



OffBEAT 2015

"Reading OffBeat is like going to New Orleans without the travel time. It's a transformative experience."



OffBeat Magazine is an established cultural icon in New Orleans. We publish the definitive guide to New Orleans and Louisiana's music, arts, festivals, culture and cuisine, featuring news, reviews, interviews and profiles from the streets of the Crescent City and throughout the Bayou State for 28 years.

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 world.

OffBeat sponsors two major events every year in January in conjunction with the OffBeat Music & Cultural Arts Foundation: the Best of The Beat Music and Music Business Awards. **OffBeat** also sponsors numerous promotional events throughout the year in conjunction with our advertiser-partners.

OffBeat is aligned with festivals throughout Louisiana and distributes magazines and **OffBeat** merchandise at a minimum of five festivals throughout the state and also publishes an official festival guide twice annually in conjunction with the Louisiana Travel Promotion Association.



MEDIA ASSETS

• OffBeat Magazine

Print, published monthly, 12 issues per year.

• The Jazz Fest Bible

Print souvenir guide to the annual New Orleans Jazz & Heritage Festival, published beginning of the third week in April, prior to Jazz Fest.

• Frosh

Print, published in mid-August annually.

• OffBeat.com

Web site

• Weekly Beat

Award-Winning Opt-In Weekly Email Newsletter

• OffBeat Social Media



• OffBeat Multi-Media

Videos, Podcasts and Playlists

• OffBeat Events and Promotions

Best of The Beat Awards,
Off The Beaten Page and more...

WHO ARE OUR READERS?

Print: An average of 50,000 magazines printed per month on an annual basis, Verified Audit guaranteed. 99% pick-up rate:

• **Free Distribution:** Metropolitan New Orleans in free locations (information areas, bars, restaurants, clubs, music stores, office buildings, restaurants, grocery stores, coffee shops, and hotels, motels and lodging facilities throughout the metro area): a total of 600+ locations.

• **Subscribers:** OffBeat subscriptions are mailed to loyal readers in all 50 states and 30 foreign countries. Many are Lifetime Subscribers.

Jazz Fest Bible: 80,000 copies distributed and picked up free at Fair Grounds entrances and everywhere **OffBeat** is distributed.

Frosh: 12,000 copies distributed free to local colleges and universities and nearby businesses to reach the incoming college market and young newcomers.

OffBeat.com: 80,000+ average sessions per month, growing daily.

Weekly Beat: 30,000 opt-in subscribers, growing daily.

Social Media Followers: 34,000 Facebook, 22,000 Twitter, growing daily.





2015 DEADLINES AND EDITORIAL CALENDAR

OffBeat Print Media:

The PRINT editorial calendar is shown below with space reservation dates, camera-ready materials closing date and street date. Dates are subject to change.

Dates subject to change

2015 EDITORIAL PRINT FOCUS+DEADLINES		PRINT AD CLOSE	CAMERA-READY MATERIALS	STREET DATE
JANUARY	Best CDs, Best of The Beat Achievement, New Year's Eve	December 15	December 18	December 29
FEBRUARY	Mardi Gras, Best of The Beat Winners, Valentine's Day	January 16	January 20	January 29
MARCH*	Spring Festival Pull-Out (South by Southwest distribution)	February 13	February 19	February 27
APRIL*	French Quarter Festival Souvenir Guide, Festival International	March 18	March 23	March 31
MAY 1*	"Jazz Fest Bible" Souvenir Guide to Jazz Fest	April 1	April 8	April 21
MAY 2	Bayou Boogaloo, New Orleans Food & Wine Summer Fests	April 21	April 28	May 6
JUNE	Annual Food & Restaurant Issue, Jazz Fest Redux	May 15	May 19	May 28
JULY	Music & Booze/Bar Issue, Tales of the Cocktail, Essence Fest	June 18	June 22	June 30
AUGUST*	Satchmo SummerFest, White & Dirty Linen Nights	July 17	July 21	July 30
FROSH	Annual Fall Guide to NOLA for College Freshmen	July 24	July 29	August 6
SEPTEMBER*	Food/Restaurant Issue, Fall Festival Pullout	August 14	August 18	August 27
OCTOBER	Art for Arts Sake, Crescent Blues Fest, Halloween 1, Film Fest	September 17	September 21	September 29
NOVEMBER	Halloween 2, Voodoo Fest, Po-Boy Fest	October 15	October 19	October 28
DECEMBER*	Gift Guide, Christmas New Orleans Style	November 13	November 17	November 25
JANUARY '16	New Year's Eve, Top CDs, Lifetime Achievement	December 14	December 17	December 29

*Includes a special insert or advertising section.

