

# NEWORLEANSBLACK

welcome to neworleansblack.com



NewOrleansBlack.com is your premier source for all things Entertainment, Business & Political in Southeast Louisiana. NewOrleansBlack.com has served as the primary web portal for the Urban African American Community in New Orleans for the past 7 years. Averaging 350,000 page views per month, complimented with an E-mail subscriber database of over 30,000 subscribers, NewOrleansBlack.com is one of the most cost effective mediums to reach a rapidly growing and ethnically diverse demographic of upwardly mobile, educated, middle to upper class professionals. With our new approach as a complete online media outlet for the Southeast Louisiana Region and our strong success in attracting consistent traffic to our website, NewOrleansBlack.com should be a definitive part of your marketing strategy.

## Our Audience Fills the Superdome...once a month!

and we're just gettin' warm!...maximize your advertising dollar on neworleansblack.com

## Rate Sheet 2008-2009

<p><b><u>Site Traffic/Outreach Tools:</u></b>          350,000 Monthly Impression          62,709 Unique Visitors Monthly @  <b>\$500.00 per month on NOB.com</b>  <b>\$1,425.00 PER Month TV Ad</b></p> <p><i>*Limited Time Only Receive banner on 1stfridayslife.com when you purchase NewOrleansBlack.com Banner</i></p>	<p><b><u>Text Messages</u></b>          6,000 Opt-In Event Oriented Text Message List @  <b>\$750.00 per text blast</b></p> <p><b><u>RoboCalls</u></b>          4,400 Opt-In Event Oriented Robo Call List @ <b>\$500.00 per RoboCall</b></p> <p><b><u>Event Photos</u></b>  <b>\$500.00 (incl. 2 Models at Event)</b></p>
<p><b><u>Emails</u></b>          119,975 WAP Marketing Unique Email List          30,441 Unique Opt-In Event Emails @  <b>\$1,120.00 per e-blast</b>          (\$35 PER 1,000)</p>	<p><b><u>Friends</u></b>          1,472 Myspace Event Oriented Opt-In Friends @ <b>\$.10 per (\$147.00)</b>          1,289 FaceBook Event Oriented Opt-In Friends @ <b>\$.10 per(\$128.00)</b>          1,197 1stFridaysLife Event Oriented Opt-In Friends @ <b>\$.10 per(119.00)</b></p>

**Total Marketing Direct Reach = > Over 100,000 Reach!!!**

*\*Stats gathered from random sample of 10,540 NOB.com subscribers*

