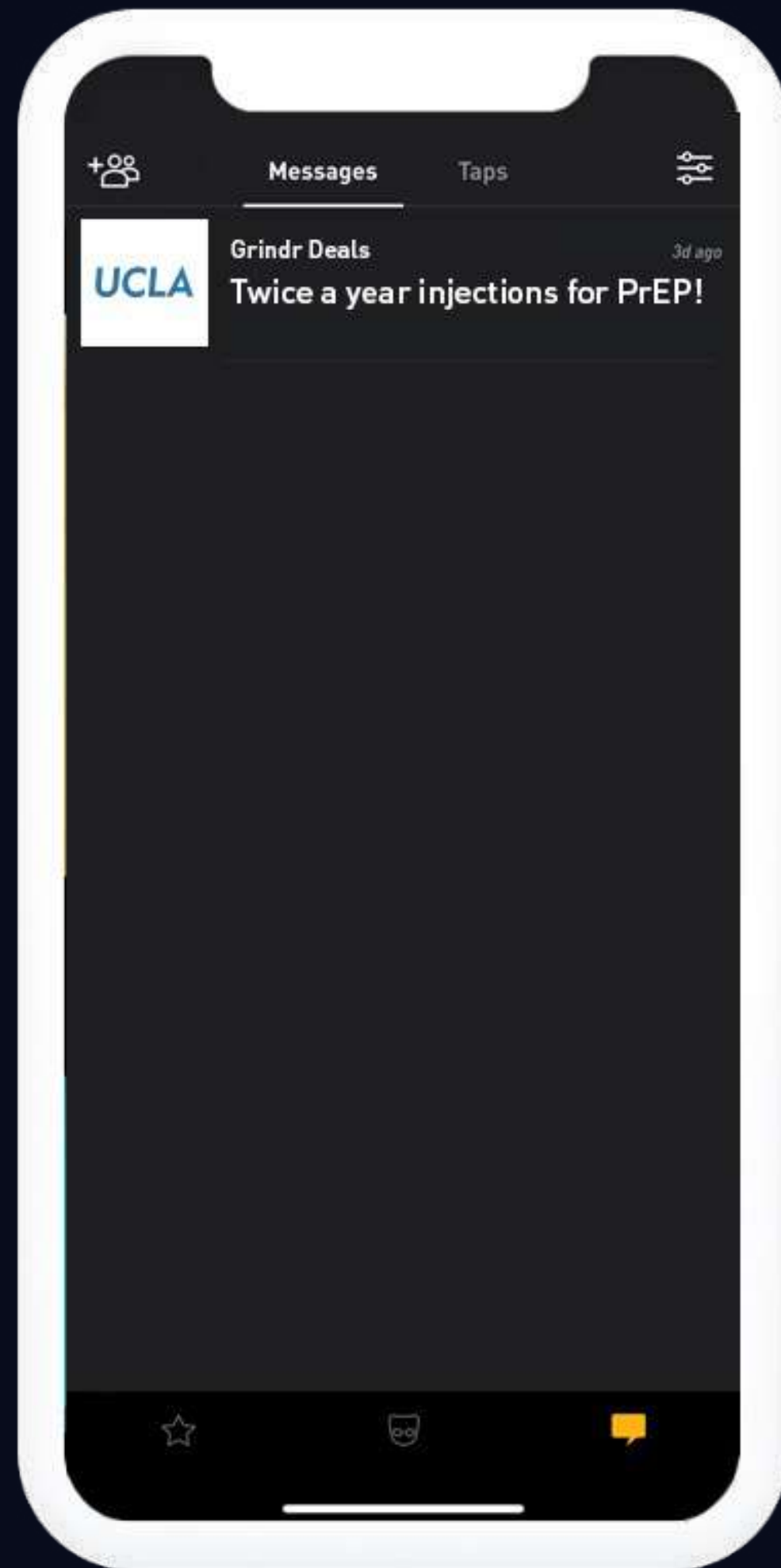
30%
Of Grindr Users identify
As multicultural Latino,
AA, Asian, or Other.

70%
Of Grindr Users are
between the ages of
18 - 34.

Hey
**5 Million
Daily**
Messages sent.



The world's largest social networking app for gay, bi, trans and queer people



INBOX MESSAGE

Inbox Message

- Dedicated message sent directly to Grindr users' in-app Inbox.
- These remain active in their inbox for 24 hours.
- Premium Offering – Only 2 sends per day
- 100% SOV (Share Of Voice)