Please ask your sales consultant the due dates for inserts.

Weekly Beat Digital Newsletter:

Space reservation deadline is MONDAY of the week the newsletter is sent out.

For example, if you want your ad to appear in Thursday, January 8, 2015, space reservation is Monday January 5. Camera-ready materials exactly to specs with accompanying URL click-through must be sent by no later than noon on Tuesday of that week. If ads are not received by this time, you may lose your space reservation.

OffBeat.com:

Space reservation deadline is two days before ad is to appear in rotation.

Camera-ready materials exactly to specs with accompanying URL click-through must be sent by no later than noon on the day before rotation begins. If ads are not received by this time, you may have to wait a day for your ad to appear in rotation.



PRINT EDITION RATES

# ISSUES	1-2x	3-5x*	6-11x*	12-13x*
COVERS				
BC (C4)	\$4500	\$4000	\$3500	\$3000
IFC (C2)	\$3700	\$3400	\$3200	\$2700
IBC (C3)	\$3500	\$2900	\$2700	\$2400
Spread	\$4900	\$4200	\$3900	\$3500
Page 3	\$3600	\$3100	\$2800	\$2400
Page sponsor	\$2000	\$1700	\$1500	\$1300
Full	\$3200	\$2700	\$2500	\$2000
3/4	\$2400	\$2000	\$1700	\$1600
Junior	\$2200	\$1800	\$1600	\$1300
1/2	\$1800	\$1400	\$1300	\$1000
1/3	\$1220	\$ 975	\$ 875	\$ 800
1/4	\$ 900	\$ 800	\$ 750	\$ 600
1/6	\$ 650	\$ 500	\$ 475	\$ 450
1/8	\$ 400	\$ 375	\$ 350	\$ 300

*Frequency discounts require a signed contract. Rates subject to change.

RATE ADJUSTMENTS AND PREMIUMS

Rates shown are net, per insertion.
 Agencies are responsible for their clients' mark-up.
 All print ads are four-color (CMYK).
 No discount for B&W or grayscale.

PLACEMENT

All rates shown are run-of-the-book placement.
 There is a 25% premium for guaranteed placement (non-commensurable). Please contact your sales consultant for availability.

SPECIAL ISSUE SURCHARGES

(non-commensurable)

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

25% to one-time rate for April (French Quarter Fest) and May 1 (Jazz Fest Bible) issues.

Press run is increased to 80,000 including free distribution throughout French Quarter and at OffBeat booth, and for the Jazz Fest issue at Jazz Grounds' entrances.

Please contact your sales consultant for package prices to include print, digital and email placement.

50,000 copies
 average
 printed monthly



INSERTS AND ADVERTISING SECTIONS

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 a minimum of eight panels and stitched insertion in all copies of OffBeat (up to 60,000 pieces plus overrun of 2,000 inserts).

Example:
 Custom
 insert
 (Jazz Fest
 Bible 2014
 Cover)



	1 insert	2 inserts ²	3 inserts ²	4 inserts ²
Sponsor ¹	\$9000	\$7500	\$6500	\$5000
Cover Front	\$3500	\$2900	\$2600	\$2300
Cover Back	\$3000	\$2500	\$2300	\$2000
Full page	\$2000	\$1700	\$1500	\$1300

Prices are net, per insert.

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	\$100
BLOW-IN	\$ 75
TIP-IN	\$125
IN POLYBAG	\$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:
 Four-page
 custom
 insert



Example:
 Custom
 wrap cover

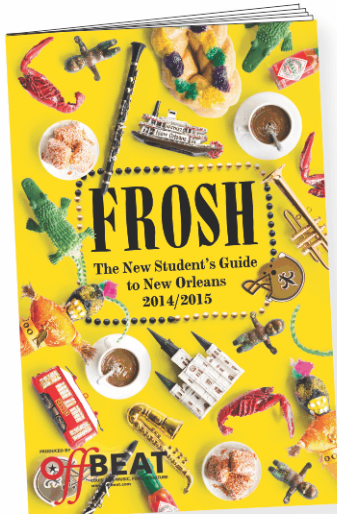


COVER WRAPS, CUSTOM PUBLISHING, CD COMPILATIONS, DIGITAL DOWNLOADS

Call for information on programs, special covers or wraps.

