



# OffBEAT

## 2016 MEDIA GUIDE

NEW ORLEANS & LOUISIANA MUSIC, CULTURE & CUISINE

QUALITY  
ADVERTISING · MARKETING  
& PROMOTIONAL SOLUTIONS

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IN A NUTSHELL...

## MEDIA SOLUTIONS

### 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 GUIDE FOR UNIVERSITY FRESHMEN, PUBLISHED MID-AUGUST ANNUALLY.

### OFFBEAT.COM

WEB SITE WITH 30 YEARS OF RICH, IN-DEPTH CONTENT.

### WEEKLY BEAT

AWARD-WINNING OPT-IN WEEKLY EMAIL NEWSLETTER

### OFFBEAT SOCIAL MEDIA



### OFFBEAT MULTI-MEDIA

PHOTOS, VIDEOS, PODCASTS AND PLAYLISTS

### OFFBEAT EVENTS AND PROMOTIONS

BEST OF THE BEAT AWARDS, OFF THE BEATEN PAGE AND MORE...

### OFFBEAT CUSTOM MEDIA

INSERTS, CDs, DOWNLOAD PLAYLISTS, PROGRAMS, CUSTOM PUBLICATIONS & BOOKS

### MUSICMARKETING

ADVERTISING AND PUBLICATION DESIGN, PACKAGING, BROCHURE CREATION



## OFFBEAT

—AN ESTABLISHED CULTURAL ICON IN NEW ORLEANS.

OFFBEAT IS 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 ALMOST 30 YEARS.

OFFBEAT FOCUSES ON THE EVER-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 AND CULTURAL COMMUNITIES HAS GREATLY CONTRIBUTED TO THE CITY'S CULTURE AND REPUTATION WORLDWIDE IN ITS ALMOST 30 YEARS OF EXISTENCE. 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.

- PRINT: AVERAGE OF 50,000 MAGAZINES PRINTED PER MONTH ON AN ANNUAL BASIS, VERIFIED AUDIT GUARANTEED. 99% PICK-UP RATE.
- FREE PRINT 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.
- PRINT 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: 34,000 OPT-IN SUBSCRIBERS, GROWING DAILY.
- SOCIAL MEDIA FOLLOWERS: 40,000 FACEBOOK, 30,000 TWITTER, GROWING DAILY.

## 2016 PRINT AND DIGITAL DEADLINES

	2016 EDITORIAL PRINT FOCUS+DEADLINES	PRINT AD CLOSE	CAMERA-READY	STREET DATE
JANUARY	BEST CDS, BEST OF THE BEAT ACHIEVEMENT, NEW YEAR'S EVE	DECEMBER 14	DECEMBER 18	DECEMBER 29
FEBRUARY	MARDI GRAS, BEST OF THE BEAT WINNERS, VALENTINE'S DAY	JANUARY 15	JANUARY 18	JANUARY 27
MARCH*	SPRING FESTIVAL PULL-OUT (SOUTH BY SOUTHWEST DISTRIBUTION)	FEBRUARY 12	FEBRUARY 16	FEBRUARY 25
APRIL*	FRENCH QUARTER FESTIVAL SOUVENIR GUIDE, FEST INTERNATIONAL	MARCH 17	MARCH 22	MARCH 31
MAY 1*	"JAZZ FEST BIBLE" SOUVENIR GUIDE TO JAZZ FEST	MARCH 31	APRIL 5	APRIL 19
MAY 2*	BAYOU BOOGALOO, NEW ORLEANS FOOD & WINE, SUMMER FESTS	APRIL 19	APRIL 25	MAY 3
JUNE	ANNUAL FOOD & RESTAURANT ISSUE, JAZZ FEST REDUX	MAY 18	MAY 20	MAY 31
JULY	MUSIC & BOOZE/BAR ISSUE, TALES OF THE COCKTAIL, ESSENCE FEST	JUNE 17	JUNE 20	JUNE 29
AUGUST*	SATCHMO SUMMERFEST, WHITE & DIRTY LINEN NIGHTS	JULY 15	JULY 18	JULY 28
FROSH	ANNUAL FALL GUIDE TO NOLA FOR COLLEGE FRESHMEN	JULY 22	JULY 26	AUGUST 5
SEPTEMBER*	RESTAURANT ISSUE, FALL FESTIVAL PULLOUT	AUGUST 19	AUGUST 22	AUGUST 30
OCTOBER	ART FOR ARTS SAKE, CRESCENT BLUES FEST, HALLOWEEN1, FILM FEST	SEPTEMBER 16	SEPTEMBER 20	SEPTEMBER 28
NOVEMBER	VOODOO FEST, HALLOWEEN2, PO-BOY FEST	OCTOBER 14	OCTOBER 18	OCTOBER 25
DECEMBER*	GIFT GUIDE, CHRISTMAS NEW ORLEANS STYLE	NOVEMBER 11	NOVEMBER 14	NOVEMBER 22
JANUARY '17	NEW YEAR'S EVE, TOP CDS, LIFETIME ACHIEVEMENT	DECEMBER 16	DECEMBER 19	DECEMBER 28

