



NOLA Messenger

NEW ORLEANS FOR LOCALS

Community news engages locals where they are and informs them about the issues and topics close to home. NOLA Messenger goes against the sensational media practices of today to focus on quality, factual reporting. We offer free online news platforms specific to the local consumers of Uptown, Mid-City, and Gentilly New Orleans.



Hyperlocal New Orleans News

Our commercial landscape demands brand recognition and loyalty based on the consumer's values and meeting them where they are. Unlike other local media options, NOLA Messenger has a laser-focus on just three neighborhoods, so we get to the developments, school board meetings, crimes, and cultural

events that bigger offices overlook. All three audiences are made of educated and affluent locals who invest in quality products & services and care about their neighborhoods. For readers, we offer relevant news, and for businesses, we offer our locally-engaged audience. We expose brands to those who care to maintain the local economy.



Reach



10,600



14,100



111,700



44,200

EXCLUSIVE COVERAGE

- City Council Dist. A&B election forums (planning & coverage)
- Confederate monument removal, school board coverage in Mid-City
- Lakefront developments, stormwater management in Gentilly



62%

ARE FROM NEW ORLEANS



41%

MAKE \$100K OR MORE



43%

ARE 25-44 YEARS OLD



35%

HAVE ADVANCED LEVEL DEGREES



84,400

PAGE VIEWS

31,000

UNIQUE VISITORS

43%

EMAIL OPEN RATE

18,000

SOCIAL MEDIA FOLLOWERS



23,300

PAGE VIEWS

11,100

UNIQUE VISITORS

42%

EMAIL OPEN RATE

5,600

SOCIAL MEDIA FOLLOWERS



4,000

PAGE VIEWS

2,200

UNIQUE VISITORS

48%

EMAIL OPEN RATE

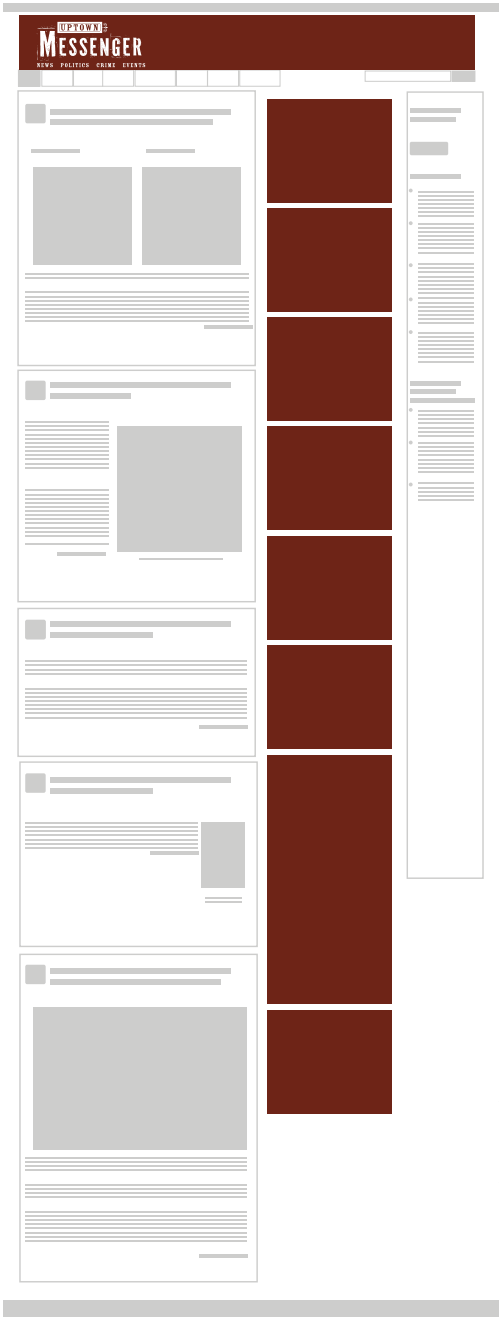
1,100

SOCIAL MEDIA FOLLOWERS

* Stats via Google Analytics

Promotional Options

AD SIZES & POSITIONS



STANDARD
300X250

FULL PAGE
300X600

*Online ad unit sizes in pixels.

There is no charge for adding or removing graphics, posting dynamic graphics (moving .gifs), or use more than one graphic at once.

DISPLAY ADS

Run on the right side of every webpage and are reserved by the month. The placement changes with each pageview.

Standard.....300x250
Full page..... 300x600

ADVERTISER BULLETINS

Sponsored articles we post within our daily news stream. These are included in email blasts as headlines and stay on our site & homepage like our reported articles. Bulletins are perfect for events, seasonal specials, and introducing your brand to our audience. They can include pictures and videos, and we typically suggest 300 words or less.

EMAIL ADS

Posted within our newsletters that reach inboxes alongside the new headlines for the day. Newsletters run daily Uptown (5-7/wk), weekdays Mid-City (5/wk), Sunday & Wednesday Gentilly (2/wk).

GRAPHIC DESIGN - \$120

We offer professional ad design for those who need it. Our rate includes a draft/mockup, 2 edits, and 1-2 final graphics.

Vision

Our journalists are professionals, locals who care about the improvement, preservation, and honest depiction of our great city. Through social media postings, email newsletters, and up-to-the-minute reporting on our site, we tell the story of the city as it unfolds.

As a free service, NOLA Messenger runs solely on the donations of readers and local advertising dollars. Thanks to the businesses, organizations, and individuals who appreciate our purpose, we can continue to produce quality and timely reporting.

For readers, we offer relevant news, and for businesses, we offer our locally-engaged audience.

COMMUNITY PARTNERSHIPS

Outside of standard reporting, we want to stay in the mix of the city as best we can. The more newsroom support we get, the more we can cover, and the more we can help and work with others.

So far, we have sponsored Friends of Lafitte Greenway, Freret Fest, Friends of City Park, The NOLA Project, Young Audiences of Louisiana, Gentilly Fest, Satchmo Fest, Junior League of New Orleans, Louisiana Landmarks Society, Mid-City Neighborhood Organization, and more.

We have partnered with StayLocal!, Propeller Incubator, WWL-TV, Loyola Student News Service, WBOK 1230 AM, Mid-City Biz, and others.

When possible, we put office hours toward stories, on-air discussions and some events that help keep New Orleanians informed and engaged.

Some of our annual advertisers that have supported our mission for years include Redeemer Presbyterian Church, Aidan Gill For Men, LCI Workers' Comp, Midway Pizza, Zeus' Place, Parcels & Post, Title Stream, and McGehee School.

THINKING AHEAD

Every ad dollar and donation goes toward current news coverage and our longevity as a free, independently-owned organization. Once we better establish our current sites, we can expand to other neighborhoods that need similar coverage (ex. New Orleans East, Algiers, Marigny/Bywater).

We want to hire more quality journalists and backend

staffers at living wages to combat the volatile media industry trends. We want to develop more and deeper partnerships that help preserve what our city has to offer. We have the network and know-how to make these ideas come true—we just need the time to implement them and the support of citizens like you.

Please consider adding your local business to our audience's conversations while supporting what we do for them.