



Biz

NEW ORLEANS

2017

MEDIA KIT



NEW ORLEANS' BUSINESS NEWS NETWORK

BizNewOrleans.com



ABOUT BIZ NEW ORLEANS

In October 2014, the award-winning team of Renaissance Publishing launched *Biz New Orleans* and *BizNewOrleans.com*, the leading business news network throughout the Greater New Orleans area. Biz publishes over 12,000 copies each month and distributes directly to local business leaders. Over 8,000 copies are direct mailed in addition to distribution at business events, office buildings, retail locations and business organizations. The Biz Network includes the award-winning magazine and website, a daily e-newsletter, a daily Biz Minute video, social media, and monthly networking events that will collectively provide your company with new and greater visibility.

IN EVERY ISSUE

In addition to our Perspectives (see next page), every issue includes the following:

- Two main features
- Columns (Dining, Tourism, Sports, Film, Entrepreneur, Etiquette and Tech)
- Calendar of Events
- Biz Bits – Industry News
- Special Advertising Sections: Power Dining Hot Spots, Luxury Real Estate, New at the Top and more
- Guest Viewpoint
- Great Offices
- Why Didn't I Think of That
- Q&A
- Around Town – Events
- Behind the Scenes

BizNewOrleans.com

BizNewOrleans.com, the digital partner of the magazine, delivers daily original 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.

BizNewOrleans.com Features:

- A Daily e-newsletter sent to 20,000 email subscribers
- Five Business Bloggers
- a Daily Biz Minute video featuring current business news
- a Calendar of Events
- Power Dining Hot Spots
- BizRealEstate.com



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. Additionally, Eyewitness News Biz Casts are posted on BizNewOrleans.com. This joint media

partnership and content exchange between WWL TV, the No. 1 television affiliate in the New Orleans market, and Renaissance Publishing, the premier print publication company in the market, marks the merging of two media powerhouses on business news.

2017 PERSPECTIVES



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

<p>JANUARY <i>Deadline: December 5</i></p>	<p>FEBRUARY <i>Deadline: January 5</i></p>	<p>MARCH <i>Deadline: February 6</i></p>
<p>Banking & Finance Healthcare Maritime & Ports <i>*Editorial: Editor's Choice Best of Biz Awards</i></p>	<p>Education Healthcare Law</p>	<p>Banking & Finance Healthcare Real Estate & Construction</p>
<p>APRIL <i>Deadline: March 6</i></p>	<p>MAY <i>Deadline: April 5</i></p>	<p>JUNE <i>Deadline: May 5</i></p>
<p>Insurance Law Technology <i>*Special Section: Giving Back</i></p>	<p>Banking & Finance Maritime & Ports Real Estate & Construction <i>*Best Lawyers List</i></p>	<p>Accounting Healthcare Insurance</p>
<p>JULY <i>Deadline: June 5</i></p>	<p>AUGUST <i>Deadline: July 5</i></p>	<p>SEPTEMBER <i>Deadline: August 7</i></p>
<p>Banking & Finance Healthcare Law</p>	<p>Healthcare Real Estate & Construction Technology</p>	<p>Banking & Finance Insurance Real Estate & Construction <i>*Additional Distribution: Tulane Business Forum</i></p>
<p>OCTOBER <i>Deadline: September 5</i></p>	<p>NOVEMBER <i>Deadline: October 5</i></p>	<p>DECEMBER <i>Deadline: November 6</i></p>
<p>Education Healthcare Law <i>*Editorial: Real Estate & Economic Forecast</i></p>	<p>Banking & Finance Insurance Maritime & Ports</p>	<p>Dining & Entertainment Education Real Estate & Construction <i>*Special Section: Inside the Industry *Editorial: Year in Local Business</i></p>

subject to change

AWARD WINNING EDITORIAL:

Press Club Awards: Biz New Orleans received 11 awards from the 2016 Press Club of New Orleans

Excellence in Journalism:

- Three First Place awards (Business Writing, Email Updates: BizNewOrleans.com Daily Newsletter, and Business TV)
- Five second place awards (Sports Column, Headline Writing, Business Writing, News Blog: Daily Biz Minute, and Business TV)
- Three third place awards (Business Writing, News Website: BizNewOrleans.com, and News Blog: Tourism Biz)

The Alliance of Area Business Publishers: Biz New Orleans received a Bronze national award in 2016 for Best Feature Layout.

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
Bellyband... \$3,500 per issue				
Poly-bagged letter... \$2,477 per issue				

*add 10% for premium placement

DIGITAL RATES

BizNewOrleans.com per month

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

BizNewOrleans.com daily newsletter (per issue)

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

BizNewOrleans Social Media (per post)

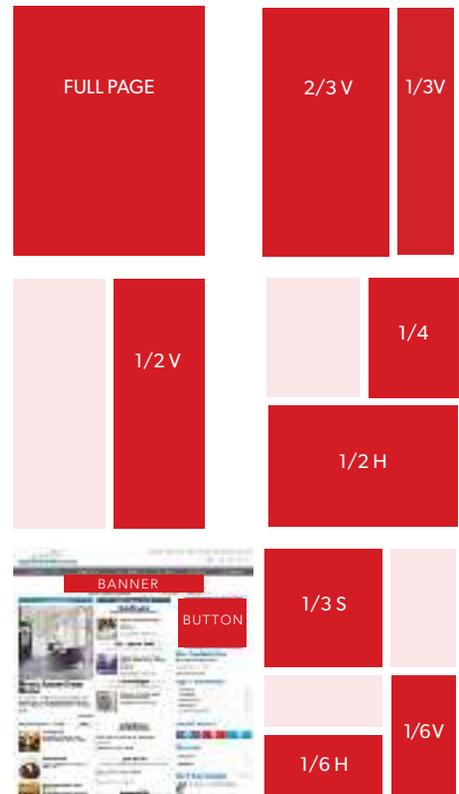
Facebook.....	\$295
Twitter.....	\$295

SIZE PIXELS (72 DPI)

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

SPECIFICATIONS

SIZE	WIDTH x HEIGHT (inches)
Full Page Bleed.....	9.5 X 11.4
Trimmed To	9 X 10.875
Live Area	8 X 10
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:

Maegan O'Brien, Sales Manager
 Maegan@BizNewOrleans.com
 504.830.7219 (office) • 985.789.3267 (cell)

110 Veterans Blvd., Suite 123 • Metairie, La 70005 • Phone: 504.828.1380 • Fax: 504.828.1385 • MyNewOrleans.com • BizNewOrleans.com

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/PMS 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 PMS 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.