Benchmark Open Rate: 5-10%

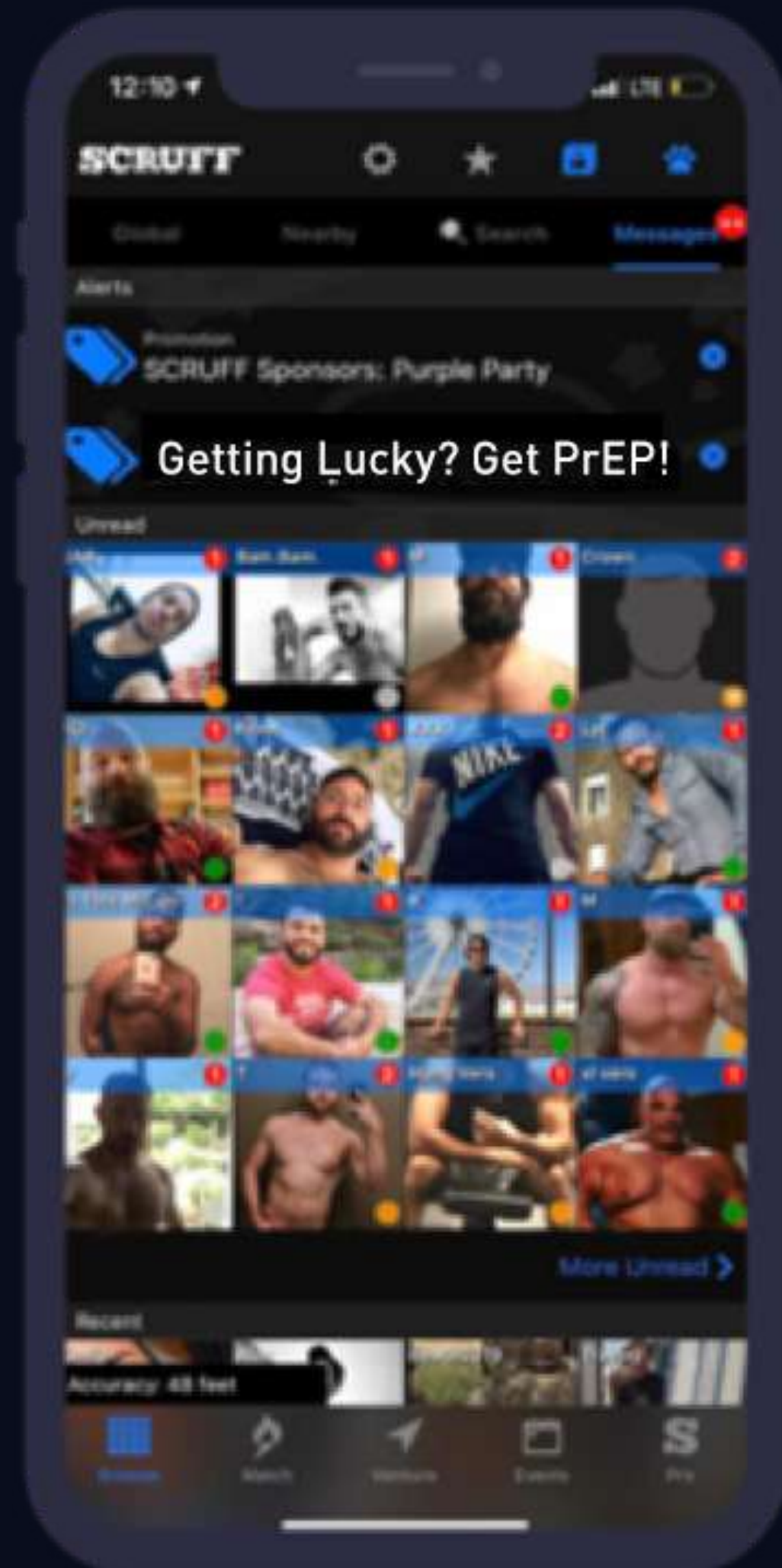
Benchmark Re-Open Rate: 10 – 15%

Benchmark CTR: 5– 10%



SCRUFF

The top-rated social networking app of choice for Men Seeking Men




15 Million Monthly Users

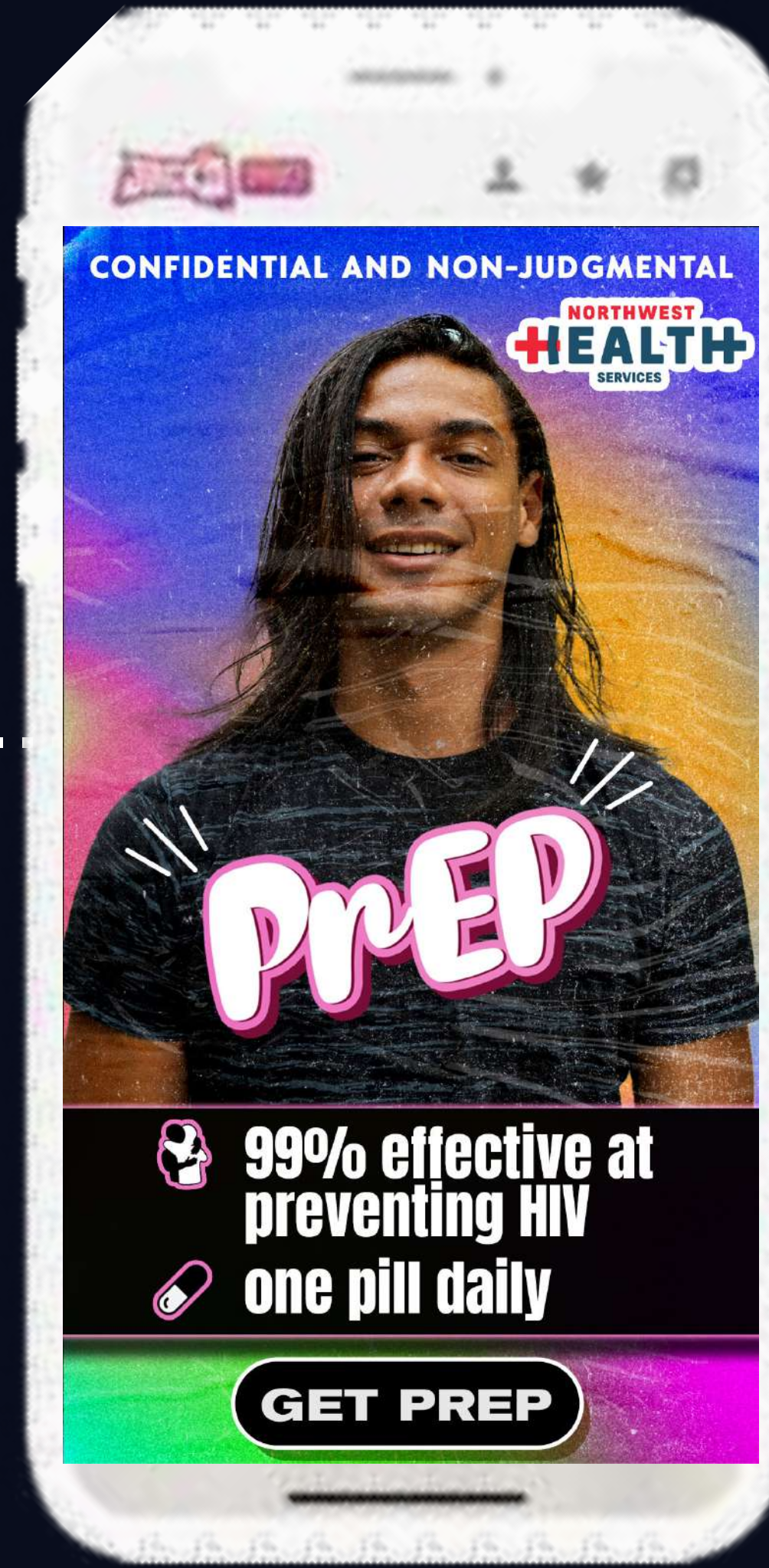
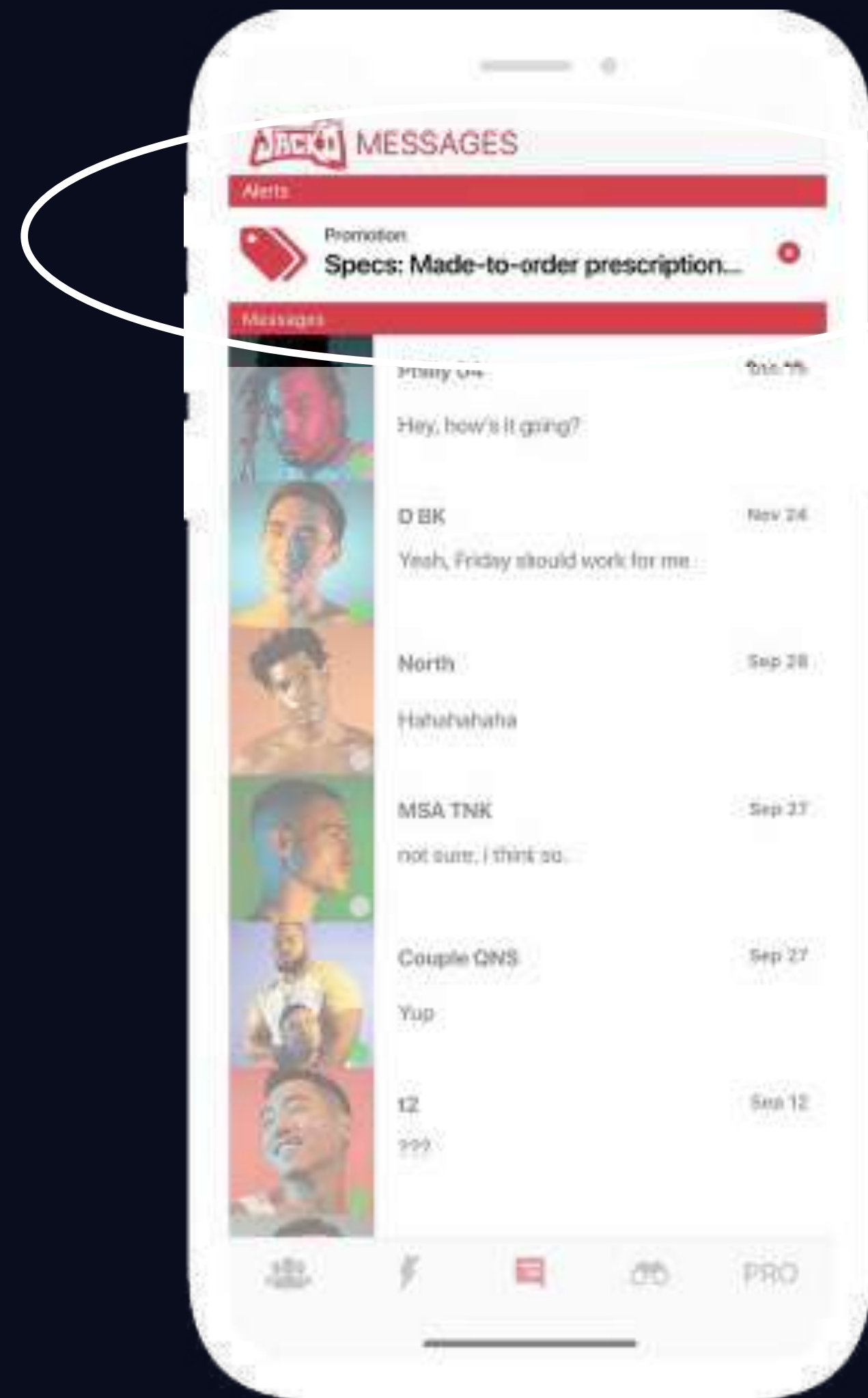
100% Share of Voice