FROSH

New College Students' Guide To New Orleans



FROSH is OffBeat's annual "Welcome to New Orleans" flagship publication geared towards university students and young newcomers to the Crescent City.

FROSH is packed with valuable information and insider tips on local culture, restaurants, services, music venues, bars and general "inside" info that would take a newcomer months to accumulate. It's recognized by local universities and newcomers alike as an invaluable guide to the city and area's resources. **FROSH** reinforces the appeal of the New Orleans metro area to people who aren't yet familiar with what makes the Crescent City a unique place to live, work, play and go to school, and leads readers to your business or service in a very targeted way.

FROSH is distributed at all local universities, at businesses close by, and throughout the city, and to local hotels, hostels and bed & breakfast facilities upon request.

Copies printed and distributed: 12,000

Digest size: 5.25" wide x 8.375" tall

Also available online

SPACE RESERVATION: July 24
CAMERA-READY MATERIALS: July 29
STREET DATE: AUGUST 6

PRINT UNIT SIZE	COST	IMAGE SIZE IN INCHES	
		WIDTH	DEPTH
Back cover	\$1100	FULL PAGE SPECS:	
Inside front cover	\$1000	"Safe" area:	
Inside back cover	\$ 900	4.5" wide x 7.5" tall	
Page three	\$ 975	Trim size:	
		5.25" wide x 8.375" tall	
		Bleed size:	
		5.5" wide x 8.675" tall	

**Discounted packages
available for regular
OffBeat Media advertisers.
Call your sales consultant
for details.**

Prices below are run of book, special placement, add 25%

Full page	\$ 900	4.5	7.5
Half horizontal	\$ 600	4.5	3.625
Half vertical	\$ 600	2.125	7.5
Quarter page	\$ 425	2.125	3.625
Eighth page	\$ 275	2.125	1.75

Only covers and full pages are allowed to bleed. All ads must be received camera-ready, but we can supply production services if needed. Ask your sales consultant for info.

Artwork that is not built to exact specifications as described at left or that do not meet resolution and color requirements are not considered camera-ready and a minimum production fee of \$50 will apply. All ads must be submitted via email or through a file transmission service (such as Dropbox or Hightail). We no longer accept FTP transmissions. Ads must be sent as a high resolution (300 dpi minimum CMYK) tif, eps, jpg or pdf. 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 no longer 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.

ADVERTISING RATES WEB SITE AND SOCIAL MEDIA

Call your sales consultant for information on packaging digital and print media ads.

Responsive on any platform • 750,000 plus sessions annually • 1.5-million page plus views annually

About 70% of our new traffic is derived from social media sources: fresh new eyes on your ad every day!

RUN OF THE SITE RATES

Number of weeks	1-3x	4-12x*	13-26x*	27-52x*
1 Banner	\$250	\$225	\$200	\$175
2 Rectangle	\$175	\$150	\$125	\$100
Combo	\$400	\$350	\$300	\$250

*Frequency discounts require a signed contract. Rates subject to change.

PLACEMENT

(non-commissionable)

All rates shown are net per week, and are run-of-site placement unless placement is specified in writing/contract. All ads rotate on the site. Animated gifs and video accepted. Placement is first-come, first-served, subject to availability.

GENERAL DEMOGRAPHICS

- 61% male; 39% female
- 6%: 18-24
- 26%: 25-34
- 34%: 35-54
- 34%: 55+

PREMIUM PLACEMENT EXAMPLES & PREMIUMS

HOME PAGE: +20%

DAILY LISTING: +15%

EVENT LISTINGS: +10%

EDITORIAL: +15%



Call for
availability.

Social Media Policy

Advertisers in OffBeat print, on OffBeat.com posts and in the Weekly Beat can enjoy the benefits of promotions in our social media outlets via giveaways, tickets, contests, and gateway posts.

OffBeat's social media assets far exceed other local print magazines in loyalty, readership and "followers." Because our readers trust OffBeat's news and editorial content—posted several times daily—we rarely "sell" social media posts because our surveys have shown that sponsored posts tend to alienate our followers on our social media. We are followed for content, not advertising. However, on special occasions, we will consider providing a sponsored post for a consistent advertiser.



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 sales consultant for information on packaging digital and print media ads.

