

NOLA MESSENGER

MEDIA KIT 2016



UptownMessenger.com



MidCityMessenger.com



GentillyMessenger.com

NOLA MESSENGER:

OUR READERS ARE YOUR NEIGHBORS

UptownMessenger.com & MidCityMessenger.com deliver daily, up-to-the-minute coverage of Uptown and Mid-City news and events. You'll find consistent community-level news regarding government and politics, crime, business, and community events on our sites. We write the articles that simply are not being covered by other media sources, and we never miss an opportunity to photograph or video Uptown events.

Both sites are primarily funded through the support of our advertisers. Your customers are online, and you should be, too! Our readers are your neighbors; they walk past your business every day. Our small staff keeps our operating costs low, making our advertising options both cost-effective and affordable. Our team is praised for quick turnaround time—valuable for special event promotion, time-sensitive situations, and paperwork. We can update materials at a moment's notice, so deadlines on creatives are typically 12-24 hours before they run.

HOW DO I KNOW THIS WILL WORK?

The success of a campaign depends on many factors including subject matter, creative copy, and design. We recommend you use your ad mainly to **increase brand awareness**. Think of it as a digital billboard in Uptown's best virtual community with the perks of driving traffic to your website and the power to change your message constantly. That said, we measure results with standard online advertising metrics & frequent feedback from our advertisers.

STATS: MAY 1, 2015 TO APRIL 30, 2016

UptownMessenger.com
148,400 pageviews/mo
46,300 viewers/mo
5,050 daily email subscribers
(44.8% open rate)

MidCityMessenger.com
29,000 pageviews/mo
11,500 unique viewers/mo
1,400 subscribers (47.4% open rate)

See our most current audience stats & demographics via QuantCast.

Uptown Messenger

Mid-City Messenger

INTRODUCING

-GENTILLY-

MESSENGER

Gentilly has always been a pertinent part of New Orleans, yet the area lacks sufficient media coverage. We plan to fill that need with GentillyMessenger.com. We will provide the Greater Gentilly area with hyperfocused community news coverage just as we do for Uptown and Mid-City. Our primary focus is to cover the news, and community events that matters most to the residents of the greater Gentilly area. With the lack of sufficient neighborhood-level news, NOLA Messenger plans to fill that void with Gentilly Messenger and give residents daily news that they can use.

WHY GENTILLY?

NOLA Messenger's primary goal is to give Gentilly and the surrounding areas the coverage they need. Uptown & Mid-City Messengers have done what we set out to do and we see appreciation through residents who subscribe & donate, and businesses who consistently promote their brand and events on each site. Gentilly Messenger will deliver the news Gentilly residents need while providing the same advertising capabilities. We believe this will be a great opportunity for local companies to promote to locals in Gentilly and surrounding areas specifically, while supporting a greater good for these communities.

The next few pages detail our monthly & daily
advertising options and rates for all sites.

Take A Look!

DISPLAY ADS

The columns of creatives on our sites are Display Ads. We have three options:

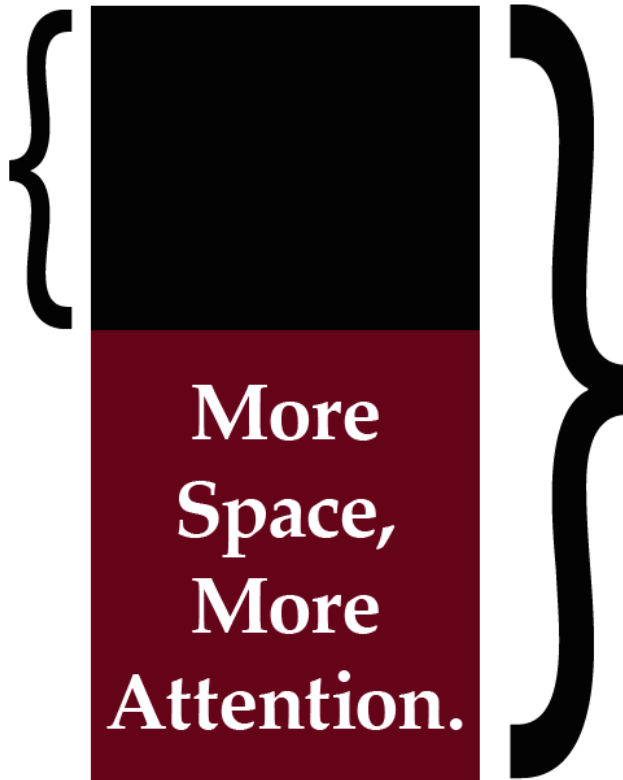
Standard: 300x250px, multiple creatives

Shared: One 300x250px image, splits monthly impressions with one other advertiser

Full Page: larger 300x600px, multiple creatives

Display Ads are reserved by the month, and ad design is **\$50** for up to three creatives. There is no charge for adding or removing items from your allotted space or having multiple creatives share your monthly impressions.

Shared &
Standard
Display Ads
300x250px



Full Page
Display Ads
300x600px

Use Vimeo or YouTube videos in your space!



Show our audience your latest tweet!



DAILY OPTIONS:

EMAIL ADS & ADVERTISER BULLETINS

Email Ads are 300x250px creatives we post within our daily email blasts. These hit inboxes at noon daily and include the new headlines for the day.

Uptown Messenger

These are the most recent headlines from UptownMessenger.com in the last 24 hours. Have you [signed up to support our reporting through a voluntary subscription?](#) If so, thank you for your commitment to neighborhood-based journalism in Uptown New Orleans.

Contents:

- [Advertiser Special: Cypress Academy to open for 100 Students in August](#)
- [City Planning endorses renaming part of two Central City streets for pastors](#)
- [City Planning Commission joins neighbors' opposition to restaurant planned at Magnolia Mansion](#)
- ["American Horror Story" actress to perform in the New Orleans Comedy Arts Festival](#)



*Sample Email Ad
with Advertiser
Bulletin headline*

Advertiser Bulletins are sponsored articles we post within our daily news stream. These are included in email blasts as headlines. Bulletins are perfect for events; they can include pictures and videos, and we typically suggest 250 words or less. To see examples of previous bulletins, [click here](#).

RESERVE YOUR SPACE IN THE LOCAL NEW ORLEANS

For advertising rates and info, contact:

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