



offBEAT
music • cuisine
culture • celebration

Thoroughly-engaged, loyal readership.

Distribution to locals and visitors.

Regional, national and international subscribers.

The authority on New Orleans and Louisiana.

Unique culture-centric editorial perspective.

Award-winning content and photography.

Cutting-edge, award-winning digital presence.

Reputation for integrity—and fun to read.

A must-have for festivals.

High-quality print, digital and social media.

421 Frenchmen Street, Suite 200

New Orleans, LA 70116-2039

Vox (504) 944-4300 • Fax (504) 944-4306

www.offbeat.com • advertising@offbeat.com

about us

off BEAT

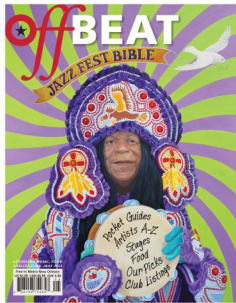


OffBeat Magazine is **OffBeat Media's** print flagship monthly, published continuously in the nation's first "music city," New Orleans, Louisiana since August, 1988.

Jan Ramsey, the publisher and editor-in-chief, founded **OffBeat** and its associated entities as an effort to improve and expand local music culture and business in New Orleans, and to promote it worldwide. **OffBeat** is distributed free across the metropolitan New Orleans area, including all local lodging facilities, and is available nationally and internationally via subscription. "Lifetime" subscriptions are also active and maintained by readers throughout the world.



OffBeat is the definitive guide to New Orleans and Louisiana's music, arts, culture and cuisine, featuring news, reviews, interviews and profiles from the streets of the Crescent City and throughout the Bayou State.



OffBeat focuses on the fascinating music and entertainment scene of New Orleans and Louisiana, and covers a wide range of local music including R&B, blues, brass bands, jazz, cajun music, zydeco, bounce and hip-hop, rock and more. Its support for the local music community has greatly contributed to the promotion of the scene. The club listings and reviews of local and national music are indispensable information sources for the hundreds of thousands of New Orleans and Louisiana music and culture lovers both locally and throughout the globe. **OffBeat's** media platforms also include **OffBeat.com**, the **Weekly Beat** e-Newsletter, the **OffBeat Mobile** app for both iPhone and android phones, the **Louisiana Music Directory** online database and **Frosh**, a publication geared towards and distributed to new college students.



OffBeat hosts two major events every year in January: the **Best of The Beat Music and Music Business Awards**, as well as promotional events throughout the year. **OffBeat** is closely aligned with festivals throughout Louisiana and distributes magazines and **OffBeat** merchandise at a minimum of five festivals throughout the state.



why advertise in *off*BEAT

The **OffBeat** team is dedicated to bringing music and culture of New Orleans and Louisiana to our readers while at the same time providing clear channels for our advertisers to penetrate our targeted market. Whether advertising is print or digital, **OffBeat** provides a unique and invaluable resource. An average of 40,000+ magazines are distributed in high-traffic locations from local restaurants to coffee shops, in the finest hotels and

on university campuses, in music clubs and anywhere in-between. The magazine also has 5,000+ paid subscribers in all 50 states and 25 countries abroad. Digitally, **OffBeat** can give you access to over 35,000+ followers across Facebook and Twitter, 26,000+ opt-in subscribers to the **Weekly Beat** E-newsletter and 60,000+ unique visitors and 100,000+ page views per month via **OffBeat.com**. Whether advertising in print, digital or both, you can rest assured that you will be able to make a connection with our dedicated readers and they will make a connection with you.

OffBeat readers are...

LOCALS AND VISITORS Free distribution at more than 600 regional retail, restaurant, bars, coffee shops, airport, mall, groceries and hotel locations. Regular bonus distribution at local and regional festivals.

ENGAGED AND LOYAL 5,000+ print subscribers; 26,000+ *Weekly Beat* opt-in subscribers. Readers read *OffBeat* from "cover to cover!" Most of our readers have read every issue of *OffBeat* monthly for over 10 years.

WORLDWIDE *OffBeat* subscribers, *OffBeat.com* and the *Weekly Beat* e-newsletter.

CULTURALLY AWARE Well-versed in and fans of New Orleans and Louisiana music, cuisine and culture.

SOCIALLY ACTIVE Dine out, consume alcohol, seek out live entertainment and participate in social media.

AFFLUENT Apt to make purchases from New Orleans and Louisiana businesses, artisans and merchants. They plan spend money in the upcoming year on dining out, entertainment, vacations and retail purchases.

