

NET RATE CARD

AD SIZE	1-5x	6-12x	13-25x	26x+
Full	\$5,140	\$2,985	\$2,220	\$1,795
3/4	4,615	2,850	2,075	1,665
Jr.	4,070	2,720	1,945	1,535
1/2	2,720	1,835	1,250	975
1/3	2,050	1,165	905	695
1/4	1,665	1,090	770	550
1/6	1,220	680	495	420
1/8	960	545	395	290

Color is an additional \$335 net per ad
 Back Cover, 1/2 Page (H) on page 3, add 20%
 Inside Front Cover add 15%
 Inside Back Cover add 10%
 Around Town, CityBits or Focus sponsorships \$650 net per ad
 (size: 9.87" x 3.22")
 Front Cover \$1835 per ad (size: 5.5" x 1.2")

*Frequency discounts are for ads in the regular 26 issues of CityBusiness only. Event programs and special projects have separate rate cards and do not count toward frequency discounts.

\$100 Website Linkage Option

The current issue of CityBusiness will be available to subscribers on neworleanscitybusiness.com. Now you have the option for your ad to link directly to your website.

MECHANICAL REQUIREMENTS

Please send: Adobe Acrobat PDF with CMYK and embedded typefaces. Please email ads to your ad executive. (Only files with one extension-one dot-in the file name will be accepted) 20% dot gain. Printed at 175 line screen with a 300 dpi minimum requirement for images.

SIZE	WIDTH	DEPTH
Full Page.....	9.87"	13.37"
Full Page Bleed	11.37"	15"
Trimmed To:.....	10.87"	14.5"
3/4 Page (H).....	9.87"	9.99"
Jr. Page.....	6.53"	9.99"
1/2 Page (H).....	9.87"	6.6"
1/2 Page (V).....	4.85"	13.37"
1/3 Page.....	6.53"	6.6"
1/4 Page.....	4.85"	6.6"
1/4 Page (H).....	9.87"	3.22"
1/6 Page (H).....	6.53"	3.22"
1/6 Page (V).....	3.18"	6.6"
1/8 Page.....	4.85"	3.22"

Full Page Double Spread.....	20.75"	13.375"
Full Page Double Spread Bleed.....	22.25"	15"
Trimmed To:.....	21.75"	14.5"

Leave 1/4" copy area free in middle of ad.

Art work is due one week prior to publication date. **If new artwork is not supplied by this deadline we will use your most recent ad on file.**

PRE-PRINTED INSERTS

Page size: Maximum - 10" x 13.75"; minimum - 5" x 7".

Enclosures may not bear a permit imprint or postal indicia. This does not apply to business reply cards in which the sender pays the postage on returned pieces. The insert may not have a separate price or subscription instructions, or have an ISSN, ISBW or USPS number different than CityBusiness.

Enclosures cannot be separate publications, i.e., cannot contain a masthead, a price, volume #, issue #, stated frequency or have the word catalog printed anywhere on or within it.

Before acceptance of the insertion order, a sample of the piece to be inserted must be submitted for approval. If a sample of the piece is not available but is being printed especially for this insertion, complete specifications including size, weight, paper stock, and number of pages must be given with the insertion order.

We reserve the right to refuse any insert that does not meet postal specifications for enclosures of unbound second-class publications as stated by the United States Post Office's Domestic Mail Manual.

Net CPM*

2-Page Tab or Mag. Size.....	\$300.00
4-Page Tab or Mag. Size.....	\$350.00
6-Page Tab or Mag. Size.....	\$400.00
8-Page Tab or Mag. Size.....	\$450.00

*If total weight is over .75 oz. there is an extra charge.

Single advertiser only.

Agency commission is not paid on inserts.

Please call for special insert requests.

EDITORIAL PROFILE

The purpose of CityBusiness is to serve as the source of local business news in the greater New Orleans metropolitan area. Content is targeted to business leaders in an actionable business intelligence format. Reading CityBusiness helps people make money, save money and learn about the business community.

CIRCULATION

Mailed direct every other Thursday under 2nd class permit to business executives and people interested in doing business in the greater New Orleans area.

POLICY

All advertising submitted is subject to the approval of the publisher. **Make goods will be run in the issue immediately following the errors. If CityBusiness makes a mistake on your ad, your make good ad will run in the next available issue. Payment is required for the ad with the mistake and the make good is the free ad.**

The liability of the publisher for failure to publish an advertisement for any reason in the issue specified shall be limited to publishing the advertisement in a subsequent issue (at regular rate).

Orders are noncancellable after deadline.

A contract may be cancelled by the advertiser, provided written notice of cancellation is given to your advertising salesperson at CITYBUSINESS at 3350 Ridgelake Drive, Suite 281, Metairie, LA 70002, a minimum of two months before the date the advertisements are contracted to be published. If the contract is cancelled, the advertiser will be liable for the difference between the rate shown on the contract and the one time rate for all ads that have already run or must run due to the two month cancellation notice. Also upon cancelling a contract a (10%) penalty on the entire contract value is due. The subject matter, wording, illustrations and typography of all advertising are subject to the approval of the publisher (but unless otherwise authorized in advance, no change will be made without the consent of the agency or advertiser).

The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expense arising from claims of libel, unfair competition, unfair trade practice, infringement of trademarks, trade names of patents, violations of privacy and infringement of copyrights and proprietary rights resulting from the publication of the advertiser's advertisements.

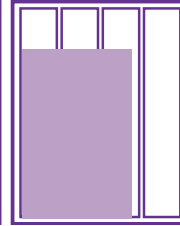
Payment must be received within (30) days to receive your contract discount. No cash discounts allowed.

AD SIZES AVAILABLE

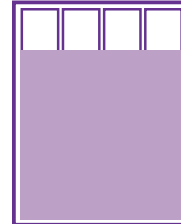
Full page
9.87" x 13.37"



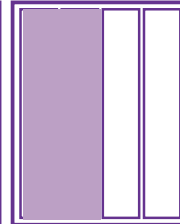
Jr.
6.53" x 9.99"



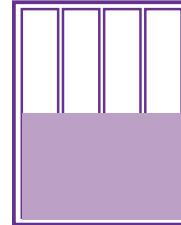
3/4 (H)
9.87" x 9.99"



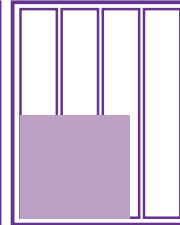
1/2 (V)
4.85" x 13.37"



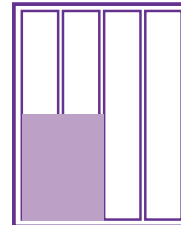
1/2 (H)
9.87" x 6.6"



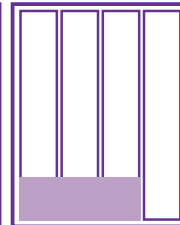
1/3
6.53" x 6.6"



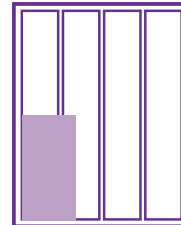
1/4
4.85" x 6.6"



1/6 (H)
6.53" x 3.22"



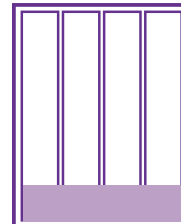
1/6 (V)
3.18" x 6.6"



1/8
4.85" x 3.22"



**1/4 (H),
Focus
Sponsor,
CityBits
or
Around
Town**
9.87" x 3.22"



**Front
Cover**
5.5" x 1.2"

