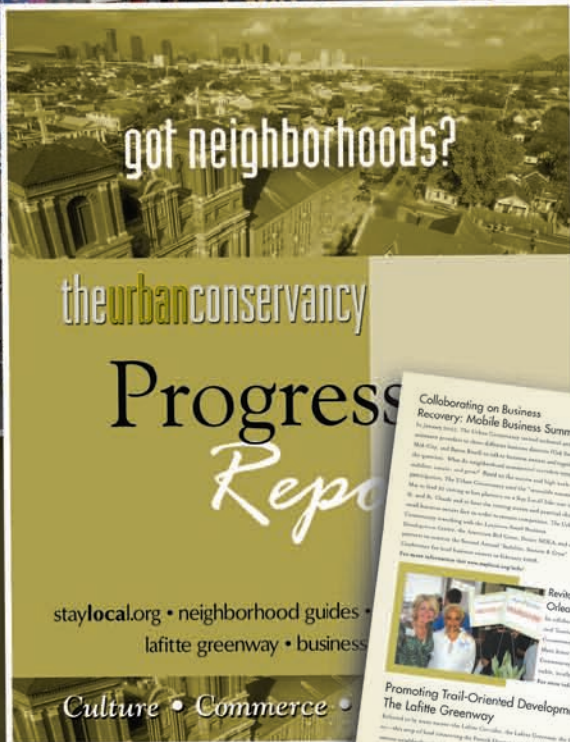




**staylocal! org**  
 CULTURE COMMERCE ENVIRONMENT

This April, The Urban Conservancy will publish its second annual Stay Local! Guide to Commerce and Culture. This publication will showcase the excellent work of The Urban Conservancy and with its listings of nearly 2,000 businesses, will also be a guide to doing business locally.



The Urban Conservancy and its Stay Local! project will again publish in 2010 its unique directory of local businesses listed on staylocal.org. Ten thousand copies will be distributed throughout Greater New Orleans.

Showcase your business in the ONLY GUIDE to doing BUSINESS LOCALLY.

This guide to local businesses\* is designed to promote your business to local New Orleanians. We have put together marketing prices to fit the budget of any business, regardless of size. Advertisers will automatically receive an enhanced listing in the print directory and online for one year at staylocal.org. Businesses who purchase any print listing will also receive a one-year enhanced listing at staylocal.org

## PRODUCTION SPECIFICATIONS

**\*10,000 print run**

**4 COLOR PROCESS:** 133 line screen for cover positions. Overall printing maximum density of all colors must not exceed 280%. We do not accept PMS colors.

**ACCEPTABLE DESKTOP FILE FORMATS:** Quark XPress, Adobe Illustrator, Adobe Photoshop and PDFs created with Acrobat Distiller only. We do NOT accept Microsoft programs.

**IMAGES/ SCANS:** All images/scans should be 300 dpi saved as a TIFF or an EPS. We cannot accept JPEG images or Pantone/PMS or RGB colors or 72dpi (i.e., images pulled from a website). All images provided on disk must be in CMYK format and color corrected. We are not responsible for color on RGB or PMS files that must be converted to CMYK. Please make sure process separation is checked for all process color builds. BW scans should be saved as grayscale or bitmap.

**ACCEPTED FONTS:** All printer and screen fonts must be included with all digital files; Postscript Type 1 or Postscript Type 3. No TrueType fonts accepted. Please use stylized fonts and do not use menu-styled fonts for bold, italic, or bold italic type. All fonts used in art files must be converted to outlines.

## SPACE RESERVATION & MATERIAL DEADLINE:

March 20, 2010

## NET ADVERTISING RATES

Back Cover.....	\$3375
Inside Front Cover.....	\$2700
Inside Back Cover.....	\$2700
Full Page.....	\$2165
1/2 Page.....	\$1095
1/4 Page.....	\$550
Special 1/4 page rate for enhanced staylocal.org listings..\$400	
Business Card Listing.....	\$250

## MECHANICAL SIZE

(in inches)

Full (Bleed)..8.375 x 11.125

Trim Size.....8.125 x 10.875

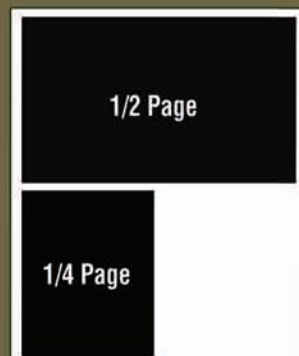
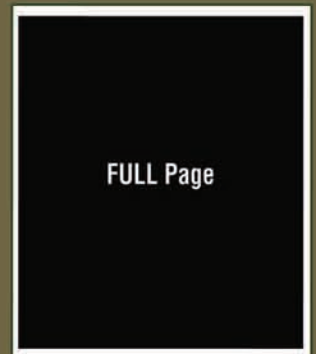
Live Area.....7.25 x 10.125

Full Page.....7 x 10

1/2 Page (H)..... 7 x 4.875

1/2 Page (V).....4.5 x 7.0625

1/4 Page..... 3.3125 x 4.875



## Contact:

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