

App/website	Inventory Maintenance	App/Website Overview Logistics							Sexual Health Filter Options				HIV/STD Testing		Partner notification and outreach					
		Last reviewed	Number of Users (self-report)	Platform Type: Website, App, Hybrid (app is same as website)	Website	Filter members by HIV status	Filter members by safer sex preference	Search by Profile Name	Search by Location	Policy for allowing outreach and/or partner notification?	HIV test directory	Automatic Test Reminders	Link to TellFourPartner.org?	Allows DIS/outreach workers	Login Requirement(s)	Is health department initiated HIV & STD Partner Notification allowed?	Link to Educational Resources	Is a Rate Sheet Available?	Ad Rates (subject to change)	
Grindr	1/25/21	1.1 MM Daily Active US users, 3.2 MM Monthly Active US users	App	https://www.grindr.com	Y (Poz Tribe)	N	Available with Paid plan only	N	Currently not allowed, but programs may be able to carry out activities if no complaints from users. If they get complaints, they'll have to recreate a profile.	Y	Y	N	N	Email	No	(Blog) http://www.grindr.com/blog/ (GAE): http://www.grindr.com/gae/	Rates go up and down based on seasonality and investment level size	No minimum for self-service: \$30K minimum buy for account management support. 2019 Rates: 320x50: \$4 CPM; 320x40: \$15 CPM; Video: \$25 CPM; Inbox message: \$10K.		
Scruff	2/2/21	600,000 Monthly Average Users	App	https://www.scruff.com	Y - Can search Poz Community	N	Y	Y	No	N	N	Yes	N	Email	No	http://www.scruff.com/en/health/	Yes, for non-profits and NGOs (under revision). State and national campaigns are custom-priced.	https://drive.google.com/file/d/1IC8OMKvXGxwZYPENs3XBpNwKaraQtrG/view		
Tinder	1/25/21	Nearly 5.5 million installs worldwide in September 2019. 12% of male Tinder profiles identified as homosexual or bisexual	App moving towards Hybrid	https://www.gettinder.com	N	N	Y	N	Link in safety guidelines to CDC to get tested for HIV: https://gettested.cdc.gov/	Y; CDC link in safety guidelines	N	N	N	Facebook or Phone number	[pending]	https://blog.gettinder.com/	N/A	N/A		
Adam 4 Adam	2/3/21	N/A	Website with App	https://www.adam4adam.com	Y	Y (PREP, undetectable, safe sex only)	Y	Y; near you and "online now" feature	Health Specialists accounts available. Contacting users for PREP or other products/services is forbidden. Health organizations can create an account by completing and submitting a form. [Click here]	Y CDC link	N	Yes	Y	Email	Yes, STD	https://www.adam4adam.com/blog/category/health/	N/A	Inquire directly for ad rates		
Jack'd	1/25/21	5M worldwide	App	http://jackdapp.com	Y: "Poz" scene filter	Y; with Pro	Y	Y	No	N	N	Yes	N	Email	No	Y	https://drive.google.com/file/d/1IC8OMKvXGxwZYPENs3XBpNwKaraQtrG/view	Cities are sold individually, priced by audience size. Campaign duration is one week. Contact Jack'd for ad packages.		
Growlr	2/8/21	213,000 Monthly Users, USA	App	http://www.growlrapp.com	Y	Y (Can search for Prep, Condom Use, Undetectable)	Y	Y	GROWLR allows non-profit businesses to create profiles with the following conditions: 1) The account cannot have a public profile. 2) The account cannot be used to initiate any conversations. Failure to adhere to these rules will result in immediate and permanent suspension. Happy to work in collaboration with NGOs outreach profiles are not the most effective way to accomplish goals. Further information about the nature/technology of partner notification would be needed.	N	N	No	N	Email	No	N	Yes	Location base pop-up announcement, Growlr Shout!, Banner & Full page banners. Inquire directly for rates.		
