



NOLA MESSENGER

MEDIA KIT 2015



OUR READERS ARE YOUR NEIGHBORS

UptownMessenger.com and 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 made possible by 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.

STATS – For 2014, UptownMessenger.com received 171,300 pageviews and 52,200 viewers per month, and the daily email blast has reached 4,600 subscribers (45.1% open rate). The younger MidCityMessenger.com received 22,734 pageviews and 8,350 unique viewers per month, and the email blast has reached 960 subscribers (48.7% open rate).

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.

DISPLAY ADS

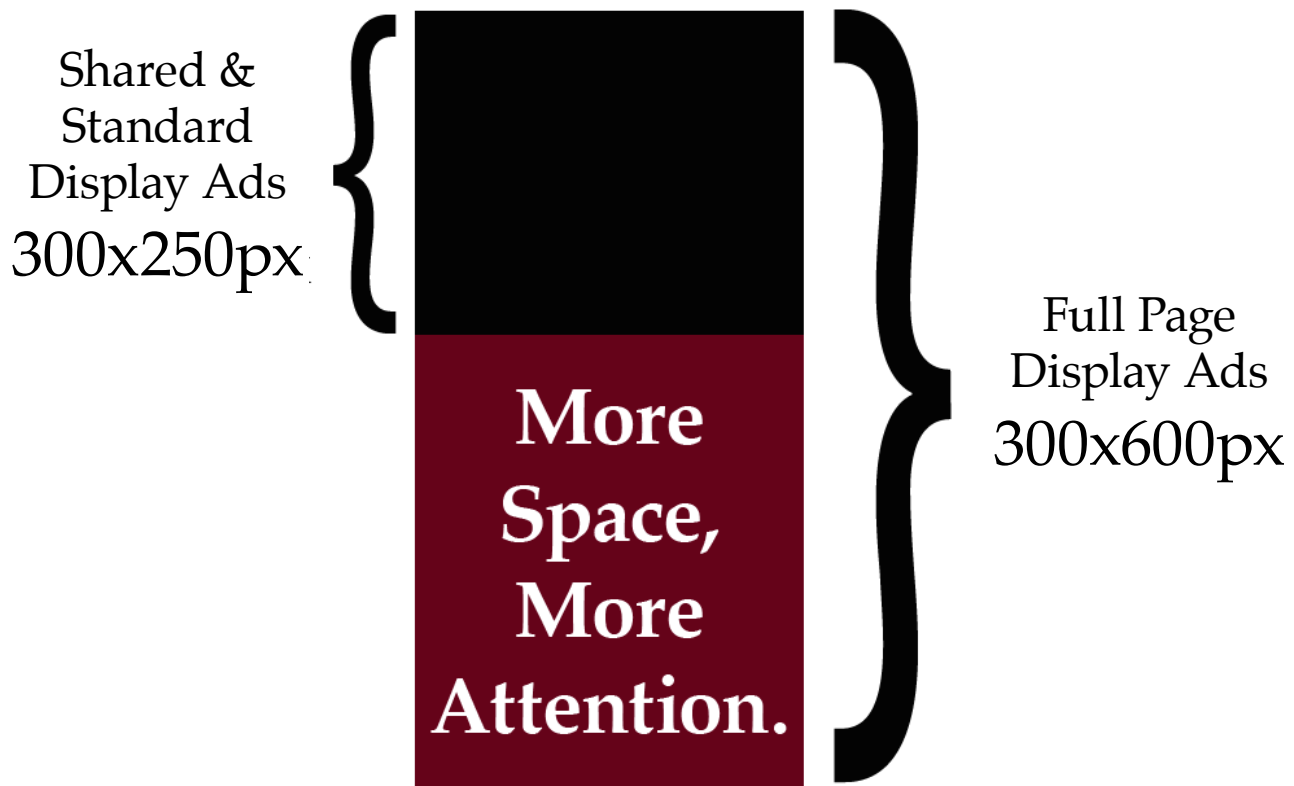
The columns of creatives on our sites are Display Ads. We have three options:

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.



Use Vimeo or YouTube videos in your space!



Show our audience your latest tweet!



DAILY OPTIONS:

EMAIL ADS & ADVERTISER BULLETINS

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

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*

*Sample Advertiser Bulletin
on our homepage. Clicking
"Continue Reading" brings
up the entire post.*

Jan
27
2015

Advertiser Special: Shop festive dresses for Carnival season this Saturday

Posted by tcworthy at 8:00 am

Edit

Advertiser specials

*Festive & Fabulous
Fashion for
Carnival*



Sale
Formal Gowns &
Cocktail Dresses
from \$20
January 24 & 31

Bridal Boutique
JL at bloomin' deals JL
Open Saturdays only 10 am to 1 pm
4619 Freret Street | 504-891-5845

Fabulous Carnival fashion doesn't have to cost a bagful of doubloons. Visit the Bridal Boutique at Bloomin' Deals to save on a new or gently used gown for your Mardi Gras ball or costume. Formal, cocktail, and bridesmaid dresses start at \$20!

[Continue reading »](#)

LAGNIAPPE

"[Uptown Messenger] is continuing to be our **single best referral source**... And regarding [Mid-City Messenger] we are seeing solid activity with hits coming off of the ads... We know we are reaching businesses that otherwise we could not get to."

– Mark Tullis, LCI Workers' Comp

"We are happy with the ad space we've purchased [on Uptown Messenger & Mid-City Messenger]. Our ad budget is small, and Uptown Messenger is our only recurring ad space purchase... Staff is easy to work with and has quick turnaround on ad design. Tunnels into our exact demographic and is **a great buy for your advertising dollar**."

– Jay Forman, Owner, Gracious Bakery + Cafe

"Advertising on Uptown Messenger is important to our organization. We **support the mission** of UM to provide neighborhood-level coverage as an independent news source. They cover numerous important meetings and report on all issues (good + bad) that affect our community."

– Kellie Grengs, Volunteer Board Member,
The New Freret

"Crescent City Auction Gallery has really enjoyed advertising with Uptown/Mid-City Messenger from their ability to lay out and design all of the ads, to the dedicated email marketing. We feel it reaches not only our existing customer base, but **new clients interested** in our events."

– Adam Lambert, President, Crescent City Auction Gallery



ALL HAIL THE KING!

CHOCOLATE-INFUSED SWEET DOUGH
WITH HARD CANDY PEARLS

GRACIOUS BAKERY + CAFE

An advertisement for Crescent City Auction Gallery. At the top, the gallery's name is in a white serif font inside a dark red rectangular box. Below this, the text "2013 Major Estates Auction" and "March 2nd & 3rd, 2013" is displayed. To the right is a circular image of a silver plate featuring a bull's head, identified as a Pablo Picasso. The text "Accepting Full and Partial Estates for Auction" is on the left. Below that, it says "Contact us about Consigning" and provides the website "www.crescentcityauctiongallery.com".

CRESCENT CITY
AUCTION GALLERY

2013 Major Estates Auction
March 2nd & 3rd, 2013

Accepting Full and
Partial Estates for
Auction

Contact us about
Consigning

Pablo Picasso Silver Plate

www.crescentcityauctiongallery.com

Reserve your place in Uptown and Mid-City New Orleans!

Visit Us

at 4609 Freret Street, NOLA 70115

For rates and packages, contact:

Tyree C. Worthy

Advertising/Sales Director

Email: tcworthy@nolamessenger.com

Phone: (901) 409-1015

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