

Biz

NEW ORLEANS

MEDIA KIT // 2018

THE LEADING BUSINESS NEWS NETWORK

PRINT // DIGITAL // SOCIAL // EVENTS // VIDEO





ABOUT BIZ NEW ORLEANS

The leading business news network for Southeast Louisiana, Biz New Orleans encompasses a national award-winning monthly publication and website, along with a daily e-newsletter, daily Biz Minute video, social media presence and monthly networking events. Since its launch in 2014, Biz New Orleans is known as the source for business news in the region.

IN EVERY ISSUE

On the Cover – Q&A | Calendar of Events | Industry News | Recent Openings | Around Town – Events | Columns: NOLA By the Numbers (quarterly), Dining, Tourism, Sports, Entertainment, Entrepreneurship, Etiquette, Marketing | Perspectives: Hot Topics in Three Southeast Louisiana Industries | Guest Viewpoint | Great Workspaces | Why Didn't I Think of That: Creative Businesses Achieving Success | Making a Match: Businesses and Nonprofits | On the Job : Behind the Scenes

CIRCULATION

12,000 + Complimentary Copies printed per month	48,000 Average monthly readership (4 to 1 ratio)	6 months + Shelf life of <i>Biz New Orleans</i>
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DEMOGRAPHICS

GENDER	AGE	
68% MALE	22% 60-65+	31% 35-49
32% FEMALE	36% 50-59	11% 18-34

INCOME

\$229,000 +
Average household income of *Biz New Orleans* readers

DISTRIBUTION

12,000+
copies printed each month

8,000+
copies direct mailed to business leaders in Greater New Orleans

4,000+
copies distributed at business organizations, retail locations and additional distribution at over 15 business events each year

INFLUENCE

67%
are C-level executives (Owner/Partner, CEO, President, CFO, CIO & COO)

89%
influence the purchasing decisions of their company

69%
discussed an item in Biz with others

61%
contacted a company because of an advertisement in Biz

CVC Audited

BizNewOrleans.com

BizNewOrleans.com, the digital partner of the magazine, delivers daily news content with feature news bloggers and up-to-date articles to keep you informed and give your business the daily exposure it needs to grow.

BIZ NEW ORLEANS AND EYEWITNESS NEWS MEDIA PARTNERSHIP



Every Wednesday, Biz New Orleans' Biz Cast reporter provides pertinent local business news on Eyewitness News at 6:30 p.m. during a regularly scheduled Biz Cast segment, which is posted weekly on BizNewOrleans.com.



2018 PERSPECTIVES



Each edition will take a detailed look at ongoing issues within these categories:

JANUARY

Banking & Finance
Healthcare
Law

***Editorial: CEO & Business
People of the Year**

Deadline: December 5

FEBRUARY

Education
Healthcare
Maritime & Ports

***Editorial: Best Lawyers**

Deadline: January 5

MARCH

Banking & Finance
Healthcare
Real Estate & Construction

Deadline: February 5

APRIL

Insurance
Law
Technology

***Promotion: Giving Back**

Deadline: March 5

MAY

Banking & Finance
Maritime & Ports
Real Estate & Construction

Deadline: April 5

JUNE

Dining & Entertainment
Healthcare
Insurance

Deadline: May 7

JULY

Banking & Finance
Healthcare
Law

***Editorial: New & Notables**

Deadline: June 5

AUGUST

Healthcare
Real Estate & Construction
Technology

Deadline: July 5

SEPTEMBER

Banking & Finance
Insurance
Real Estate & Construction

Deadline: August 6

OCTOBER

Education
Healthcare
Law

***Editorial: Real Estate &
Economic Forecast**

Deadline: September 5

NOVEMBER

Banking & Finance
Insurance
Maritime & Ports

Deadline: October 5

DECEMBER

Accounting
Education
Real Estate & Construction

***Editorial: Top 10 Business Stories**

**Promotion: Inside the Industry*

Deadline: November 5

subject to change

AWARD WINNING EDITORIAL:

Press Club Awards: Biz New Orleans has received the following awards from the Press Club of New Orleans:

- First Place: News Website, Email updates, Sports Column, Business Reporting
- Second Place: Best use of Twitter, Sports Blog, Film Column, Business Reporting
- Third Place: News Website, Business - TV Reporting for WWL-TV/ WUPL-TV Biz-Cast, Business Reporting

The Alliance of Area Business Publishers 2017: Silver for Best Recurring Feature for the monthly "Why Didn't I Think of That" article in Biz New Orleans and Bronze for Best Daily Email for the Biz afternoon newsletter

RATES

NET RATES PER INSERTION

	1-2 ISSUES	3-5 ISSUES	6-11 ISSUES	12 ISSUES
2 page spread	\$6,865	\$5,840	\$5,150	\$4,465
back cover	\$4,250	\$3,615	\$3,190	\$2,765
inside front.....	\$4,085	\$3,475	\$3,065	\$2,660
inside back.....	\$3,925	\$3,335	\$2,945	\$2,550
full page	\$3,270	\$2,840	\$2,405	\$1,980
2/3	\$2,635	\$2,370	\$2,100	\$1,830
1/2	\$1,830	\$1,655	\$1,485	\$1,305
1/3	\$1,430	\$1,250	\$1,075	\$900
1/4	\$1,195	\$1,080	\$965	\$855
1/6	\$930	\$825	\$715	\$610

*add 10% for premium placement

Bellyband... \$3,500 per issue (Packaged working file required for Bellyband.)

