

Owners and Operators of New Orleans Businesses:

NOLA by Night is a freely distributed publication listing various clubs, attractions, restaurants, bars and stores that will attract the wayward alternative visitors in the New Orleans area.

The distribution for this digest size (5½" x 8½") guide will be 2000 full color units, targeted at visitors and local residents whose tastes and consumer patterns are directly marketed to by your business. Our aim is to provide a traveling handbook that will be useful to tourists as well as locals in need of an overview of alternative businesses in the New Orleans area.

We publish an updated issue for each holiday season to encourage the awareness and growth of the unconventional New Orleans nightlife. The most effective tool with which to accomplish this is to provide a resource for travelers looking for something beyond the passé experience of Bourbon Street.

We have a number of businesses in and around the French Quarter and on Magazine Street which have distributed NOLA by Night in the past, including: Dragon's Den, Mojo Lounge, Rubyfruit Jungle, Angeli's, La Fee Verte, Pirate's Alley Cafe, Pravda, Trashy Diva, Fifi Mahoney's, Roadkill 13, Kulture Vulture, Zot'z Cafe, Rue de la Course, Wicked Orleans and others.

Advertising rates for the **Spring 2010** edition are as follows:

<i>Advertisement</i>	<i>Amount</i>	<i>Submit Size</i>	<i>Print Size</i>
½ Page Interior	\$80.00	6" x 4.75"	5.5" x 4.25"
Full Page Interior	\$130.00	6" x 9"	5.5" x 8.5"
Inside Cover (Front or Back)	\$260.00	6" x 9"	5.5" x 8.5"
Back Cover	\$300.00	6" x 9"	5.5" x 8.5"
Inside (2pg) Spread	\$300.00	11.5" x 9"	11" x 8.5"
<i>Inside (1pg) Half Spread</i>	<i>\$180.00</i>	<i>6" x 9"</i>	<i>5.5" x 8.5"</i>

Advertisements should be 300 or 600dpi, ideally as a CMYK image in TIF format. Please allow for a 1/4" bleed outside and a 1/8" safety area inside all sides of your advertisement. Please call (504) 485-3440 if you have any questions regarding our artwork or advertising requirements. We recommend that you download our advertising information at: http://www.nolabynight.com/rates/advertising_info.zip

Virtually every advertisement will be too large to email. **Please upload your finished artwork to:** <http://www.nolabynight.com/cgi-bin/upload>

If you are interested in advertising with NOLA by Night for the **Fall 2010** issue, the deadline for payment and advertisement artwork is **Friday, October 8th, 2010**. Distribution for the Fall 2010 season begins Thursday, October 21st, 2010.

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