\*INCLUDES A SPECIAL INSERT OR ADVERTISING SECTION. PLEASE ASK YOUR SALES CONSULTANT THE DUE DATES FOR INSERTS. DATES SUBJECT TO CHANGE.

### WEEKLY BEAT NEWSLETTER

SPACE RESERVATION DEADLINE IS MONDAY OF THE WEEK THE NEWSLETTER IS SENT OUT. CAMERA-READY MATERIALS BUILT 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.



# DEMOGRAPHICS AND LIFESTYLE

COST-EFFECTIVE • TARGETED • LONGEVITY OF MESSAGE • LOYAL READERSHIP

**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; 33,000+ 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 15 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.

**CONCERT, CLUB, FESTIVAL- AND EVENT-GOERS** TRAVEL TO EXPERIENCE IN-STATE AND OUT-OF-STATE FESTIVALS AND GO OUT TO EXPERIENCE LIVE MUSIC REGULARLY.

**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.

"OUR AD IN OFFBEAT PRODUCED FOUR-WALK IN CLIENTS IN ONE DAY, WHICH EASILY PAID FOR OUR MONTHLY AD. THANKS, OFFBEAT!"—ERIN MOREAU, OWNER, THE BLOWDRY BAR

"JUST A NOTE TO TELL YOU THAT THE ADVERTISING PROGRAM YOU DESIGNED FOR US WORKED TERRIFIC! IMMEDIATELY AFTER YOUR FIRST AD (PRINT VERSION) APPEARED, OUR WEB TRAFFIC DOUBLED, AND OUR WEB TRAFFIC REMAINED HIGH DURING THE FOLLOWING TWO WEEKS WHILE THE ADS YOUR WEBSITE APPEARED. GREAT WORK ON YOUR PART. YOU REALLY KNOW YOUR BUSINESS!!"—MIKE WEINBERGER, SIXTIESSINGALONG.ORG



PHOTOS: ELSA HAHNE

## DEMOGRAPHIC FACTS

LOCAL PRINT WEEKLY BEAT SUBSCRIBERS

### MARITAL STATUS

MARRIED OR PARTNERED	32%	59%	78%
SINGLE	68%	41%	22%

### EDUCATION/OCCUPATION

STUDENT	17%	6%	0%
COLLEGE DEGREE	65%	79%	84%
POST-GRADUATE DEGREE	7%	15%	18%
PROFESSIONAL/MANAGERIAL	57%	73%	83%

### READER RETENTION, PRINT

KEEP OFFBEAT ONE MONTH+ "COLLECT" OFFBEAT	87%	NA	100%
	39%	NA	95%

### BEHAVIORAL

DINE OUT PER MONTH	8x	8x	10x
DRINK ALCOHOL MONTHLY	6x	5x	6x
TRAVEL TO NEW ORLEANS/LOUISIANA ANNUALLY	NA	2-3x	4-6x
TRAVEL ANNUALLY IN US	3-4x	3-4x	4-5x
GO OUT FOR LIVE MUSIC OR MOVIE MONTHLY	5-6x	3-4x	2-3x
BUY MUSIC MONTHLY (CD OR DOWNLOAD)	>10x	>10x	>8x
GO TO LOUISIANA FESTIVALS/YEAR	>5x	3-4x	2-3x
SHOP "LOCAL" MONTHLY	10-12x	7-9x	NA
USE LISTINGS TO PLAN ACTIVITIES	76%	99%	99%
PATRONIZE OFFBEAT ADVERTISERS	95%	83%	87%
USE OFFBEAT.COM	91%	98%	90%

