



HIGHLIGHTING TECH IN NEW ORLEANS

About New Orleans Tech



New Orleans Tech was created with the need to highlight the technology community within the city of New Orleans. Our organization covers stories through our website, discusses local tech news with our podcast, and participates in community service with our outreach programs.

Our audience is made up of the most innovative minds in the metro area, consisting of technologist, creative types, and technology lovers. They leverage technology and social media to build their businesses and communicate via social networks. Our readers look to us to see what developments are being made in the technology arena in New Orleans.

Our online ad services improve your ability to reach a well rounded, technically savvy, affluent audience that extends beyond the New Orleans Metropolitan area. Our readership is your target audience, an audience who is open and receptive and ready to act on your advertising.

Visit our website neworleanstech.net to learn more about our initiatives

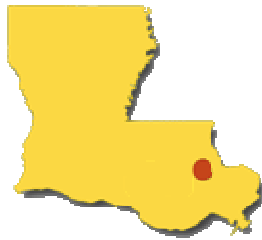


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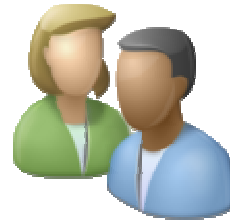
Why Advertise With Us

Hyperlocal



We're a hyperlocal organization which means that we only cover stories in the New Orleans, LA region and we target people heavily in that market.

Tech Savvy, Well Rounded, & Affluent



Our readers are tech savvy, well rounded individuals that span from young professional to seasoned innovators. Our readership also consists of people who are the voices in their community.

Only Tech Publication In Our Region



We are proud to say that we are the only publication that produces full coverage technology news in the city. We also have the first ever New Orleans tech related podcast distributed through iTunes.

We Use Many Online Methods



Unlike other entities, we use a myriad of online tools besides ad banners to promote your brand including audio podcasts, Twitter, Facebook and many more.

More Than Just An Advertiser



New Orleans has a history of a southern friendly culture that embraces people and their own individuality. At New Orleans Tech, we also take this approach to your brand. We are passionate about technology and we will be just as passionate about the services or products you are trying to promote.



New Orleans Tech | neworleanstech.net | (504) 383-4256 | ads@neworleanstech.net

Our Advertising Power

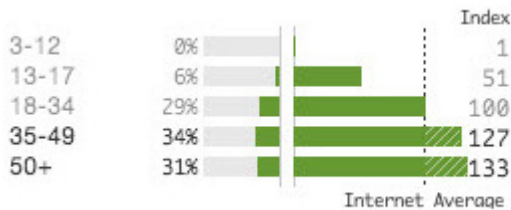
Our Readers

Below are demographics taken from Quantcast.com on 11/28/2010 about our readership. The "index" shows how an individual site's audience compares to the internet population as a whole. For example, an index of 100 indicates a site's audience is equivalent to the demographic make-up of the total internet population. Any increase over 100 means that the property is "over indexed" and attracts a more concentrated group of a particular demographic group than in the general internet population.



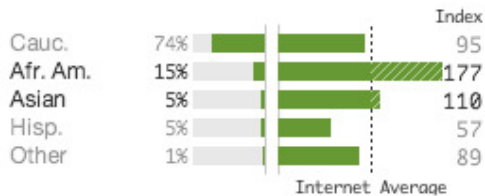
Male & Female Readership

We have a high percentage of male readers.



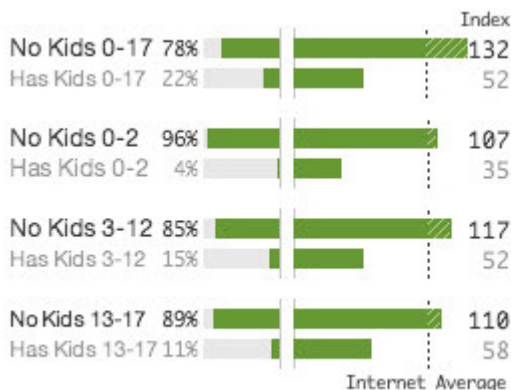
Age

Our readers are a mix of young professionals, accomplished entrepreneurs, and seasoned veterans



Ethnicity

The majority of our readers are Caucasian with a high index of African American readers.



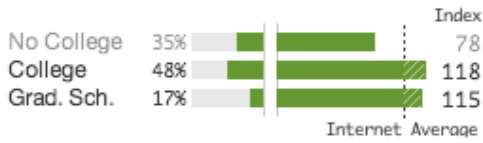
Children

Many of our readers are no parents while others have teenagers.