FESTIVAL- AND EVENT-GOERS Travel to experience in-state and out-of-state festivals.

RISK TAKERS AND ADVENTURESOME *OffBeat* readers like experiences that are new and different; they consider themselves to be adventuresome, liberal-minded and hip.

PATRONS OF THE ARTS Frequently visit museums, galleries, films, theaters and art exhibits.

COMMUNITY-CONSCIOUS Support charitable causes and local initiatives through fund-raising and social events.

demographics

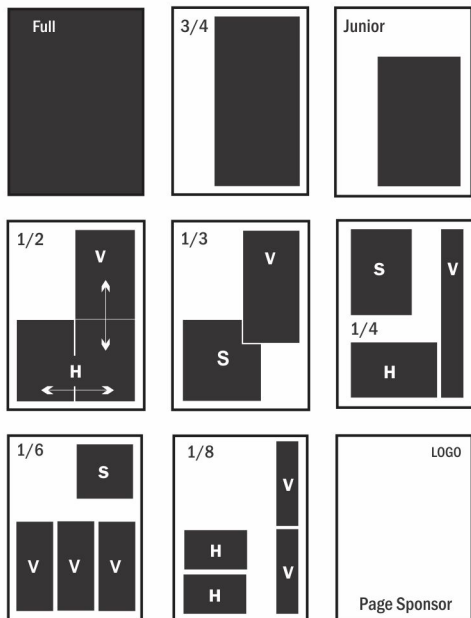
	LOCAL PRINT	WEEKLY BEAT	SUBS		LOCAL PRINT	WEEKLY BEAT	SUBS
MARITAL STATUS				RESIDENCE			
Married or partnered	32%	59%	78%	Live in NOLA	90%	47%	4%
Single	68%	41%	22%	Live outside NOLA	10%	53%	96%
EDUCATION/OCCUPATION				AGE			
Student	17%	6%	0%	Median	29	38	49
College degree	65%	79%	84%	<21	1%	0%	0%
Post-graduate degree	7%	15%	18%	22-34	49%	23%	9%
Professional/managerial	54%	64%	83%	35-44	26%	27%	29%
READER RETENTION, PRINT				45-55			
Keep <i>OffBeat</i>				56-65	8%	16%	14%
at least month	100%	NA	100%	65+	2%	4%	4%
Keep <i>OffBeat</i>				GENDER			
> one month	75%	NA	100%	Male	53%	62%	77%
"Collect" <i>OffBeat</i>	30%	NA	95%	Female	47%	38%	23%
BEHAVIORAL				HOUSEHOLD INCOME			
Dine out monthly	8x	7x	10x	<\$25K	8%	2%	0%
Drink alcohol monthly	6x	5x	6x	\$25K-\$49K	27%	13%	8%
Travel to New Orleans/Louisiana annually	NA	2-3x	4-6x	\$50K-\$75K	23%	27%	18%
Travel annually in US	3-4x	3-4x	4-5x	\$75K-\$125K	22%	30%	31%
Go out for live music or movie monthly	5-6x	3-4x	2-3x	>\$125K	20%	28%	43%
Buy music monthly (CD or download)	>10x	>10x	>8x	READ EVERY ISSUE			
Go to Louisiana festivals/year	>5x	3-4x	2-3x	Under one year	64%	11%	
Shop "Local" monthly	8-10x	4-5x	NA	One to three years	75%	28%	
Use listings to plan activities	76%	99%	99%	Four to six years	100%	40%	
Patronize <i>OffBeat</i> advertisers	95%	73%	88%	Six to 10 years	100%	47%	
Use <i>OffBeat.com</i>	91%	98%	90%	Over 10 years	100%	56%	
				HOURS ONLINE/WEEK			
				1 to 5	26%	93% have made a purchase online	
				6 to 10	33%		
				11 or more	75%		