### RESIDENCE

LIVE IN NOLA	89%	49%	4%
LIVE OUTSIDE NOLA	11%	51%	96%

### AGE

MEDIAN	27	38	49
<21	1%	1%	0%
22-34	49%	23%	9%
35-44	24%	30%	29%
45-55	16%	27%	44%
56-65	8%	16%	14%
65+	2%	4%	4%

### GENDER

MALE	52%	62%	77%
FEMALE	48%	38%	23%

### HOUSEHOLD INCOME

<\$25K	5%	2%	0%
\$25K-\$49K	28%	13%	8%
\$50K-\$75K	25%	27%	18%
\$75K-\$125K	24%	30%	31%
>\$125K	18%	28%	43%

### READ EVERY ISSUE

UNDER ONE YEAR	62%	78%
ONE TO THREE YEARS	77%	80%
FOUR TO SIX YEARS	100%	89%
SIX TO 10 YEARS	100%	88%
OVER 10 YEARS	100%	89%

### HOURS ONLINE/WEEK

1 TO 5	2%	
6 TO 10	18%	100% HAVE MADE A PURCHASE ONLINE
11 OR MORE	80%	

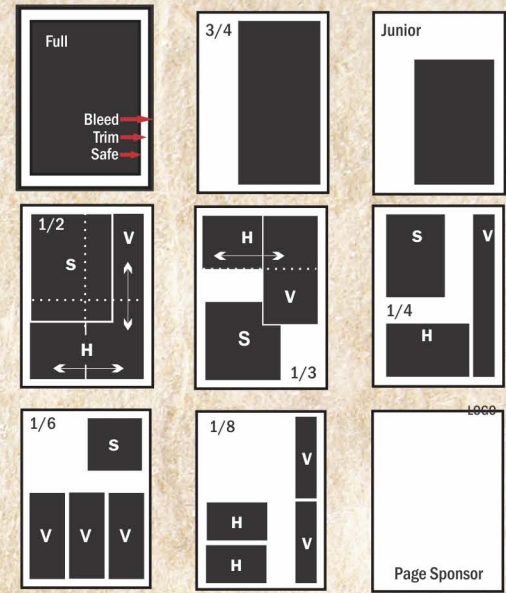
Sources: Loyola University, University of New Orleans and OffBeat Weekly Beat surveys



### PRINT EDITION NET RATES

### PRINT EDITION SPECS (IN INCHES)

# ISSUES	1-2x	3-5x*	6-11x*	12-13x*	WIDTH	HEIGHT
<b>COVERS</b>					<b>COVER/PAGE THREE/FULL PAGE</b>	
BC (C4)	\$4500	\$4000	\$3500	\$3000	LIVE AREA	7.5" x 10"
IFC (C2)	\$3700	\$3400	\$3200	\$2700	TRIM SIZE	8.375" x 10.75"
IBC (C3)	\$3500	\$2900	\$2700	\$2400	BLEED SIZE	8.875" x 11.25"
PAGE 3	\$3600	\$3100	\$2800	\$2400	<small>GRAPHIC DESIGN NOTE: PLEASE DO NOT DESIGN FULL PAGE ADS THAT SHOULD BLEED OFF THE PAGE TO THE "TRIM SIZE." YOU MUST LEAVE A .125" BLEED ON ALL SIDES OF A FULL PAGE AD OVER AND ABOVE THE TRIM SIZE (SEE BLEED SIZE) TO ENSURE THAT INFO IN THE AD IS NOT POTENTIALLY TRIMMED OFF IN THE WEB PRESS PRINTING PRODUCTION PROCESS.</small>	
FULL	\$3200	\$2700	\$2500	\$2000		
DOUBLE SPREAD	\$4900	\$4200	\$3900	\$3500		
3/4 PAGE	\$2400	\$2000	\$1700	\$1600		
JUNIOR/ISLAND	\$2200	\$1800	\$1600	\$1300		
1/2 PAGE	\$1800	\$1400	\$1300	\$1000		
1/3 PAGE	\$1220	\$ 975	\$ 875	\$ 800		
1/4 PAGE	\$ 900	\$ 800	\$ 750	\$ 600		
1/6 PAGE	\$ 650	\$ 500	\$ 475	\$ 450		
1/8 PAGE	\$ 400	\$ 375	\$ 350	\$ 300		
PAGE SPONSOR	\$2000	\$1700	\$1500	\$1300	DOUBLE SPREAD	15.875" x 10.0"
					DOUBLE SPREAD BLEED	17.75" x 11.25"
					3/4 PAGE	5.5625" x 9.8125"
					JUNIOR/ISLAND	5.5625" x 7.3125"
					1/2 PAGE HORIZONTAL	7.5" x 4.8125"
					1/2 PAGE VERTICAL	3.625" x 9.8125"
					1/2 PAGE SQUARE	5.5625" x 6.45"
					1/3 PAGE SQUARE	4.9375" x 4.8125"
					1/3 PAGE VERTICAL	3.625" x 6.45"
					1/3 PAGE HORIZONTAL	7.5" x 3.125"
					1/4 PAGE SQUARE	3.625" x 4.8125"
					1/4 PAGE HORIZONTAL	5.5625" x 3.125"
					1/4 PAGE VERTICAL	1.6875" x 9.8125"
					1/6 PAGE SQUARE	3.625" x 3.125"
					1/6 PAGE VERTICAL	2.35" x 4.8125"
					1/8 PAGE HORIZONTAL	3.625" x 2.25"
					1/8 PAGE VERTICAL	1.6875" x 4.8125"
					CALL FOR DETAILS	