3-Day Edge to Edge



JACK'D

The go-to app for Queer People of Color




70%
Of users identify as African American

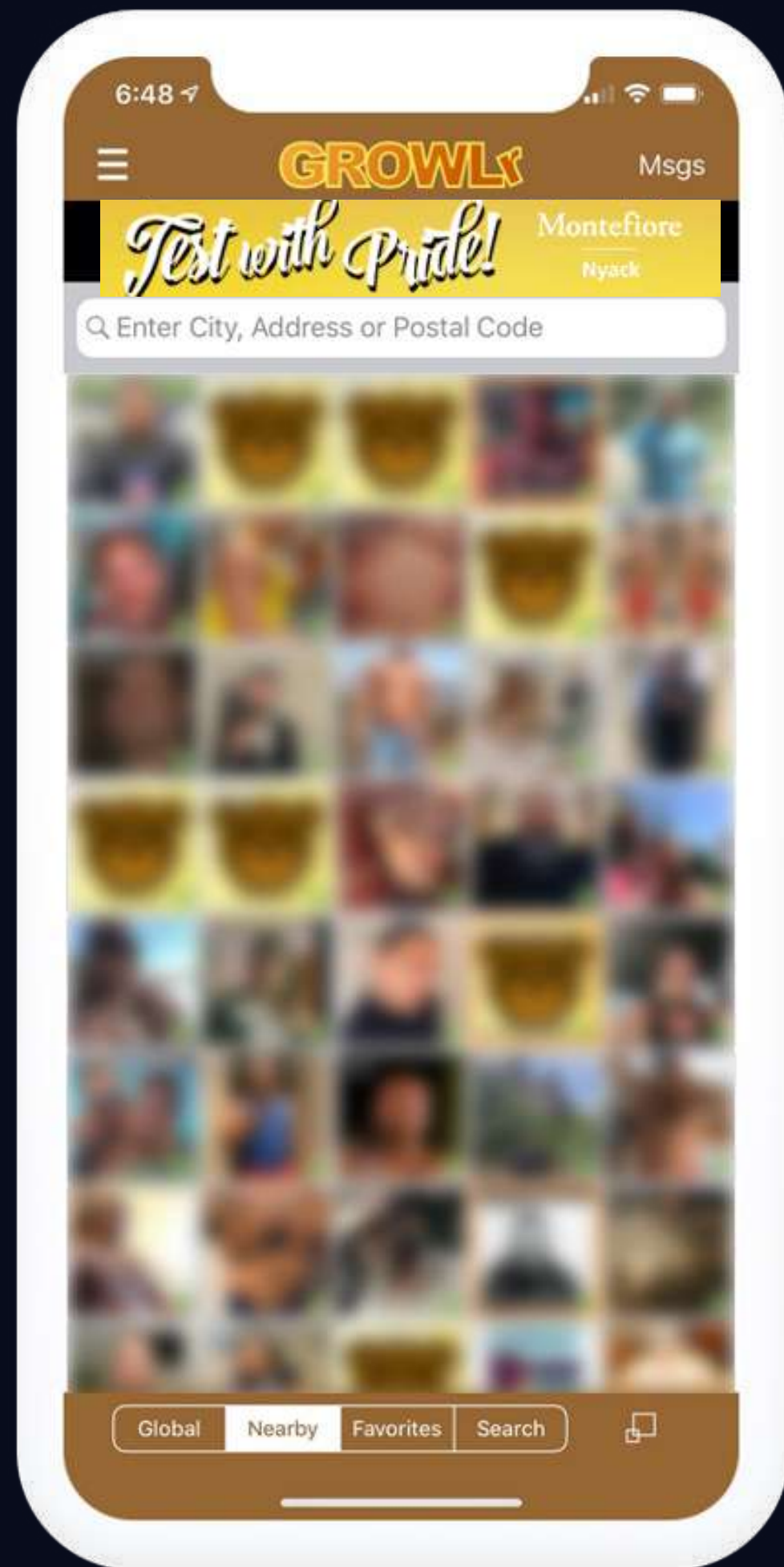
100%
Share of Voice

3-Day Edge to Edge

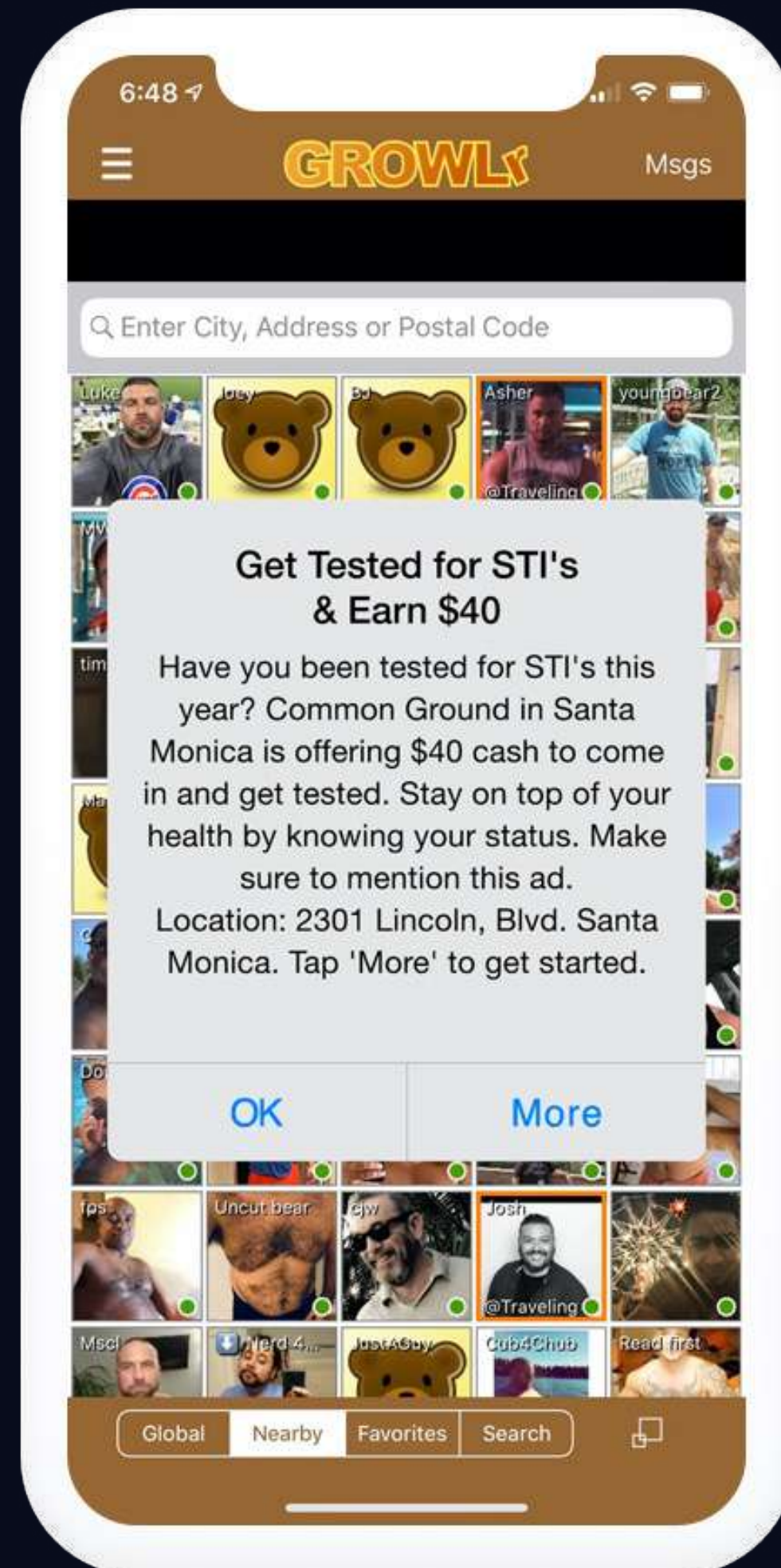


GROWLR

The world's largest social networking for the Bear community



320x50 Banner



Broadcast Message

100%

Gay Males,
Affluent,
Tech Savvy.

59%

Of users are between
The ages of 18-34.

**9 Million
Members**

Worldwide...
That's a lot of bears!



4 Adam4Adam

The only Free gay male network available on both Mobile/ Desktop Web & App

COMMANDO
LGBTQ+ ADVERTISING SPECIALISTS



Internal Mailer



Pop-Up Message

Inclusive

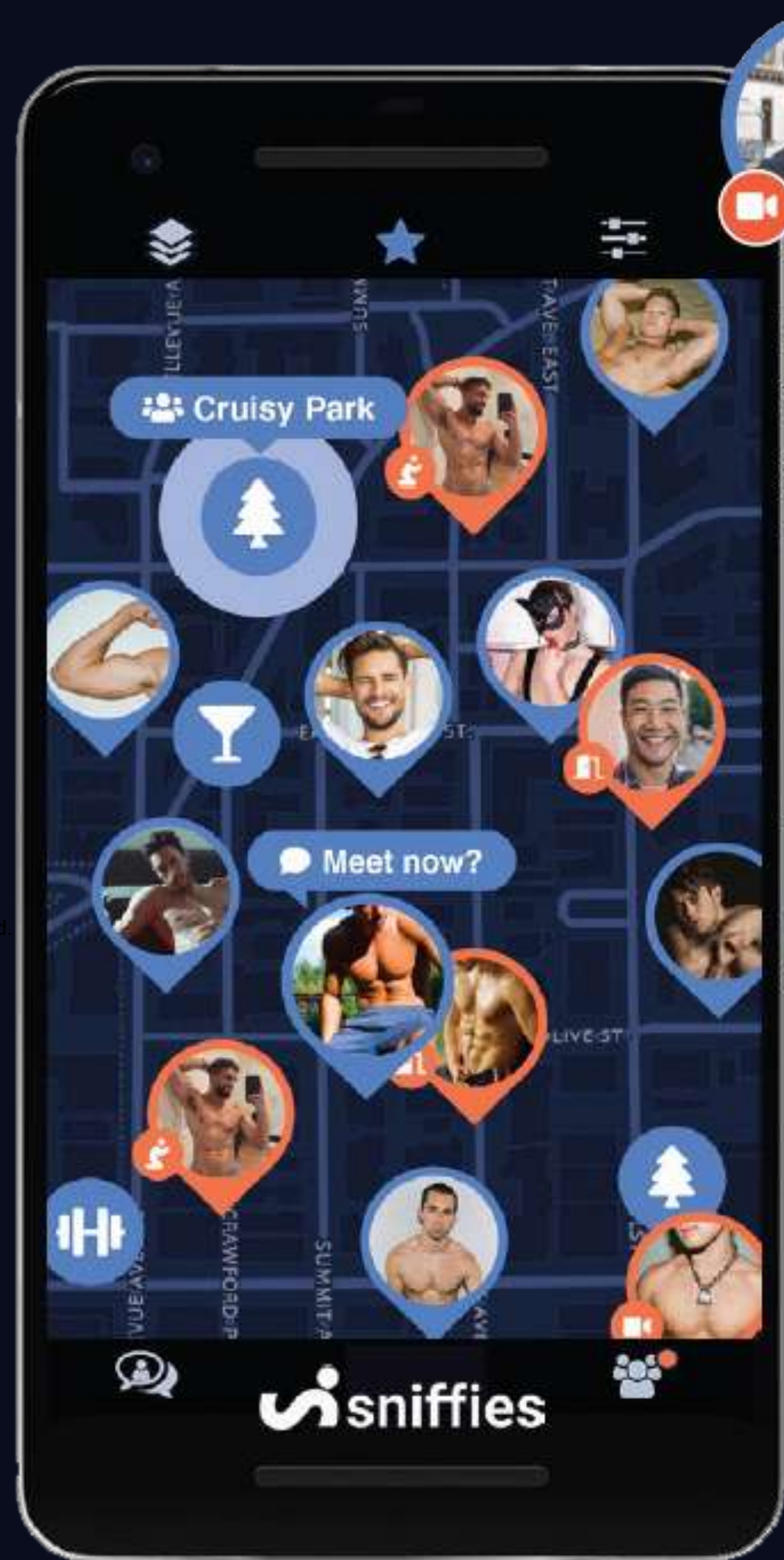
A4A has always been known as a highly inclusive gay, bi, trans and queer+ social platform

30 Million

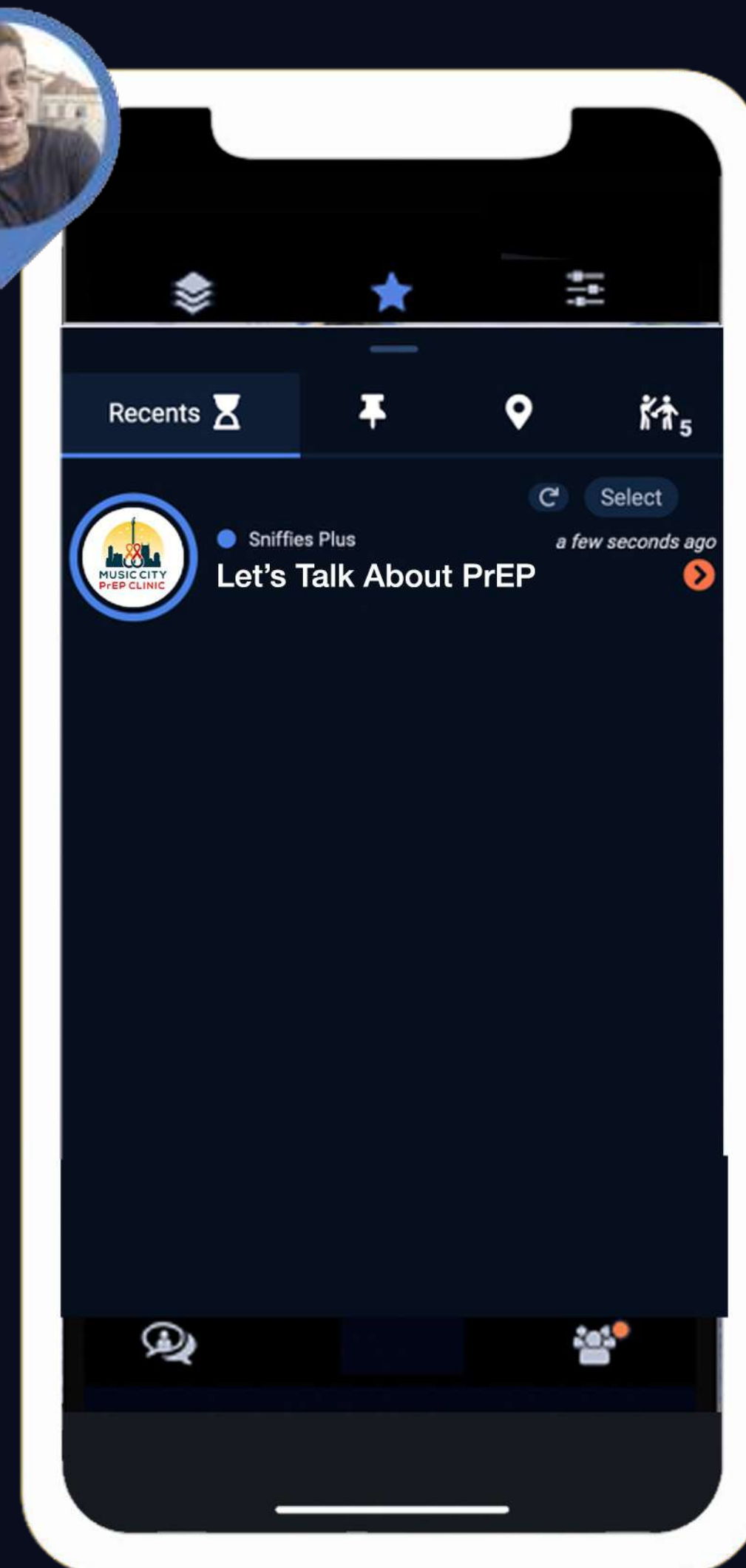
Monthly visits on A4A site & app.



