



NOLA Messenger



NEW ORLEANS FOR LOCALS

A community news source should engage locals where they are and inform them about the issues and topics close to home. NOLA Messenger goes against the popular sensational media practices of today to focus on quality, factual reporting for our people. We offer a free public news service specific to Uptown, Mid-City, and Gentilly New Orleans audiences. Here, you'll find out about our coverage, reach, and how to speak to our readers.



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

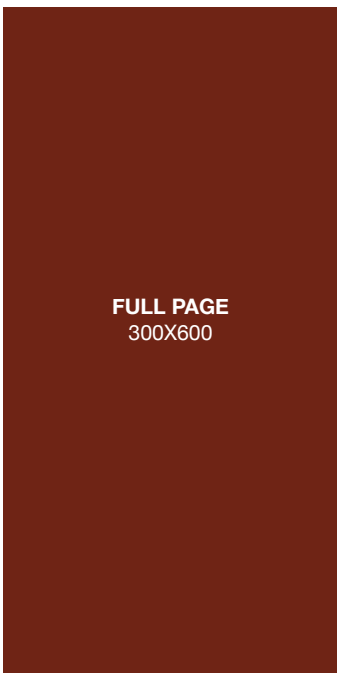
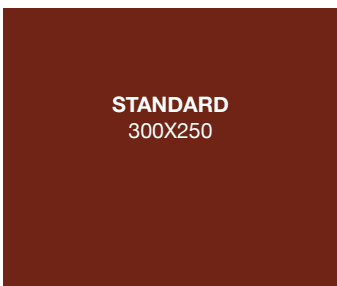
1,100

SOCIAL MEDIA FOLLOWERS

* Stats via Google Analytics

Rates

AD SIZES & POSITIONS



*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.

Pricing

AD SIZES & PRICES

| Display Ads | Uptown | Mid-City | Gentilly | All |
|-------------------|-------------------|-------------------|-------------------|-------------------|
| Standard 300x250 | \$350 | \$250 | \$160 | \$650 |
| Full Page 300x600 | \$875 | \$625 | \$400 | \$1600 |
| 3-Month Standard | \$945 | \$675 | \$420 | \$1750 |
| 6-Month Standard | \$1800 (\$300/mo) | \$1200 (\$200/mo) | \$700 (\$112/mo) | \$3210 (\$535/mo) |
| Yearlong Standard | \$2880 (\$240/mo) | \$2040 (\$170/mo) | \$1200 (\$100/mo) | \$6000 (\$500/mo) |

| Daily Options | Uptown | Mid-City | Gentilly | All |
|---------------------|--------|----------|----------|--------|
| Email Ad | \$250 | \$200 | \$125 | \$500 |
| Full Week | \$1000 | \$800 | \$250 | \$2000 |
| Advertiser Bulletin | \$250 | \$200 | \$125 | \$500 |
| Three Bulletins | \$600 | \$480 | \$300 | \$1350 |

NEW! BUSINESS PROFILES - \$300

Consumers appreciate brands and businesses that show who they are and how they are. With our new paid Business Profiles, we bring out the personas of our clients with a feature-style interview and photoshoot.

We'll work closely with you on messaging, direction, and whatever else is needed to develop quality content your business can use across the board. The Business Profile will run on our homepage, and you can use all the content we create for your social media, website, and wherever else you see fit!



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, and Mid-City Neighborhood Organization, to name a few.

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

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 goes toward our longevity as a free, independently-owned public service organization.

Please consider joining our audience's conversations and talking to them through us, while supporting what we do for them.

Contact Us Today!

Tyree C. Worthy
Publisher
tcworthy@nolamessenger.com
901.409.1015