**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](mailto:advertising@offbeat.com). PLEASE SEND ALL AD FILES LARGER THAN 5MG TO OFFBEAT VIA DROPBOX OR SIMILAR LARGE FILE TRANSMISSION SERVICES. WE NO LONGER ACCEPT FTP TRANSMISSION.

**PRINT 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.

**PRINTING PROCESS:** 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](mailto:janramsey@offbeat.com) OR (504) 944-4300 XT 1001.

\*FREQUENCY DISCOUNTS REQUIRE A SIGNED CONTRACT. RATES SUBJECT TO CHANGE. RATES SHOWN ARE NET, PER INSERTION. AGENCIES ARE RESPONSIBLE FOR THEIR CLIENTS' MARK-UP. ALL PRINT ADS ARE FOUR-COLOR (CMYK). SORRY, NO DISCOUNT FOR B&W OR GRAYSCALE.



**PLACEMENT SURCHARGE:** ALL RATES SHOWN ARE RUN-OF-THE-BOOK PLACEMENT. THERE IS A 25% PREMIUM FOR GUARANTEED PLACEMENT (NON-COMMISSIONABLE). PLEASE CONTACT YOUR SALES CONSULTANT FOR AVAILABILITY.

**SPECIAL ISSUE SURCHARGES (NON-COMMISSIONABLE):**  
 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 FAIR GROUNDS' ENTRANCES.

### 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 OVERTURN OF 2,000 INSERTS).

SPONSOR <sup>A</sup>	1 INSERT	2 INSERTS <sup>B</sup>	3 INSERTS <sup>B</sup>	4 INSERTS <sup>B</sup>
COVER FRONT	\$9000	\$7500	\$6500	\$5000
COVER BACK	\$3500	\$2900	\$2600	\$2300
FULL PAGE	\$3000	\$2500	\$2300	\$2000
	\$2000	\$1700	\$1500	\$1300



PRICES ARE NET, PER INSERT. <sup>A</sup>PURCHASE OF A "SPONSOR PLACEMENT" MEANS THAT NO OTHER ADVERTISERS WILL BE INCLUDED. <sup>B</sup>CONTRACT REQUIRED.

### INSERTS AND WRAPS

CLIENT-SUPPLIED INSERTS MAY BE STITCHED-IN, TIPPED-IN WITH REMOVABLE GLUE OR BLOWN-IN. OTHER INSERTS MAY ONLY BE INCLUDED FOR OUR SUBSCRIBERS BY INCLUDING IN THE POLYBAG FOR AN ADDITIONAL FEE. SIZE AND CONFIGURATION 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. THERE IS A MINIMUM \$200 SET-UP FEE. ADDITIONAL CHARGES MAY APPLY IF THE INSERT DOES NOT APPEAR IN THE FULL RUN OF THE MAGAZINE.

NET COST PER THOUSAND (NON-COMMISSIONABLE)	
STITCH-IN	\$100
BLOWN-IN	\$ 75
TIP-IN	\$125
IN POLYBAG	\$150



### DIGEST-SIZE INSERTS

MULTI-PAGE INSERTS (STAPLED OR "STITCHED") ARE AVAILABLE AND CAN BE TIPPED INTO OFFBEAT. THE STANDARD FINISHED SIZE IS 5.75"W x 8.5"D. (BLEED SIZE, 6"W x 8.75"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 PAGES AND STITCHED INSERTION IN ALL COPIES OF OFFBEAT (UP TO 60,000 PIECES PLUS OVERTURN OF 2,000 INSERTS). PLEASE CALL FOR RATES, AS THESE ARE DEPENDENT ON THE NUMBER OF PAGES IN THE INSERT.