		PRINT AD CLOSE	CAMERA-READY MATERIAL	STREET DATE
JAN	Best CDs, Best of The Beat Achievement, New Year's Eve	12/13	12/16	12/24
FEB	Best of the Beat Award Winners, Valentine's Day	1/17	1/21	1/30
MAR	Mardi Gras, SXSW, Spring Festivals	2/14	2/17	2/26
APR	French Quarter Festival Souvenir Guide	3/14	3/18	3/27
MAY	Jazz Fest Bible	4/2	4/9	4/21
JUN	Jazz Fest Redux, Summer Festivals	5/16	5/20	5/29
JUL	Music & Booze/Bar Issue, Tales of the Cocktail, Essence Fest	6/16	6/19	6/30
AUG	Satchmo SummerFest, White & Dirty Linen Night	7/18	7/21	7/30
SEP	Food/Restaurant Issue, Back to School	8/15	8/19	8/28
OCT	Fall Festival Issue, Blues Fest, Art for Arts Sake	9/17	9/19	9/29
NOV	Voodoo Fest, Halloween, Po-Boy Fest	10/17	10/20	10/29
DEC	Critics Choice, Christmas New Orleans Style	11/14	11/17	11/25
JAN '15	New Year's Eve, Top CDs, Lifetime Achievement	12/15	12/18	12/29
"Frosh"	Fall Annual New Orleans Guide for College Freshmen	7/28	7/31	8/7

Dates subject to change

PRINT AD SPECIFICATIONS

CONFIGURATIONS



WIDTH x HEIGHT

Full page/cover		
Live area	7.5"	x 10.0"
Trim Size	8.375"	x 10.75"
Bleed Size	8.875"	x 11.25"
Double Spread	15.875"	x 10.0"
Double Spread Bleed	17.75"	x 11.25"
3/4	5.5625"	x 9.8125"
Junior /Island	5.5625"	x 7.3125"
1/2 Horizontal	7.5"	x 4.8125"
1/2 Vertical	3.625"	x 9.8125"
1/3 Square	4.9375"	x 4.8125"
1/3 Vertical	3.625"	x 6.45"
1/4 Square	3.625"	x 4.8125"
1/4 Vertical	1.6875"	x 9.8125"
1/4 Horizontal	5.5625"	x 3.125"
1/6 Square	3.625"	x 3.125"
1/6 Vertical	2.35"	x 4.8125"
1/8 Horizontal	3.625"	x 2.25"
1/8 Vertical	1.6875"	x 4.8125"

PRINT RATES AND FREQUENCY DISCOUNTS

	1-2 issues	3-5x	6-11x	12x
COVERS				
BC (C4)	\$4200	\$3900	\$3500	\$2900
IFC (C2)	\$3600	\$3200	\$2900	\$2500
IBC (C3)	\$3200	\$2700	\$2500	\$2200
Spread	\$4700	\$4000	\$3800	\$3300
Page 3	\$3500	\$3000	\$2700	\$2300
Page sponsor	\$2000	\$1700	\$1500	\$1300
Full	\$3000	\$2500	\$2300	\$2000
3/4	\$2400	\$2000	\$1700	\$1600
Junior	\$2100	\$1700	\$1500	\$1300
1/2	\$1700	\$1300	\$1200	\$1000
1/3	\$1220	\$ 975	\$ 875	\$ 800
1/4	\$ 900	\$ 800	\$ 750	\$ 650
1/6	\$ 685	\$ 590	\$ 475	\$ 450
1/8	\$ 500	\$ 375	\$ 350	\$ 300

PLEASE NOTE

40,000 copies average printed monthly



Rates shown are net, per insertion. All print ads are four-color (CMYK); no discount for B&W/grayscale.

PLACEMENT

All rates shown are run of book placement. There is a 25% premium for guaranteed placement (non-commissionable). Please contact your account executive for availability.

SPECIAL ISSUE SURCHARGES (non-commissionable)

15% For Special Issues: to one-time rate for French Quarter Fest, Voodoo Music Experience, and Mardi Gras issues; press run for these issues increased by at least 25%.

25% To one-time rate for May (Jazz Fest) issue; press run is increased to 80,000 including free distribution at Fair Grounds.

DIGITAL RATES AND SPECIFICATIONS

OffBeat.com went online 1995, and was the first magazine web site in Louisiana.

The **Weekly Beat**, our weekly e-newsletter, is delivered every Thursday to subscribers locally and around the globe. The Weekly Beat has received the "Best Newsletter" award from the New Orleans Press Club every year since 2009. Advertising on our digital platforms provides advertisers the ability to reach our avid readership not only through monthly print but every single day. Call your account executive for information on packaging digital and print media ads.

WEB



OffBeat was the first Louisiana magazine website — est. 1995

60,000+ unique visitors per month

100,000+ page views per month

40% visitors stay on site for over five minutes

10.5% stay on site for 30+ minutes

Traffic is derived from:

Search	40%	Traffic has increased by 17% over the same period last year.
Direct	29%	
Referral	21%	
Email	10%	

UNIT	WIDTH (pixels)	HEIGHT (pixels)	COST/ WEEK
Leaderboard	728	90	\$250
Banner	468	60	\$150
Rectangle	300	250	\$165
Skyscraper	120	600	\$100

All digital ads are run of the web site and are in rotation. OffBeat will relaunch OffBeat.com in 2014. Sizes and rates may vary.