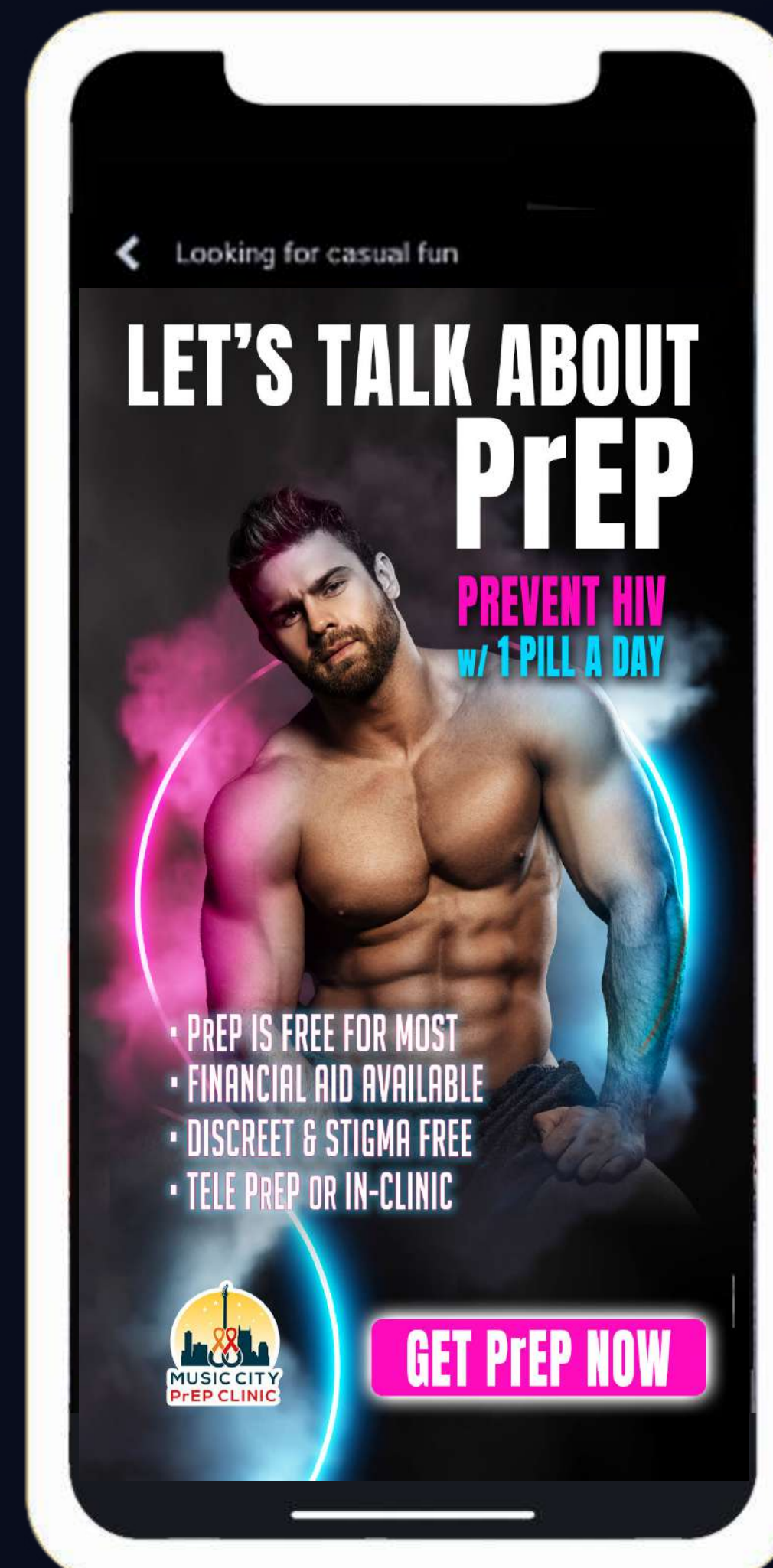
**A fully interactive map of nearby guys
and popular local spots**



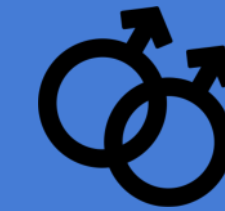
Interactive Map



Inbox Message



Inbox Ad



Sniffies offers male users a safe space to discreetly explore their sexual desires, fetishes & fantasies.

3 Million Monthly

Users with a high retention rate.

55 Mins

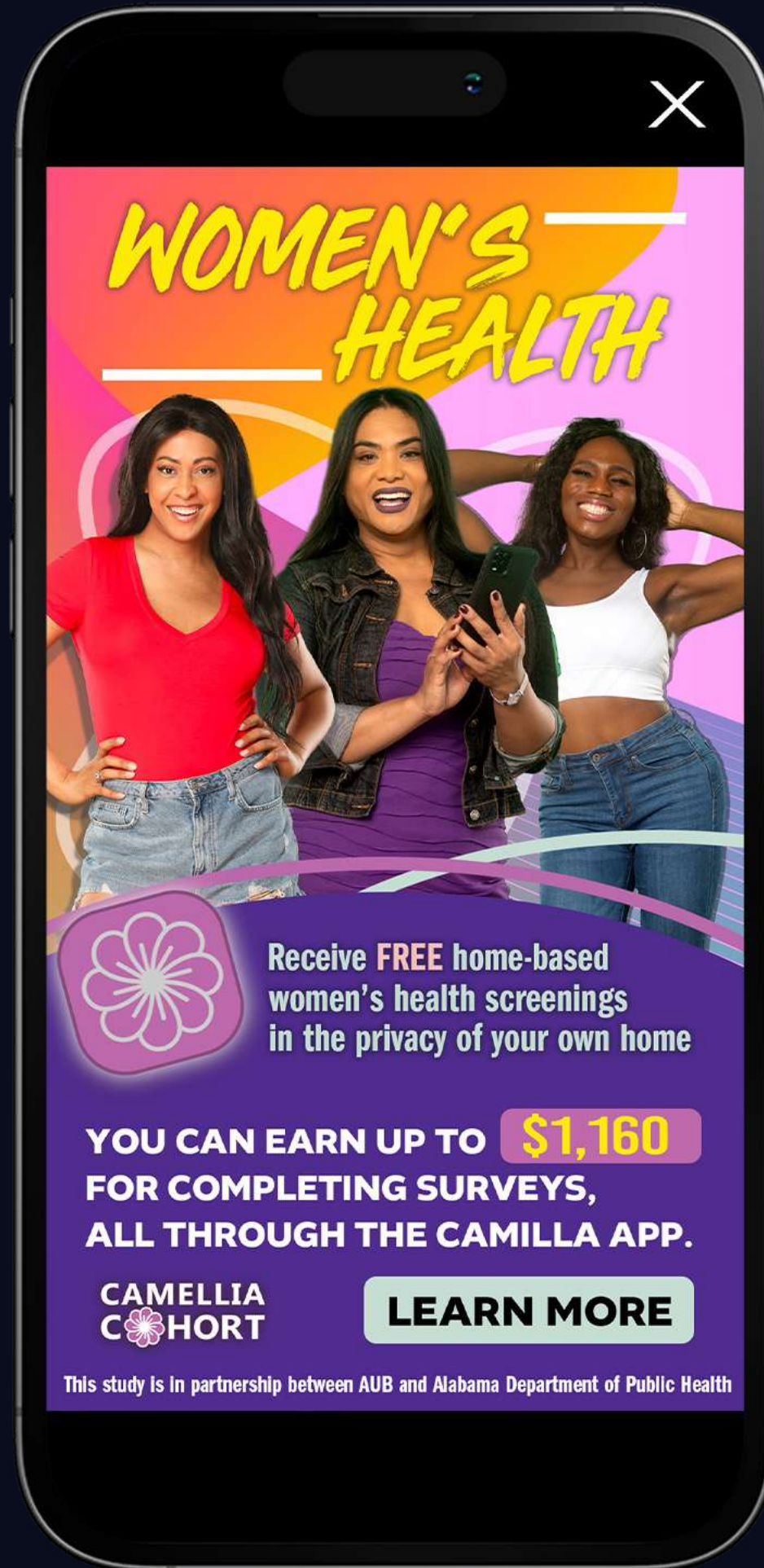
The average amount of time spent per user per day.

The picture can't be displayed.