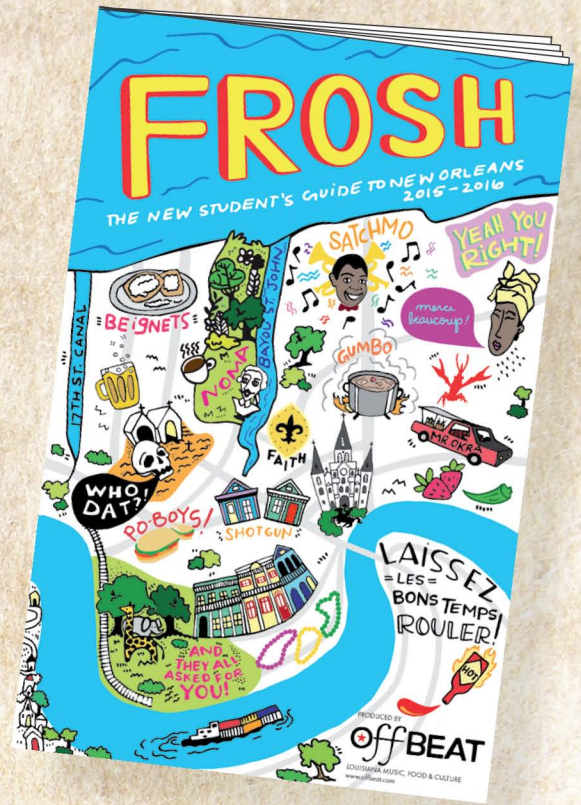
### COVER WRAPS & CUSTOM PUBLISHING

CALL FOR INFORMATION ON COVER WRAPS, GATEFOLD COVERS, FESTIVAL PROGRAMS, CUSTOM PUBLISHING, CD COMPILATIONS.



# 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...IT'S THE ORIGINAL GUIDE, NOW IN ITS EIGHTH EDITION.

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 REOURCES. 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 22**  
**CAMERA-READY MATERIALS: JULY 27**  
**STREET DATE: AUGUST 8**

OffBEAT MEDIA ADVERTISERS WHO CONTRACT FOR A MINIMUM OF A FOUR-TIME INSERTION RECEIVE A 20% DISCOUNT OFF FROSH RATES.  
CALL YOUR SALES CONSULTANT FOR DETAILS.

PRINT UNIT SIZE	COST	WIDTH	DEPTH
BACK COVER	\$1100	FULL PAGE SPECS: "SAFE" AREA: 4.5" WIDE X 7.5" TALL TRIM SIZE: 5.25" WIDE X 8.375" TALL BLEED SIZE: 5.5" WIDE X 8.675" TALL	
INSIDE FRONT COVER	\$1000		
INSIDE BACK COVER	\$ 900		
PAGE THREE	\$ 975		
FULL PAGE	\$ 900*		
HALF HORIZONTAL	\$ 600*	4.5"	3.625"
HALF VERTICAL	\$ 600*	2.125"	7.5"
QUARTER PAGE	\$ 425*	2.125"	3.625"
EIGHTH PAGE HORIZONTAL	\$ 275*	2.125"	1.75"

\*PRICES QUOTED ARE RUN OF BOOK, SPECIAL PLACEMENT, ADD 25%

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.

RATES SHOWN ARE NET PER WEEK, AND ARE RUN-OF-THE-SITE PLACEMENT UNLESS SPECIFIED IN WRITING/CONTRACT. FREQUENCY DISCOUNTS REQUIRE A SIGNED CONTRACT. RATES SUBJECT TO CHANGE. PLACEMENT IS FIRST-COME, FIRST-SERVED, SUBJECT TO AVAILABILITY. PLEASE SUBMIT ALL DIGITAL ADS AS RGB, 72DPI TO EXACT SIZE SPECIFIED AND INCLUDE A URL LINK FOR THE AD. WE CANNOT RE-SIZE DIGITAL ADS. PRODUCTION FEES OF \$75 PER HOUR APPLY TO CREATE DIGITAL ADVERTISING.