Hornet	2/8/21	1 million+ daily active users / 4 million+ monthly active users	App	https://hornetapp.com	Y ("positive" only); paid accounts can search	Y; paid accounts	Y	Y	Happy to work in collaboration with NGOs outreach profiles are not the most effective way to accomplish goals. Further information about the nature/technology of partner notification would be needed.	Y	Y	No	N	Email or Facebook	[pending]	http://love.hornetapp.com/know-your-status/ ; (Blue Ribbon Boys w/ MSMGF): http://blueribbonboys.org/ ; (Blog): http://love.hornetapp.com/blog/	N/A	\$5K minimum on all ad buys		
Squirt	2/9/21	[pending]	website	https://www.squirt.org	N; Can search someone looking for poz guys	Y	Y	Y	[pending]	Y - CDC link	N	No	Y	Email	[pending]	N/A, but http://www.squirt.org/shared/state_content.asp?SC_ID=1017&SC_SHOW_LAYOUT=True	[see media kit]	[see media kit]		
DaddyHunt	2/9/21	[pending]	Web-based with App interface	https://www.daddyhunt.com	Y; can filter users by "lives stigma-free"	Y; (Desktop only); Can specify, safe sex Yes, No, Sometimes, Let's Discuss	Y	Y	N	N	N	Yes	N	Email	[pending]	N	Ad rates updated June 2019	[pending]		
Bareback Realtime (BART)	2/9/21	[pending]	Web-based with App interface	http://www.barebackrt.com	Y	N	Y	Y; near you and "online now" feature	N	N	N	No	N	Profile name	Yes	N	[pending]	[pending]		

App/website	Advertising					
	Advertising Contact	Ad Media Kit	Contact Info	Public Health, Academic, Research discounts offered?	"Targeted" Geo messaging and/or ad placement offered?	Programmatic advertising allowed? (i.e., advertising through Gay Ad Network, Google, etc.)
Grindr	support@selfservice.grindr.com	https://www.grindrads.com/index.html	support@selfservice.grindr.com	No, but the Grindr 4 Equality program is designed to work with public health jurisdictions https://www.grindr.com/g4e/	Yes	Not directly, but third-party OK.
Scruff	advertising@scruff.com	https://bhocpartners.org/wp-content/uploads/2017/04/Scruff_PSS_Media_Kit.pdf	advertising@scruff.com	https://drive.google.com/file/d/1fC8OMKvXGxwZfPEs3XBPhwKaraOrGQ/view	Cities are sold individually, priced by audience size.	No
Tinder	adsales@gotinder.com	N/A		[pending]	[pending]	[pending]
Adam 4 Adam	ads@adam4adam.com	https://www.bhocpartners.org/wp-content/uploads/2017/04/AAA-MEDIA-KIT-2020.pdf	david@adam4adam.com	Yes, 50% off	Both	Yes
Jack'd	advertising@jackd.com	https://bhocpartners.org/wp-content/uploads/2017/04/Scruff_PSS_Media_Kit.pdf	advertising@jackd.com	Yes - see Scruff App	Cities are sold individually, priced by audience size	No
Growlr	sales@growlrapp.com	http://www.growlrapp.com/Ads/Default.aspx	coley@growlrapp.com	Yes, 10% off	Both	Yes
Hornet	matthew.smith@hornet.com; advertising@hornet.com	https://hornet.com/about/advertise/	alex.garner@hornet.com	On a case by case basis	Both	Yes
Squirt	dickhunter@squirt.org	https://www.bhocpartners.org/wp-content/uploads/2017/04/SquirtOrg_AdvertisingMediaKit_2020.pdf	dickhunter@squirt.org	Yes, 15% off	Yes	[pending]
DaddyHunt	support@daddyhunt.com	[pending]	casey@daddyhunt.com	Yes	The new version of our app, which we'll be releasing on May 27th, will allow banner ad placement target to non-paying users.	Yes, on a case by case basis.
Bareback Realtime (BART)	support@barebackrt.com	[pending]	Jim Booth jbooth@wet-media.com	[pending]	[pending]	[pending]