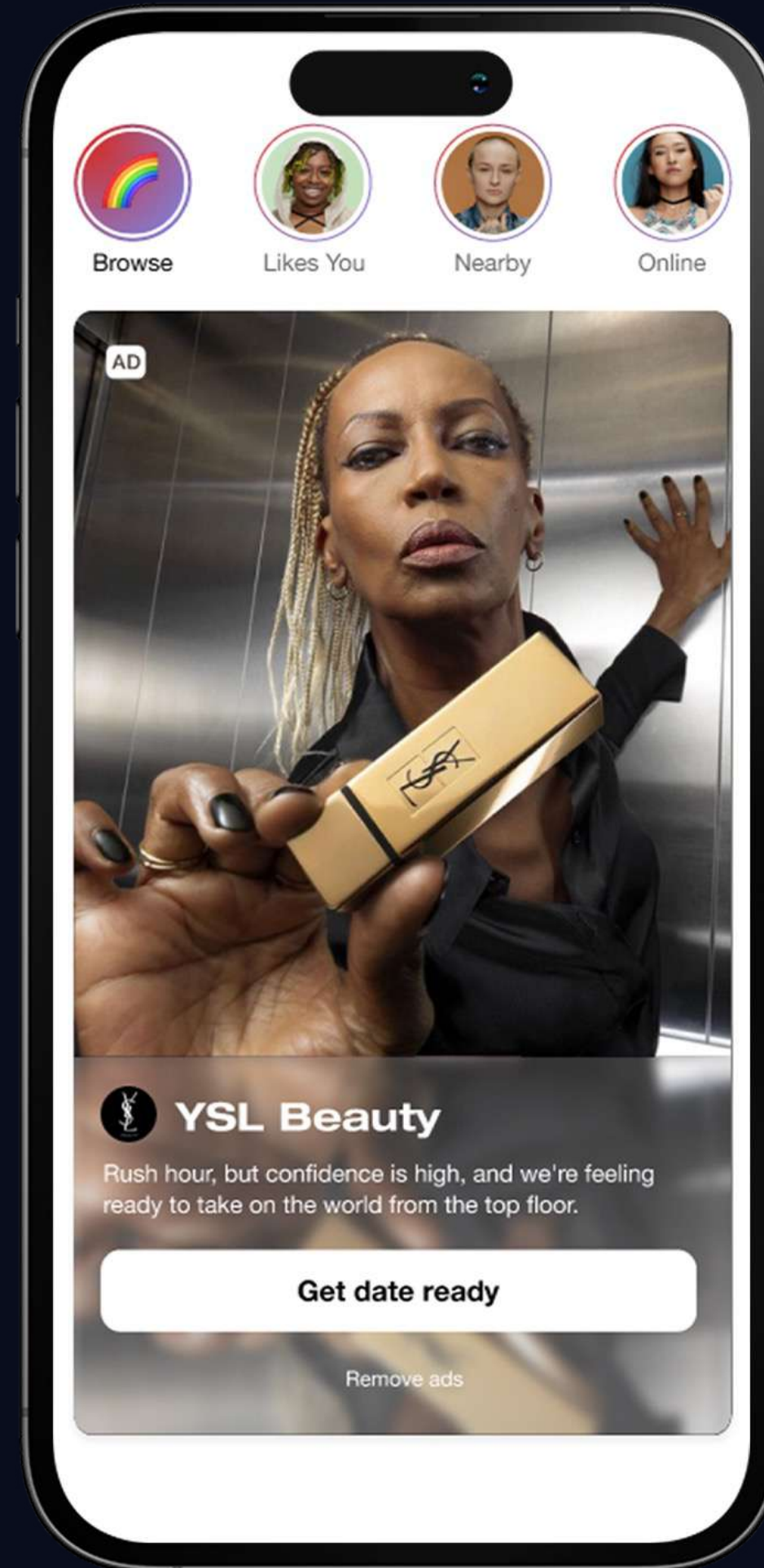


The #1 platform for queer women, non-binary
And trans people in the world

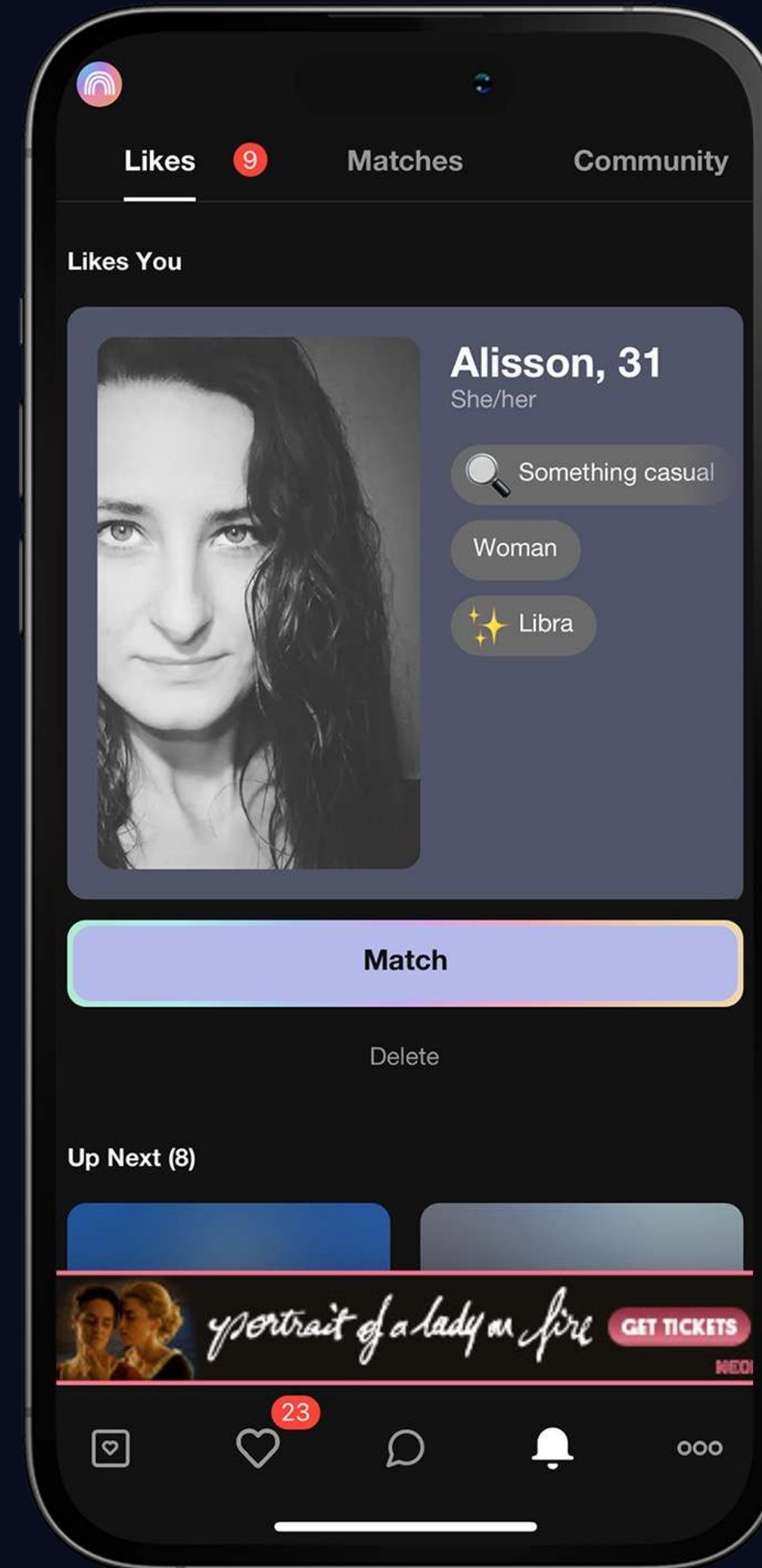
COMMANDO
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Interstitial