LOUISIANA'S FIRST MAGAZINE WEB SITE  
THE ONLY WEB SITE FOCUSED ON  
MUSIC & CULTURE

### RUN OF THE SITE RATES (PER WEEK)\*

NUMBER OF WEEKS	1-3	4-12	13-26	27-52	WIDTH	X	HEIGHT
1 LEADERBOARD	\$275	\$250	\$225	\$200	728 PIXELS	X	90 PIXELS
2 RECTANGLE	\$200	\$175	\$150	\$125	300 PIXELS	X	250 PIXELS
COMBO (ONE OF EACH)	\$425	\$375	\$325	\$275			

- OFFBEAT.COM RESPONSIVE ON ANY PLATFORM, ALL ADS RE-SIZE ON TABLETS AND MOBILE DEVICES
- 2.4+ MILLION PAGE VIEWS ANNUALLY
- 1.5+ MILLION SESSIONS ANNUALLY
- ABOUT 75% OF NEW TRAFFIC DERIVED FROM SOCIAL MEDIA SOURCES: FRESH NEW EYES ON YOUR AD EVERY DAY!
- ALL ADS ROTATE ON THE SITE.
- ANIMATED GIFS AND VIDEO ACCEPTED.

### GENERAL DEMOGRAPHICS

63% MALE;	1%: 18-24	22%: 45-54
37% FEMALE	23%: 25-34	28%: 55-64
	17%: 35-44	9%: 65+

\*PLACEMENT ON A SPECIFIC PAGE IS AVAILABLE AT AN ADDITIONAL PREMIUM; SEE BELOW.

AVAILS INCLUDE: HOME PAGE LISTINGS (DAILY, EVENT, PICKS OF THE WEEK, WITHIN EDITORIAL)

## PREMIUM PLACEMENT EXAMPLES & PREMIUMS

**HOME PAGE: +20%**

1

2

2

2

2

2

2

2

**DAILY LISTING: +15%**

1

2

**EVENT LISTINGS: +10%**

1

2

2

**EDITORIAL: +15%**

1

2

2

2

RATES SHOWN ARE NET PER WEEK, AND ARE NEWSLETTER PLACEMENT UNLESS SPECIFIED IN WRITING/CONTRACT.  
FREQUENCY DISCOUNTS REQUIRE A SIGNED CONTRACT. RATES SUBJECT TO CHANGE. PLACEMENT IS FIRST-COME, FIRST-SERVED, SUBJECT TO AVAILABILITY.  
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### weekly BEAT

- SENT OUT EVERY THURSDAY MORNING (WITH RARE EXCEPTIONS)
- 34,000 OPT-IN SUBSCRIBERS
- THERE IS NO COMPETITION! NAMED "BEST DIGITAL NEWS UPDATE" BY THE NEW ORLEANS PRESS CLUB SEVEN YEARS IN A ROW.
- 2015 AVERAGE OPEN RATE, 22.7% WEEKLY
- 2015 AVERAGE CLICK-THROUGH RATE, 24.1%
- SPONSORED E-BLASTS CAN BE SENT TO TARGETED LISTS THAT INCLUDE OFFBEAT SUBSCRIBERS, MUSICIANS, FESTIVAL ATTENDEES, MORE. AVAILABILITY IS LIMITED TO ONE BLAST PER WEEK. PER ADVERTISER. FIRST-COME, FIRST-SERVED.

"BEST DIGITAL NEWS UPDATE"  
BY THE NEW ORLEANS PRESS CLUB  
SEVEN YEARS IN A ROW.

#### RUN OF THE NEWSLETTER RATES (PER WEEK)

NUMBER OF WEEKS	1-3	4-12	13-26	27-52	WIDTH	X	HEIGHT
BANNER SPONSOR* <small>*(TWO MAXIMUM PER WEEK)</small>	\$400	\$375	\$350	\$325	600 PIXELS	X	90 PIXELS
RECTANGLE	\$300	\$275	\$250	\$225	300 PIXELS	X	250 PIXELS
SKYSCRAPER	\$250	\$225	\$200	\$185	160 PIXELS	X	480 PIXELS
VERTICAL BANNER	\$200	\$175	\$150	\$125	160 PIXELS	X	240 PIXELS
DEDICATED E-BLAST	\$600 - LIMITED AVAILABILITY				600 PIXELS	X	900 PIXELS

(ONE PER CLIENT PER WEEK, FIRST-COME, FIRST-SERVED)

#### PLEASE NOTE: RATE ADJUSTMENTS AND PREMIUMS (NON-COMMISSIONABLE)

AVAILABILITY IN THE WEEKLY BEAT IS LIMITED, ESPECIALLY DURING FESTIVAL TIMES, SUCH AS MARDI GRAS, VOODOO FEST, FRENCH QUARTER FEST AND JAZZ FEST ISSUES.