The absolute best and most widely-read e-newsletter in New Orleans.
Voted "Best Newsletter" six years' running by the New Orleans Press Club

30,000+ opt-in, loyal subscribers.

Emailled every Thursday morning.

(With a few exceptions for holidays and special events).

2014 average open rate: 27.4%

Number of weeks* 1-3x 4-12x 13-26x 27-52x

*Signed contract required.

1	Banner sponsor	\$350	\$325	\$300	\$250
2	Rectangle	\$275	\$250	\$225	\$200
3	Skyscraper	\$250	\$225	\$200	\$185
4	Vertical banner	\$200	\$275	\$150	\$125

PLACEMENT

(non-commissionable)

All rates shown are net per week and are run-of-the-email placement with the exception of the Banner Sponsor that is located at the top of the Weekly Beat, adjacent to the Weekly Beat logo. Placement is first-come, first-served, subject to availability.

Contact your advertising sales consultant for a custom package that includes print, OffBeat.com and the Weekly Beat newsletter.

RATE ADJUSTMENTS AND PREMIUMS

Availability in the Weekly Beat is limited, especially during festival times, such as Mardi Gras, Voodoo Fest, French Quarter Fest and Jazz Fest issues.

SURCHARGES FOR PREMIUM ISSUES

(non-commissionable)

15% to one-time rate for

February (Mardi Gras)

(Issue dates: February 5, 12) and

Late October (Voodoo Fest) (Issue dates: October 22 & 29)

25% to one-time rate for

April (French Quarter Fest)

(Issue dates: March 26, April 2 & 9)

May (Jazz Fest Bible)

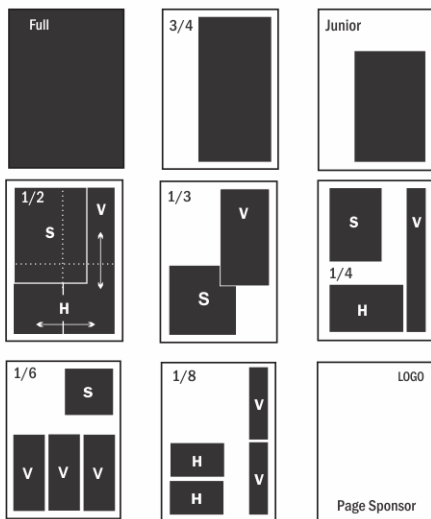
(Issue dates: April 16, 23 & 30)





ADVERTISING SPECIFICATIONS and PRODUCTION GUIDELINES

PRINT AD SPECIFICATIONS



CAMERA-READY DEFINITIONS and PROOFS: A file is considered camera-ready if no additional work is required prior to digital output. Artwork must be sized within the required dimensions specified here. Production fees are \$75 per hour, with a minimum production fee of \$50 charged to re-size, change text or graphics on existing advertising not created by OffBeat production staff. Improperly sized ads will be scaled to the nearest correct dimensions and a production charge will apply. All ads produced by OffBeat production staff are the property of OffBeat, Inc., with permission to use in any other format or media expressly prohibited without written permission from the publisher. A maximum of three (3) proofs are available for graphics produced by OffBeat production staff.

SENDING FILES: We require electronic ad transmission. Please email all ads smaller than 5mg to advertising@offbeat.com. Please send all ad files larger than 5mg to OffBeat via Dropbox or similar large file transmissions services. We no longer accept FTP transmission.

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 consultant.

PRINT ADS: OffBeat is printed via the web offset process on glossy coated paper. All ads must be submitted via email or electronic submission as a high resolution (300 dpi minimum CMYK) tif, 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. OffBeat is not responsible for errors in color or file errors. 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.

PRINT AD SIZE	IN INCHES 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"
Three-quarter	5.5625"	x 9.8125"
Junior /Island	5.5625"	x 7.3125"
1/2 Horizontal	7.5"	x 4.8125"
1/2 Square	5.5625"	x 6.45"
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"

DIGITAL AD SPECIFICATIONS

offBEAT.com	IN PIXELS WIDTH x HEIGHT	
Leaderboard/Banner	768	x 90
Rectangle	300	x 250

OffBeat.com is a responsive web site; all ads submitted will be automatically resized on tablets and mobile devices.

weekly BEAT	IN PIXELS WIDTH x HEIGHT	
Banner Sponsor	600	x 90
Rectangle	300	x 250
Skyscraper	160	x 480
Vertical Banner	160	x 240