Leaderboard

Skyscraper

Banner

Rectangle

CONTACT OFFBEAT

ABOUT OFFBEAT MAGAZINE

GET THE WEEKLY BEAT NEWSLETTER

LOUISIANA MUSIC DIRECTORY

E-MAIL



—est. 2001

OffBeat's **WEEKLY BEAT** newsletter has won the **New Orleans Press Club Award** for the "Best Digital News Update" five years' running.

- 26,000+ opt-in subscribers
- 2013 average open rate: 22.3% weekly
- 2013 average click-through rate: 24.3%

UNIT	WIDTH (pixels)	HEIGHT (pixels)	COST/ WEEK
Presenting Sponsor	600	90	\$300
Rectangle	300	250	\$225
Vertical Banner	160	240	\$135
Skyscraper	160	480	\$200
Half Banner	160	120	\$ 75

All Weekly Beat ads are run of email. Premium placement add 15%. The Weekly Beat is e-mailed every Thursday morning (with few exceptions). Advertising space reservations are due on Monday of the week of mailing. Camera-ready artwork is due in the OffBeat office by no later than Wednesday of noon.

Presenting Sponsor




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Vertical Banner

Vertical Banner

Vertical Banner

Sponsor Block

Sky Scraper

Half Banner

QUICK LINKS

Vertical Banner

Vertical Banner

Vertical Banner

SOCIAL MEDIA

OffBeat advertisers can enhance their advertising through our superior social media campaigns and promotions. We integrate *flickr* and *YouTube* and Instagram in our daily content and we can supplement your campaign on our channels.

Stats in November 2013 indicate that OffBeat has:

- 20,000+ Facebook likes (up 39% since January 2013)
- 16,000+ followers on Twitter (up 29% since January 2013)

OffBeat gains an average of 500 followers every month. OffBeat launched the first New Orleans-based magazine iPhone app in April 2010 and the apps are now supported for both iPhone and Android devices.

FESTIVAL POCKET GUIDE INSERTS

Eight-panel, roll-folded, standard finished size: 4"W x 6"D, (Bleed size, 4.25"W x 6.25"D; "safe area" is 3.5"W x 6.6"D). Call for quotes on other sizes. Available for French Quarter Fest, Jazz Fest, Voodoo Fest, Po-Boy Fest, other festivals, per client's requirements. Price includes stitched insertion in all copies of OffBeat (up to 40,000 pieces plus overrun of 2,000 inserts).

Example:
Custom insert



	1 insert	2 inserts ²	3 inserts ²	4 inserts ²
Sponsor ¹	\$8000	\$7000	\$5500	\$5000
Cover Front	\$3500	\$2900	\$2600	\$2300
Cover Back	\$3000	\$2500	\$2300	\$2000
Full page	\$1900	\$1700	\$1500	\$1200

¹Purchase of a "sponsor placement" means that no other advertisers will be included.

²Contract required.

INSERTS AND WRAPS

Inserts may be stitched, tipped-in with removable glue or blown-in. Other inserts may only be included for our subscribers for an additional fee. Size of insert and number of inserts must be approved prior to ordering. Call for more information or to have OffBeat design, produce and print your insertion.

Net cost per thousand	STITCH-IN	BLOW-IN	TIP-IN	IN POLYBAG
	\$100	\$75	\$125	\$150

Minimum charge of \$200.00 set-up fee; additional charges apply if the insert does not place in full run of magazine (please call for info).

Example:
Custom wrap cover



Example: Custom

COVER WRAPS, CUSTOM PUBLISHING, CD COMPILATIONS, DIGITAL DOWNLOADS

Call for information on programs, special covers or wraps.

PRODUCTION INFO AND REQUIREMENTS

CAMERA-READY DEFINITIONS: A file is considered camera-ready if no additional work is required prior to digital output. A minimum production fee of \$50 will be charged to re-size, change text or graphics on existing advertising created by OffBeat production staff. Artwork must be sized within the required dimensions specified here. Improperly sized ads will be scaled to the nearest correct dimensions and a production charge will apply.