15% TO ONE-TIME RATE FOR MARDI GRAS, ISSUE DATES: JANUARY 28, FEBRUARY 4, 2016 AND LATE OCTOBER VOODOO FEST, ISSUE DATES: OCTOBER 21 & 28, 2016

25% TO ONE-TIME RATE FOR APRIL, FRENCH QUARTER FEST, ISSUE DATES: MARCH 31, APRIL 7, 2016

25% TO ONE-TIME RATE FOR MAY JAZZ FEST BIBLE, ISSUE DATES: APRIL 14, 21 & 28



#### SOCIAL MEDIA POLICY

SOCIAL MEDIA FOLLOWERS, GROWING DAILY.\*  
40,000 FACEBOOK 30,000 TWITTER

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 MANY TIMES DAILY—WE RARELY "SELL" SOCIAL MEDIA POSTS BECAUSE OUR SURVEYS HAVE SHOWN THAT SPONSORED POSTS TEND TO ALIENATE OUR FOLLOWERS ON SOCIAL MEDIA. WE ARE FOLLOWED FOR CONTENT, NOT ADVERTISING. HOWEVER, ON SPECIAL OCCASIONS, WE WILL CONSIDER PROVIDING A SPONSORED POST FOR A CONSISTENT ADVERTISER.

\*AS OF DECEMBER 31, 2015

CONTACT YOUR ACCOUNT REP FOR AVAILABILITY.

BANNER SPONSOR

OFFBEAT MAGAZINE'S  
**weekly BEAT**  
BEST NEW ORLEANS E-NEWSLETTER SIX YEARS IN A ROW! - NEW ORLEANS PRESS CLUB

VOLUME 12, NUMBER 42 OCTOBER 16, 2014  
*New Orleans and Louisiana's Music and Culture Newsletter*

BANNER SPONSOR

**IN THIS ISSUE**

GET YOUR FILL OF BLUES & BBQ

MOJO MOUTH THEY SAY IT'S YOUR BIRTHDAY... NEWS YOU CAN USE

OFFBEAT VIDEO: MCCLURE'S BARBECUE

LOUISIANA MUSIC ON TOUR

NEW ALBUMS

MUSICAL HISTORY LESSON & VIDEO

ADVERTISE

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CONCERTS

RESTAURANTS

WEEKLY POLL: DO WE NEED MORE BLUES IN NEW ORLEANS? CLICK BELOW

**WEEKLY POLL**  
OFFBEAT

OUR SPONSORS

**BLUES AND BBQ RULE THE WEEKEND**

HUNGRY FOR MUSIC?




Photo by Elsa Nahne


The ever-growing Crescent City Blues and BBQ Fest is this weekend's favorite one of our personal favorites. Co-owner Bobby Rush, who puts on the show (trust us), food, and more. We've got the full schedule for you so you won't miss a thing.

**STAY CONNECTED**

FACEBOOK TWITTER

OCTOBER OFFBEAT FEATURES

BOBBY RUSH THIS WEEKEND



Bobby Rush (Photo: Kim Weirin)

The month, our cover features **Bodie Romero** and **The Hub City All Stars**, who just headlined the festival. Read an insightful back-trail with rapper **Jimmy Chix**, and our guide for Halloween (there are lots more!)

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VIDEOS

channel to see continue to discover and record live music, fascinating events, and cultural happenings throughout New Orleans and Louisiana.

Magazine Street favorite McClure's Barbecue recently opened a new location in Slidell, Mississippi, and we checked it out in this new video.


McClure's Barbecue in Slidell

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LOUISIANA MUSIC ON TOUR

Get the definitive list of Louisiana musicians performing outside New Orleans.



Tarence Blanchard will perform at the Hydrant Alleyvee Palace in Lake, Louisiana the Wednesday for the 10th Jazz Festival. The palace was renamed after the death of Archbishop Deshaus.

VERTICAL BANNER

SKY SCAPER

SKY SCAPER

RECTANGLE

RECTANGLE

RECTANGLE

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RECTANGLE

