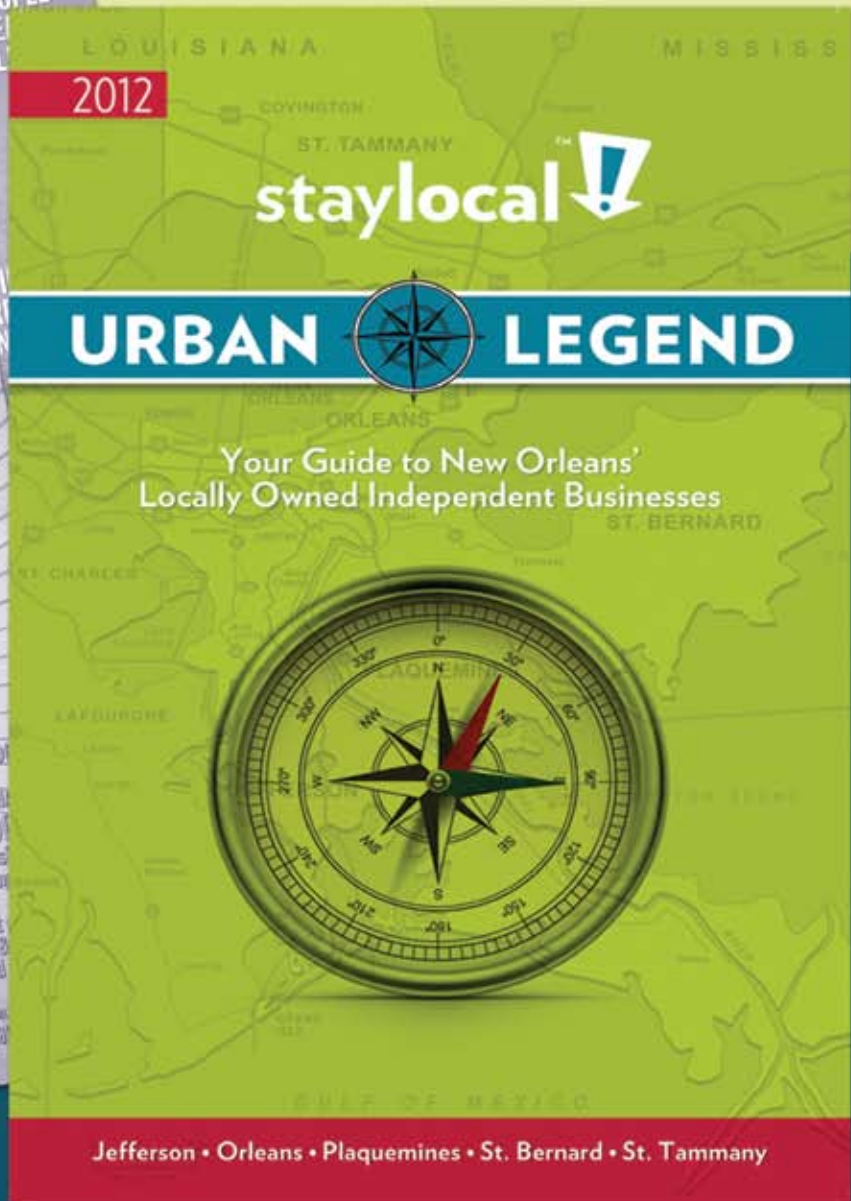
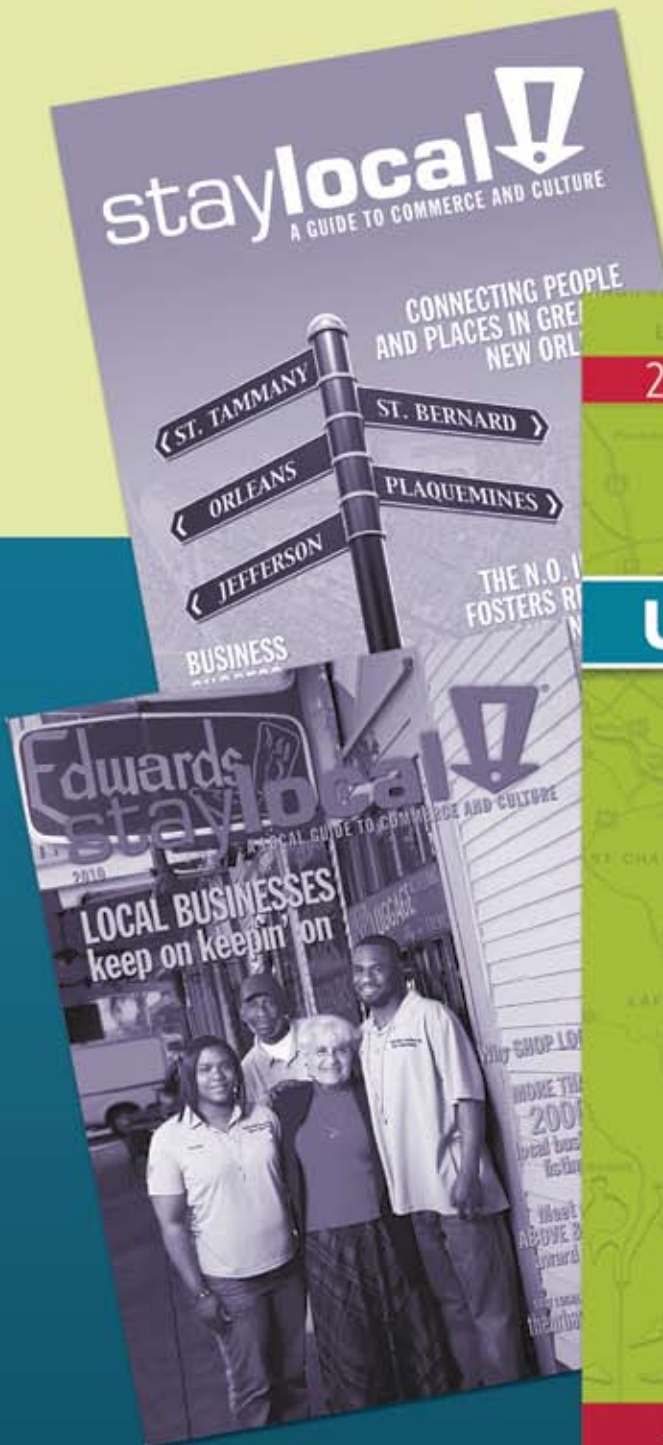