PRINT ADS: OffBeat is printed via the web offset process on glossy coated paper. All ads must be submitted via email, upload, or on a CD as a high resolution (300 dpi minimum CMYK) tif, eps, jpg or pdf. Ads created in Word, Publisher, CorelDraw, Works or Excel are NOT considered camera-ready and will be subject to production fees. Fonts used in Adobe Illustrator, Freehand or CorelDraw should be converted to outlines. Pdf files must be made from flattened files to preserve images and fonts. We do not accept Quark files. OffBeat is not responsible for errors due to incorrectly submitted files. Images used must be CMYK and all fonts must be embedded in the file. All ads must include a color proof (OffBeat is not responsible for errors without a proof). For more information on press optimization, please contact janramsey@offbeat.com or (504) 944-4300.

DIGITAL ADS: All files must be submitted as an RGB format jpg or gif to the size specified, and should be 72dpi. Animated gifs are acceptable.

AD DUE DATES: All camera-ready ads are due on date specified in this media guide. Ads that arrive after the production deadlines will be subject to removal at full billing rate charge and/or a minimum of 300% surcharge for any press changes. For more information, please contact your account executive.

SENDING FILES: We require electronic ad transmission. Please email all ads smaller than 5mg to advertising@offbeat.com. Please upload all ad files larger than 5mg to OffBeat's FTP site. You must have FTP software to access; otherwise, please use a transfer site such as YouSendIt or Dropbox. For traffic confirmation when you FTP or otherwise transmit an ad file, please email advertising@offbeat.com with OFFBEAT, the CLIENT NAME and AD MONTH in the subject of the email so we can confirm that the ad was received. FTP information is as follows (please note, username and passwords are case-sensitive):

ftp.offbeat.com
Username: ad@offbeat.com
Password: advertising

PAYMENT TERMS:

Rates shown are net and charge is per issue. We require pre-payment with order unless credit is approved. Publisher may stop insertion of advertiser's ads if the payment of any bill is not made when due. Advertiser agrees to make timely payment. Publisher reserves the right to review credit from time to time and to change credit terms. Any amount remaining unpaid 30 days after billing will be subject to late charges. Advertiser agrees to pay a Finance Charge of 1.5% interest per month. (18% per annum) on amounts past due and agrees to pay all attorney fees and court or collection costs. Accounts are considered past due upon publication date. A \$50 charge will be levied on all returned checks. Any account outstanding more than 30 days can result in interruption of scheduled advertising contract insertions.

COMMISSIONS AND AGENCIES:

Advertising agencies must provide their own agency commissions. Agencies are responsible for production charges for non-camera ready ads. This charge is non-commissionable. Any production charges, color or premium position surcharges are not commissionable. Agencies are financially responsible for advertising charges placed by them on their client's behalf. No commissions are available for advertising agencies' orders not paid within 45 days after publication.

CONTRACTS:

Contracts for 4x insertion must be placed within a 6-month period; 8x within 12-month period; any insertion cancelled before the agreed-upon flight is complete will be subject to a short-rate fee based on the rate card amount for the actual number of insertions used. Any and all cancellations or delays must be submitted to the Publisher in writing no less 30 days prior to scheduled run of the ad or fee will be due and payable for scheduled ad. Any non-continuous contract must have an issue schedule attached indicating intended dates of ads. Dates may be revised in accordance with published deadline provisions. If this contract is based on a trade or barter agreement, fees are based on the open rates. Publisher reserves the right to defer trade advertising for cash advertising.

PRODUCTION CHARGES:

Rates shown are only available for camera- or web-ready ads. Production charge applies for all others, including color corrections, resizing or graphic or text changes. Production rates are \$75/hour with a minimum charge of \$50. When our graphics department produces the ad by pre-arrangement at no fee, the ad is the property of OffBeat, Inc. and may not be used in any format whatsoever (included, but not limited to print or digital advertising, signage, flyers, posters, etc.) without express written permission of the publisher. We allow one proof and one revision provided at no charge; additional revision proofs are \$25 each.

DEADLINES AND SURCHARGES FOR LATE ADS:

Advertiser agrees to comply with all deadlines in this media guide. Ads produced by OffBeat without fee are the property of OffBeat, Inc. and require written permission from the publisher for use in any other media, print or electronic. Our production team needs a minimum two-day lead time to produce the first proof. All proofs must be approved by the "camera-ready" deadline ("CRM date"). All ads must be submitted by camera-ready deadline in our media guide or be subject to a 100% surcharge. A 300% surcharge is levied on any changes that require a press delay.

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