

# NOLA by NIGHT

A ROAD GUIDE FOR THE ALTERNATIVE TRAVELER

---

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, The Whirling Dervish, Angeli's, La Fee Verte, Pirate's Alley Cafe, Pravda, The Trashy Diva, Fifi Mahoney's, Roadkill 13, Kulture Vulture, Zot'z, Rue de la Course, Wicked Orleans and others.

Advertising rates 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	\$120.00	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 CYMK image in TIF format. Please allow for a 1/4" (75px) bleed outside and a 1/4" (75px) safety area inside on all sides of your advertisement. Feel free to call (504) 485-3440 if you have any questions regarding our artwork or advertising requirements. You can also download our advertising templates at:

[http://www.nolabynight.com/rates/advertising\\_info.zip](http://www.nolabynight.com/rates/advertising_info.zip)

If you are interested in advertising with NOLA by Night for the Spring 2009 issue, the deadline for payment and advertisement artwork is Wednesday, February 4<sup>th</sup>, 2009. Distribution for the Spring season begins Wednesday, February 18<sup>th</sup>, 2009.

Michael Heckman  
NOLA by Night Productions  
828 Royal St. #512, NOLA 70116  
mike@nolabynight.com  
(504) 485-3440 cell