staylocalTM 
building community awareness

This April, Stay Local! will publish its third local guide to New Orleans' legendary locally owned independent businesses with a new look and in an easy-to-carry format.



Twenty thousand copies will be distributed throughout Greater New Orleans in 2012.

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



Stay Local!'s Urban Legend* is designed to promote YOUR legendary local business to New Orleanians and visitors. We have put together marketing prices to fit any business' budget. Only Stay Local! members at the Entrepreneur and Placemaker levels are eligible for listing in the directory; free Start-Up listings will not be listed. Stay Local!-eligible businesses who purchase advertising at any level will be listed in the directory and will receive complimentary online listing at the Placemaker (premium) level on staylocal.org for up to one year.

*20,000 print run

PRODUCTION SPECIFICATIONS

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 15, 2012



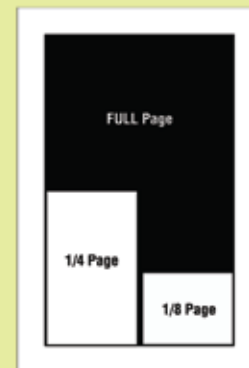
NET ADVERTISING RATES

Back Cover.....	\$1,500
Inside Front Cover.....	\$1,200
Inside Back Cover.....	\$1,000
Full Page.....	\$800
Full Page Feature Piece.....	\$600
1/2 Page.....	\$600
1/4 Page.....	\$400
1/8 Page.....	\$250

MECHANICAL SIZE

(in inches)

Full (Bleed).....	5.625 x 8.625
Trim Size.....	5.375 x 8.375
Live Area.....	4.875 x 7.875
Full Page.....	4.375 x 7.375
1/2 Page (H).....	4.375 x 3.625
1/4 Page.....	2.0625 x 3.625
1/8 Page.....	2.0625 x 1.6875



Contact:
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Stay Local!

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