Native



Banner

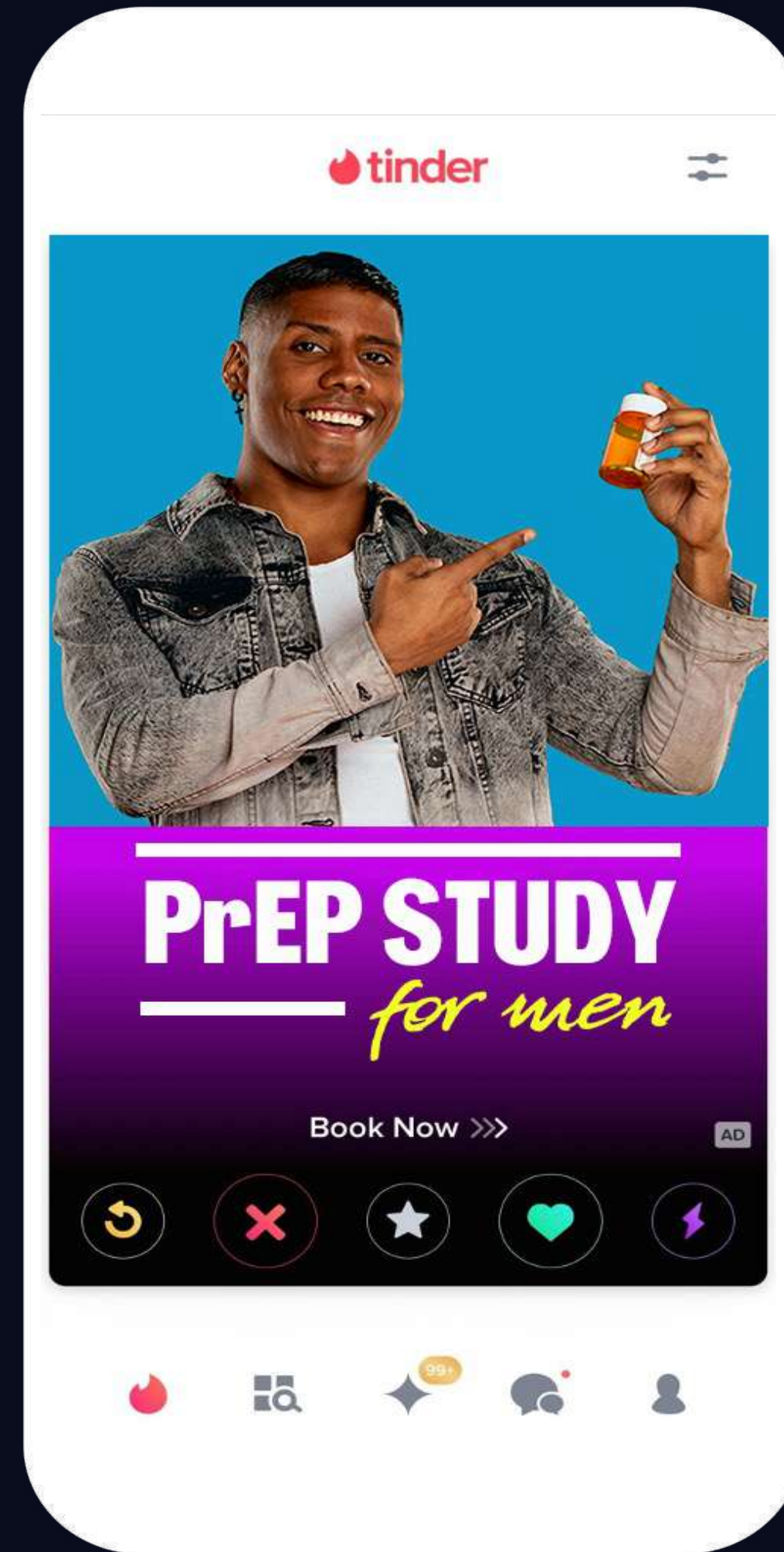
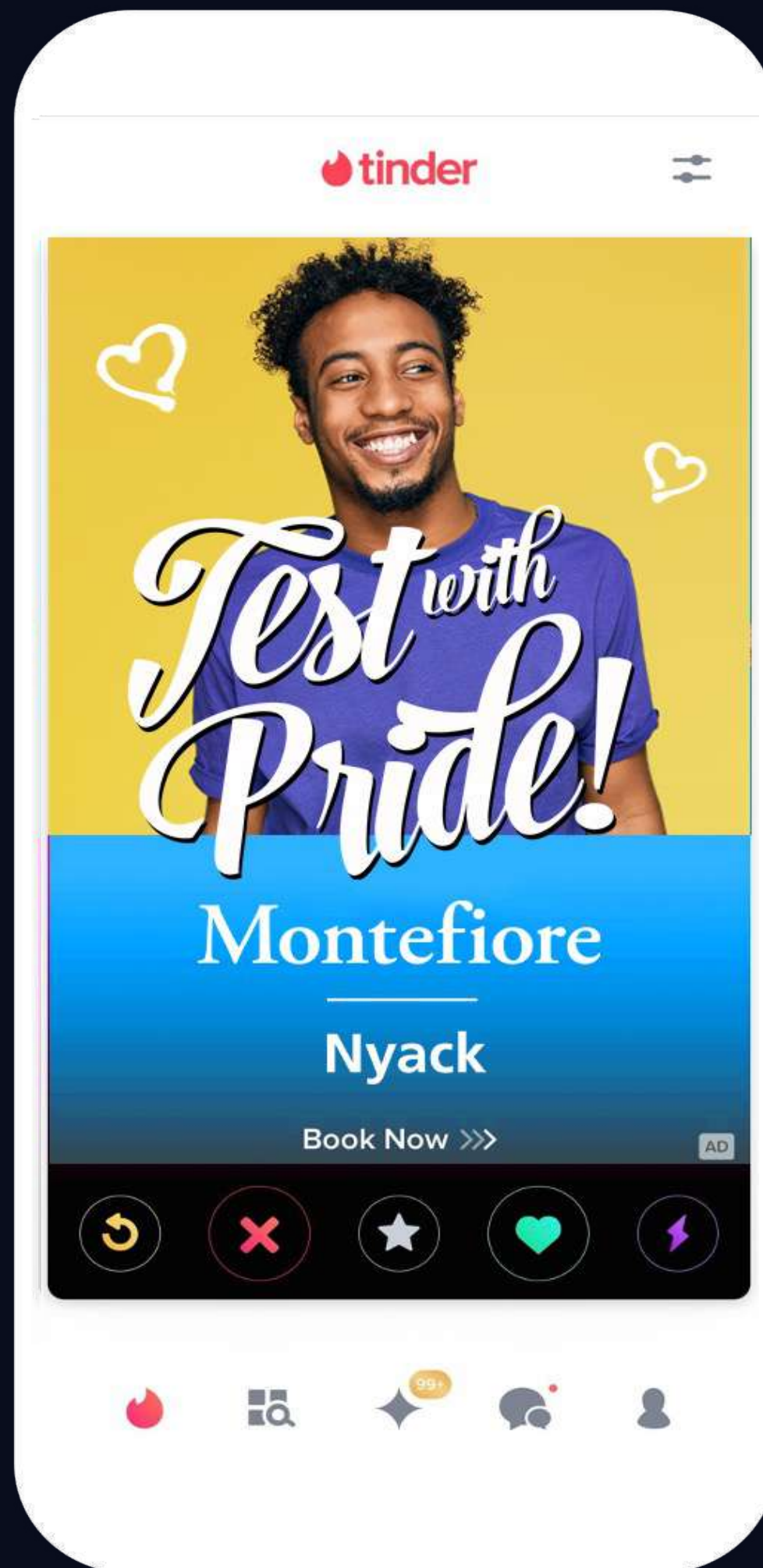
10 Million
Global registered cis female, trans, bisexual, & genderfluid individuals.


7 Million
Daily Swipes.



100 Mins
Spent in-app per day, Per registered user.





Tinder is the world's most popular dating app



Native Display


25.7MM
Monthly Unique Active Users in The United States.


75%
Of Tinder Users Identify as Male


35%
of users 18-25 are open to dating different genders compared to 3 years ago.

SOCIAL



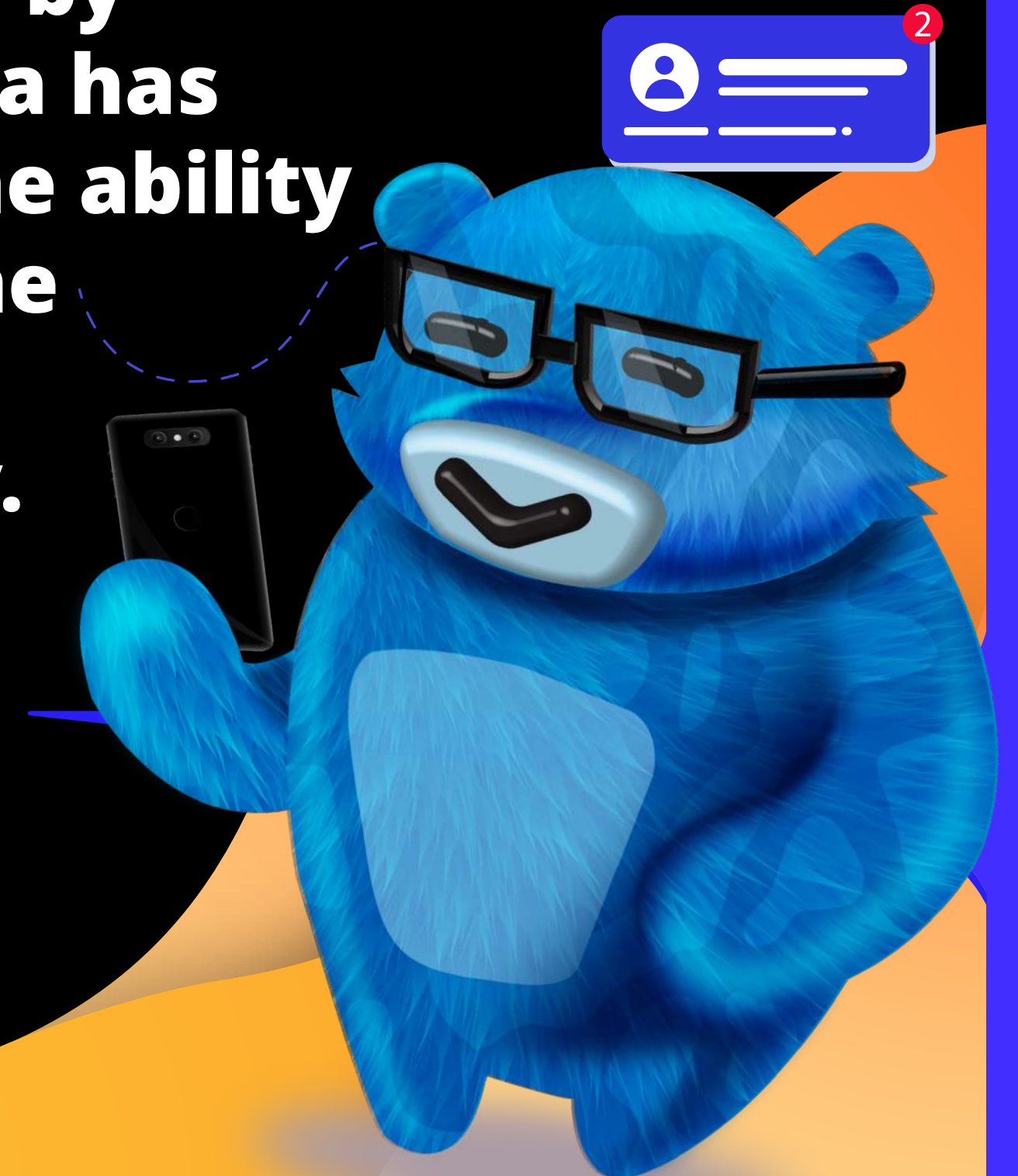
Social Media platforms like IG & FB remains the most popular way to interact with others online.



New Privacy regulations by social media has removed the ability to target the LGBTQ+ community.