Poly-bagged letter... \$2,477 per issue

DIGITAL RATES

BizNewOrleans.com per month

Banner.....	\$695
Button.....	\$895
Combo.....	\$1,295

BizNewOrleans.com daily newsletter (per issue)

Banner.....	\$395
Custom.....	\$1,495

BizNewOrleans Social Media (per post)

Facebook.....	\$295
Twitter.....	\$295

SIZE PIXELS (72 DPI)

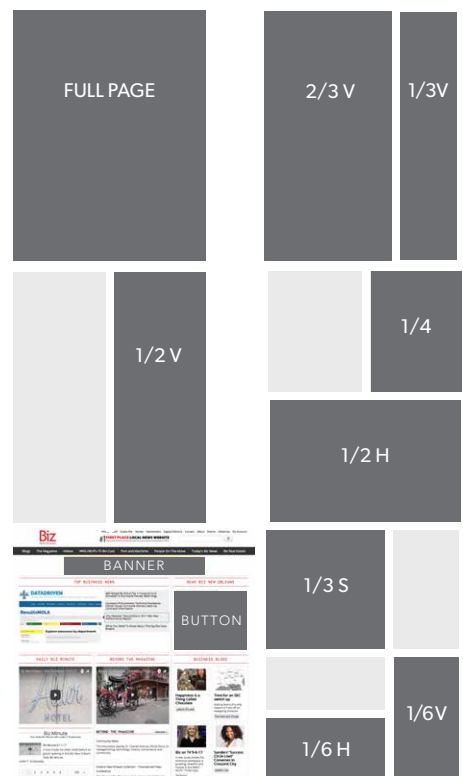
Banner.....	728 x 90
Button.....	300 x 250



RENAISSANCE PUBLISHING

SPECIFICATIONS

SIZE	WIDTH x HEIGHT (inches)
2-Page Spread (with bleed) ..	18.25 x 11.125
Trimmed To	18 x 10.875
*1-inch gutter space vertically down the middle	
Full Page Bleed	9.25 x 11.125
Trimmed To	9 x 10.875
Live Area	8 x 9.875
Full (non bleed).....	8 X 9.875
2/3 Vertical.....	5.25 X 9.875
1/2 Vertical	3.875 X 9.875
1/2 Horizontal.....	8 X 4.8
1/3 Square.....	5.25 X 4.8
1/3 Vertical.....	2.55 X 9.875
1/4 Square.....	3.875 X 4.8
1/6 Vertical	2.55 X 4.8
1/6 Horizontal.....	5.25 X 2.3



For More Information:

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BILLING: All advertising invoices are due and payable upon receipt. Any invoice outstanding after 30 days will incur late fees and interest and is subject to collection fees if unpaid. Publisher reserves the right to require advanced payment for all first time advertisers or any account with delinquent past payment history. All political advertising, sponsorships, events and booths are required to prepay. Advertisers with accounts carrying balances older than 90 days past due will not be allowed to advertise until their account is current. In the event Advertiser and/or Agency default in payment of bills, Advertiser and/or Agency shall be totally liable for all collection costs, including but not limited to reasonable attorney's fees and court costs incurred by Publisher in the collection of said bills. In addition to bearing the above-referenced costs and fees, any advertiser and/or Agency which fails to comply with the terms of payment specified herein forfeits any discount to which it would otherwise be entitled and agrees to bear the complete, open rate and non-discounted price of the advertising ordered. Should Advertiser fail to fulfill its contract Publisher will bill Advertiser for the balance

owed for the contract. Cover positions are non-cancelable. Advertising space may not be cancelled within 10 days of the space deadline. In the event of a cancellation or change in an advertisement, cancellation or change should be submitted in writing to the Publisher prior to 10 days of the space deadline date. The cancellation fee is 50% of the contract rate or \$500, whichever is greater. All special inserts, events, booths, belly bands or tip-ins are non-cancelable.

USAGE FEE: All publications contain copyrighted material. Therefore, all advertisers who wish to use ads created by Publisher, for use in other publications or websites must request permission in writing to the Publisher and pay a usage fee of 25% of the Advertising rate or \$250 whichever is greater.

ACCEPTABLE FILE FORMATS: Adobe Illustrator, Adobe Photoshop and PDFs created with Acrobat Distiller only.

IMAGES: All images/scans should be 300 dpi saved as a TIFF or an EPS. We cannot accept JPEG images or Pantone/PΔ or RGB colors or 72 dpi

(i.e., image pulled from a website). All images provided on disk must be in CMYK format and color corrected. We are not responsible for color on RGB or PΔ files that must be converted to CMYK. Please make sure process separation is checked for all process color builds. BW scans should be saved as grayscale or bitmap.

TRIM AND BLEED SPECIFICATIONS: Please make sure document's dimensions are correct. Build pages to trim size and, if bleed, extended dimensions beyond page edges by a minimum of 1/8". Keep live matter 5/16" from trim size. Bleed allowance: 1/8".

AD SUBMISSION: Please include the name of your company and name of publication in the subject line when submitting your artwork to your account executive. If there are any questions regarding these specifications, please contact production at (504) 828-1380. For larger files, Renaissance Publishing has an upload site that clients may access. For instructions on using the upload site, please call our office at (504) 828-1380. Should you request a hi-res working file of your ad, there will be a charge of 25% of ad cost or \$250 whichever is greater.