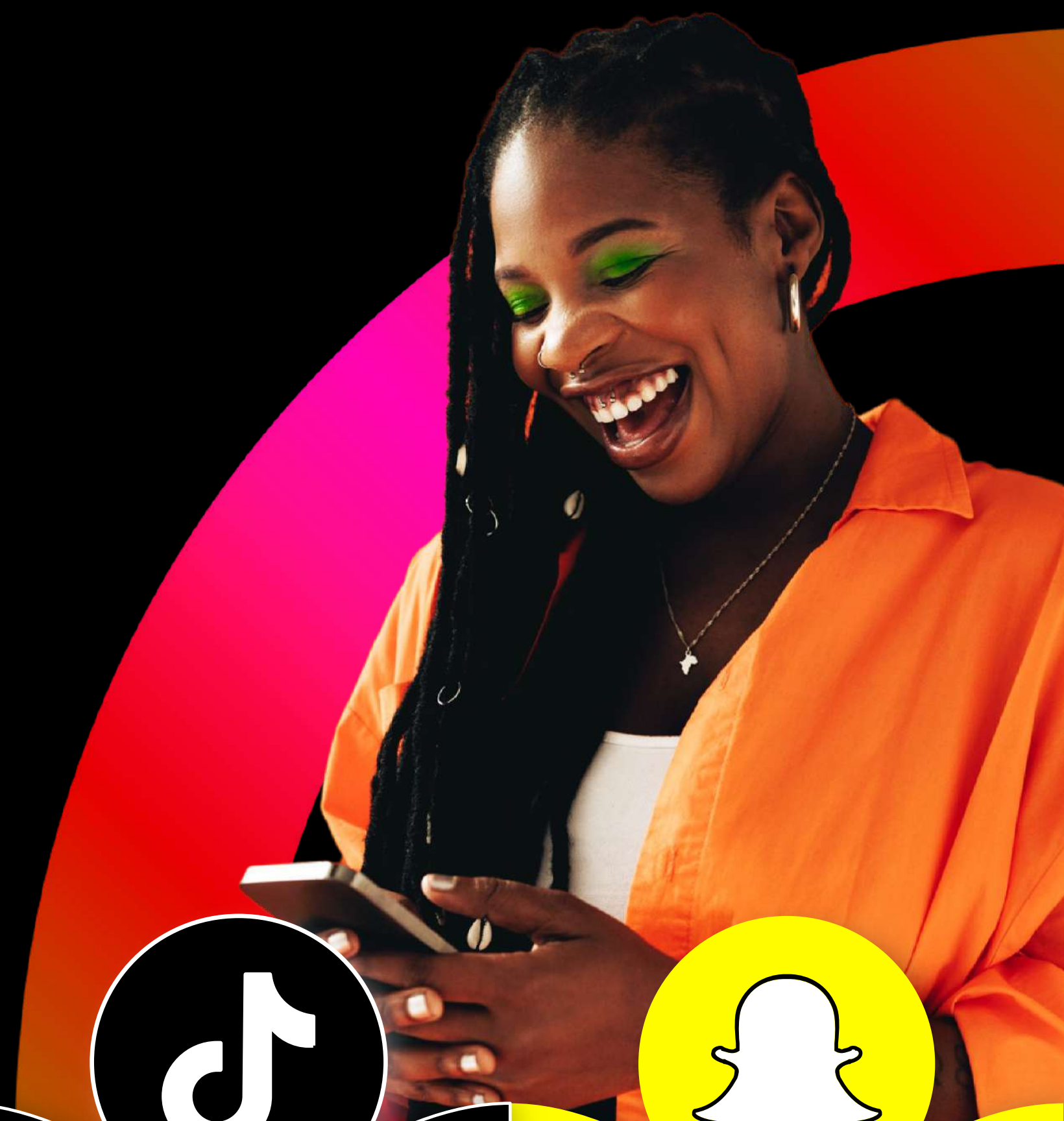
78%

of 18+ are on Social Media Spending over 2 hours online daily.





SOCIAL



223M

FACEBOOK

FB offers multiple ad formats—they're designed to work on mobile and desktop.



100M

X

X offers you a space for promotional posts or video content to directly engage with your audience as they scroll their their newsfeed.



153M

INSTAGRAM

Instagram Stories Ads are full-screen ads that appear between users' stories. With 500 million Instagram users viewing stories every day.



223M

YOUTUBE

The go-to app for video content. Have your advertisements work seamlessly between videos or by scrolling through.



143M

TIKTOK

In-Feed Video Placement-Within the "For You" feed with more flexible bidding types and precise targeting options.



108M

SNAPCHAT

Snapchat offers full screen image or video ads that appear in-between stories—they're designed to work seamlessly on mobile.

LGBTQ+ WEB



The community relies on LGBTQ+ websites for the latest relevant news and information.



85% of consumers take action within 24 hours of their web search.



Google AdWords has proven to be an effective way to connect your resources to the local community.

LGBTQ+ WEB DESTINATIONS

ADVOCATE

The Advocate is the world's leading source of LGBT+ news.

gayety

Top news stories with a mix of memes, humor and viral videos unique LGBTQ+ community.

PEREZHILTON HEAVENLION

Primary gossip news source for the LGBTQ+ community.

QUEERTY*

Free of an agenda, except for that gay one. LGBTQ+ life, entertainment, politics.

Logo.

Explore all sides of the LGBTQ+ experience from a diverse array of creators, shows, news and more

POZ

POZ serves the community of people living with and those affected by HIV/AIDS with daily news.



970x250



300x250

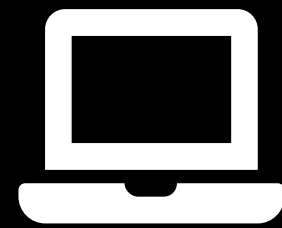


728x90

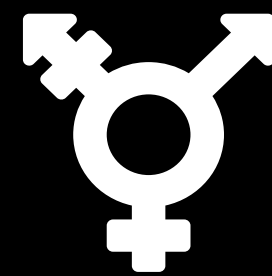


GOOGLE ADWORDS

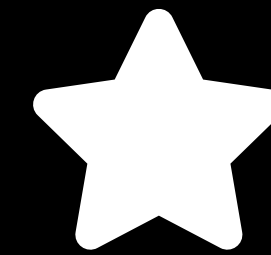
Proven to be an effective way to connect your resources to the local community



**AdWords work
Faster than SEO**



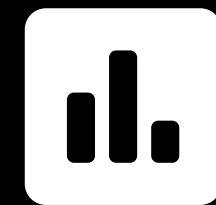
**Understand
your audience &
their needs**



**Increase brand
awareness**



**Control rising STI's
and Outbreaks
in your community**



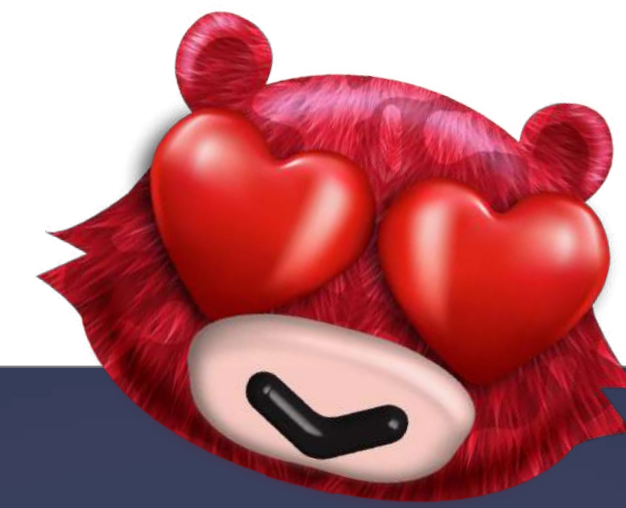
**Measure your
Performance
Consistently**



**Reconnect with
visitors of your
website**



COMMANDO CUSTOM ADS



CONFIDENTIAL AND NON-JUDGMENTAL

\$25 GIFT CARD WITH PrEP ENROLLMENT

LOGO

PrEP

THE ONCE A DAY PILL THAT PREVENTS HIV

NO INSURANCE? WE CAN HELP!

FREE HIV AND STI TESTING

GET PrEP

PRISM HEALTH

iKnow

iKNOW STUDY

You can earn up to \$850

Seeking HIV+ Men and Trans-Fem individuals for a paid research study.

LEARN MORE

MUSIC CITY PrEP CLINIC

PrEP

THE NIGHT AWAY

FREE PrEP

IN-CLINIC OR TELE-PrEP
DISCREET & STIGMA-FREE
HIV CARE NOW AVAILABLE

GET PrEP

IT'S BACK!
BUT THIS TIME WE'RE READY

MPOX

THE RETURN

FIGHT THE POX!
GET BOTH SHOTS!

LEARN MORE



COMMANDO LANDING PAGES

BOSTON PUBLIC HEALTH COMMISSION

CYA MPOX! CHECK YOURSELF AFTER

Find a MPOX vaccine location nearest you!

Fenway Health (Boston)

Monday through Friday between 9 a.m. and 5 p.m.

[Call For Appt.](#)

WE KNOW WHAT YOU DID LAST SUMMER

GET TESTED FOR STIS

GET THE MPOX VACCINE

Keep Yourself & The Community Safe

[SCHEDULE NOW](#)

Summer Checklist

Summer months are full of events that celebrate the LGBTQ+ community. Preparing for this season is a great opportunity to make sure that you stay

East Central
District Health Department

Fill out the form below to get started

Name:

Email:

Phone:

U=U

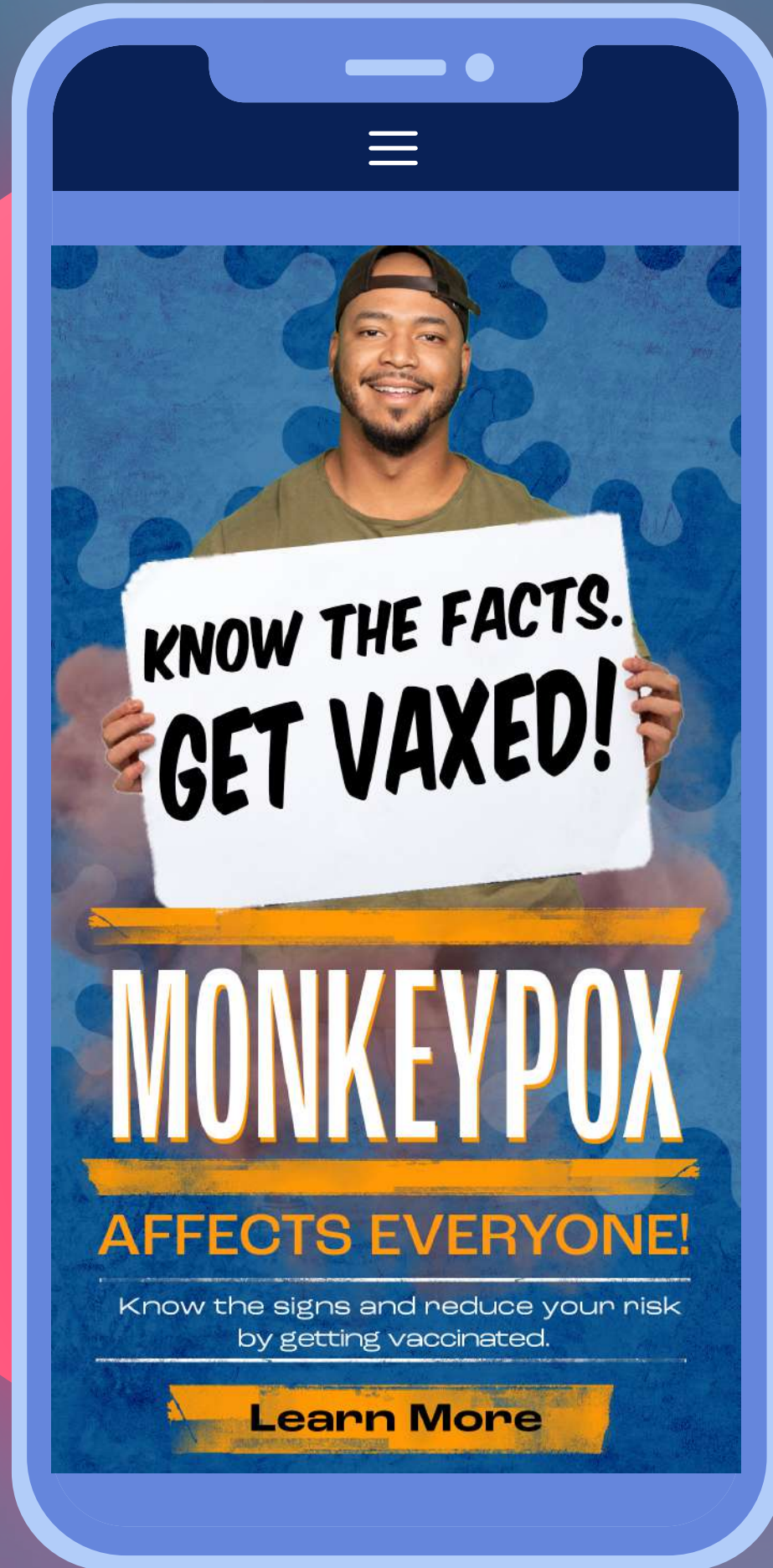
ONLY I CAN DEFINE ME!

With effective treatment, a person living with HIV cannot transmit the virus to sexual partners.

[CALL NOW](#)

[SCHEDULE NOW](#)

CASE STUDY: MPOX



Problem: MPOX Outbreak

Target Audience: MSM

Initiative: Awareness & Vaccination

Strategy: Compelling engagement as quickly as possible to MSM

Outcome: Ranked #1 Nationally in two-dose Coverage (45%) & #3 for one-dose coverage (60%)



Problem: Rise in STI cases

Initiative:
Promoting & awareness
for STI test kits in Linn County

Strategy:
Overreaching digital strategy
targeting sexually active adults

Outcome:
After 1 month with Commando,
LCDH sent out 68 test kits



“We’re public servants with a lot of different strengths but advertising is not one of them.”

HEATHER MEADOR | *Linn County Clinical Branch Supervisor*

CASE STUDY: PrEP Usage

MCPC



MUSIC CITY
PrEP CLINIC

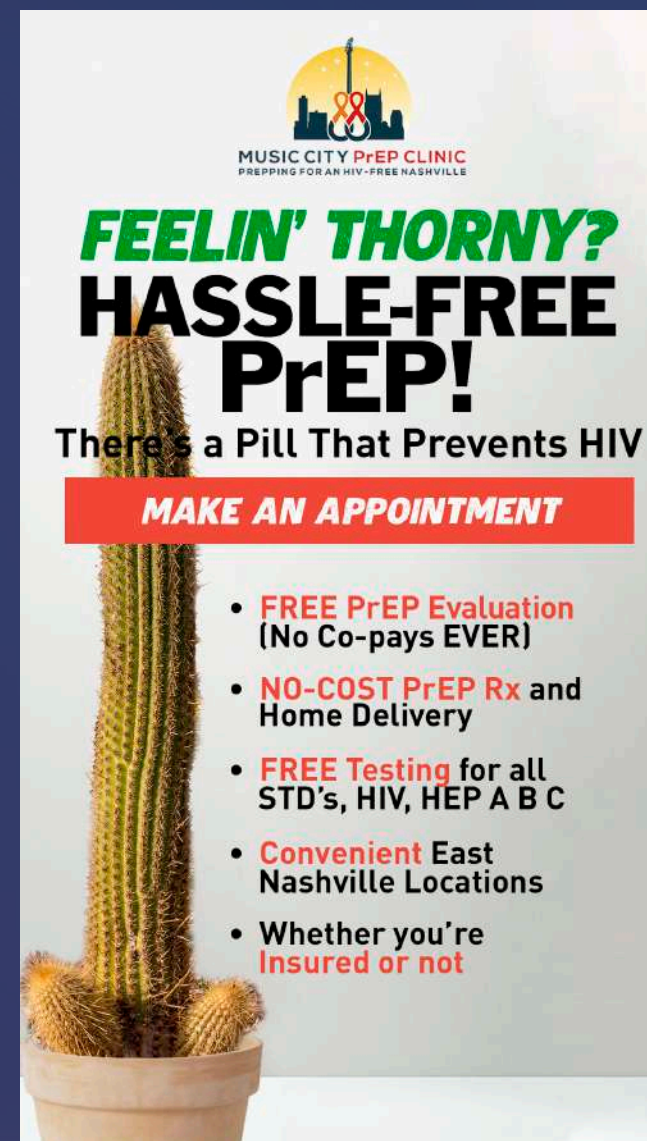
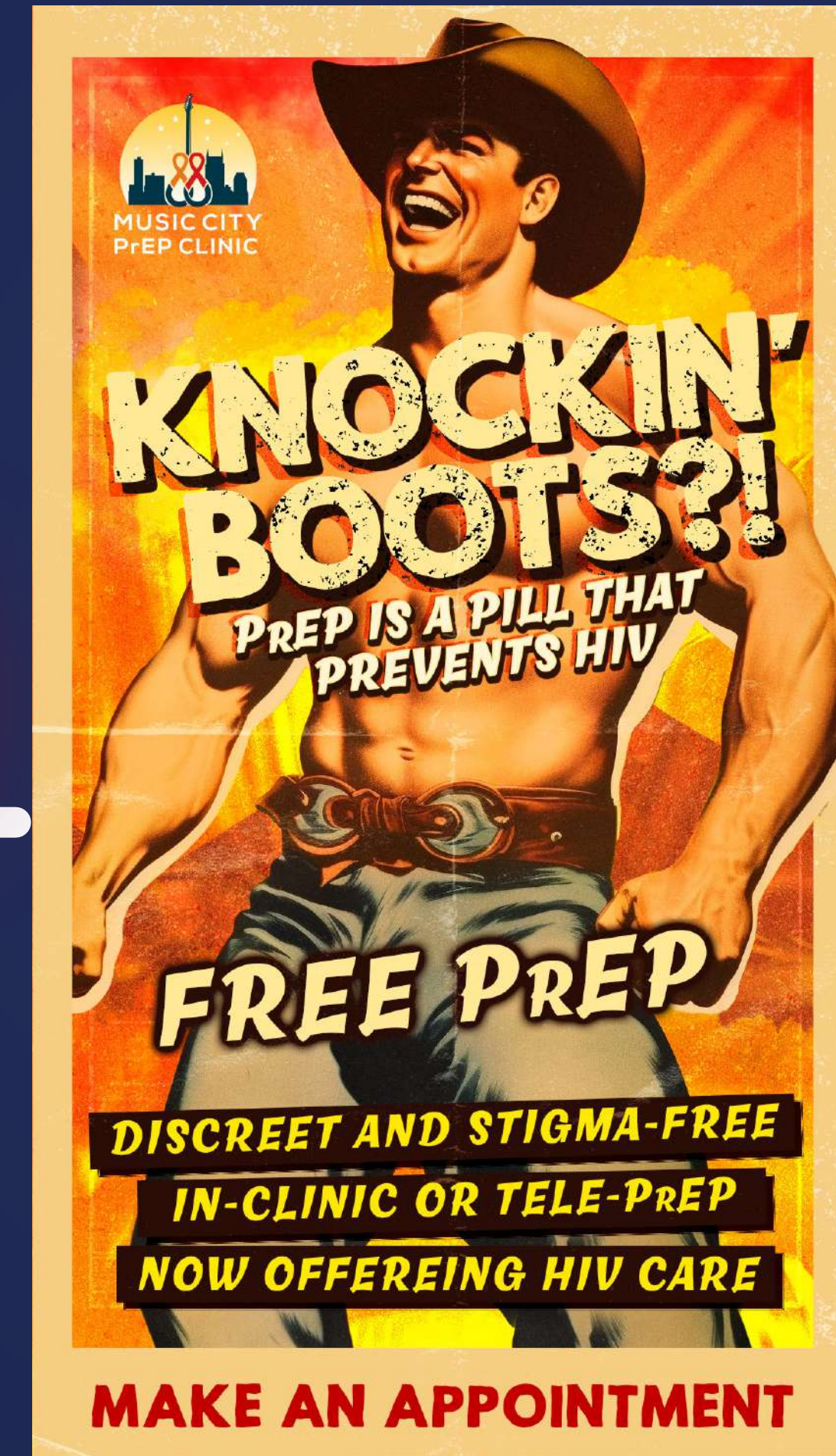
In 2018, Tennessee was one of the lowest PrEP usage states and as of 2023 it is now one of the highest.

AFTER

2023

Approx. 9,500+ people on PrEP

Overall Patients: 15,000+



2018

Approx. 2,646 people on PrEP

Overall Patients: 500

BEFORE

HOW TO GET STARTED



Provide a clear definition of campaign objectives

- raising awareness
- increasing testing
- promotion of preventive measures



Understand of the demographic reach of your at-risk population



Determine goal of the campaign:

- testing numbers increase
- lower transmission rates



Provide us with high quality resolution logo's and brand guidelines



Secure your budget



Choose your preferred start and end date



COMMANDO

Provided During the Campaign



Complimentary
Ad design



A custom designed landing
page for your campaign



Monthly reports
detailing campaign activity



Ad monitoring and
optimization



Recommendations
on ad
placement/content



COMMANDO

LGBTQ+ ADVERTISING SPECIALISTS

**DON'T GET CAUGHT
WITH YOUR ADS DOWN**