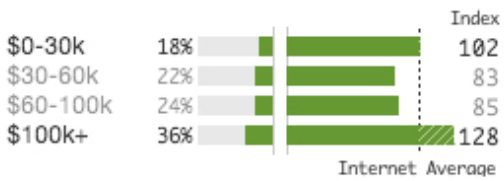
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College

We have a high index of college graduates



Income

Our readers income falls between various ranges with the highest being \$100K+ incomes





HIGHLIGHTING TECH IN NEW ORLEANS

Editorial Information

Schedule

- Articles: Every Tuesday, Thursday, and Saturday
- Tech Calendar: Updated daily
- Tech Groups: Updated monthly
- Newsletter: 1st and 3rd week of the month
- Podcast: 2nd and 4th week of the month

Articles

Featured News

News, breaking stories, and reviews that appeal to audiences that need to be on the bleeding edge.

Geek Ups

Informative pieces about events and conferences occurring in the region that appeal to the most tech savvy and affluent readers.

NOLA Tech Talk

Interviews with local technology figures about a specific topic or emerging topic.

Tech Resources

News and reviews of technology services and products that can be leveraged to improve business operations, build customer loyalty, or entertainment.

The Analog Spot

Our audience isn't all 1 and 0. This section reviews events, business, and individuals who embody the real life things our audience talks about on and offline. Internet memes such as who has the best bacon pobo, the best snowball, the best coffee house to get work done, the best dance crew on Decatur are all profiled and reviewed in The Analog Spot.

Up and Coming

Home of the local companies and locally developed technology dipping their big toe into the tech community pool. This is the section to find out about garage projects and storefront endeavors before they blow up and need invitation only beta testers or reservations.





Tech Event Calendar

Monthly Calendar

Our calendar lists all the upcoming events within the New Orleans area. The calendar holds social media, technology, design, commerce, non-profit, and artist meet ups that take place.

Podcast

The #bangitoutshow

A bi-weekly audio podcast that covers local technology news around the city.

Tech Groups

Lists every technology groups within New Orleans and their various subject areas.

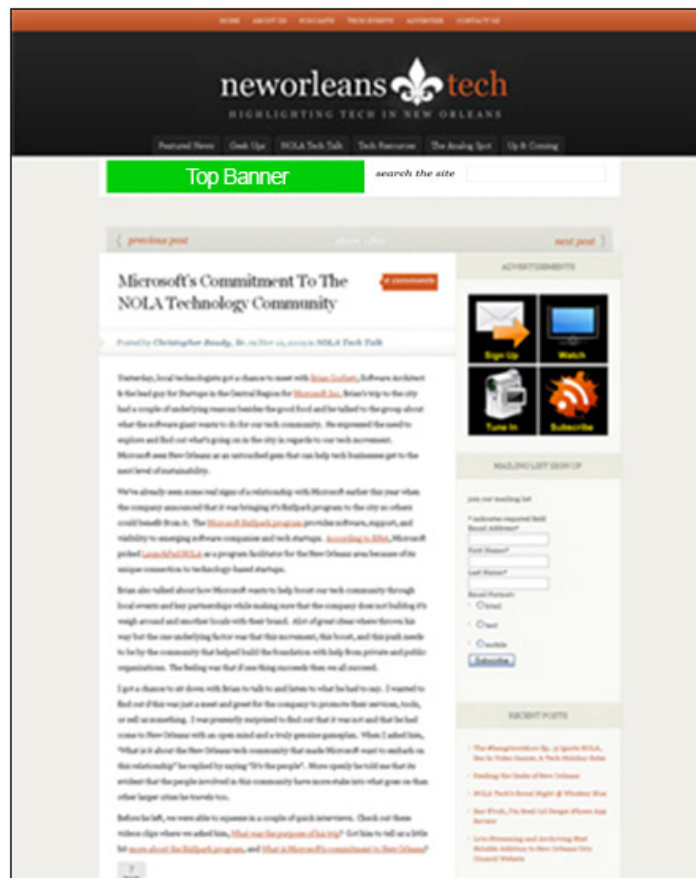


Advertising Specifications

We use many methods to advertise your organization and have affordable pricing to match your organizations needs. Below are the ad specifications and prices for our individual and tiered packages.

Individual Packages

Top Banner



Specifications

Size: 650px x 81px

Runs on the top/middle of the website fold.
Background must be white or transparent.

Price

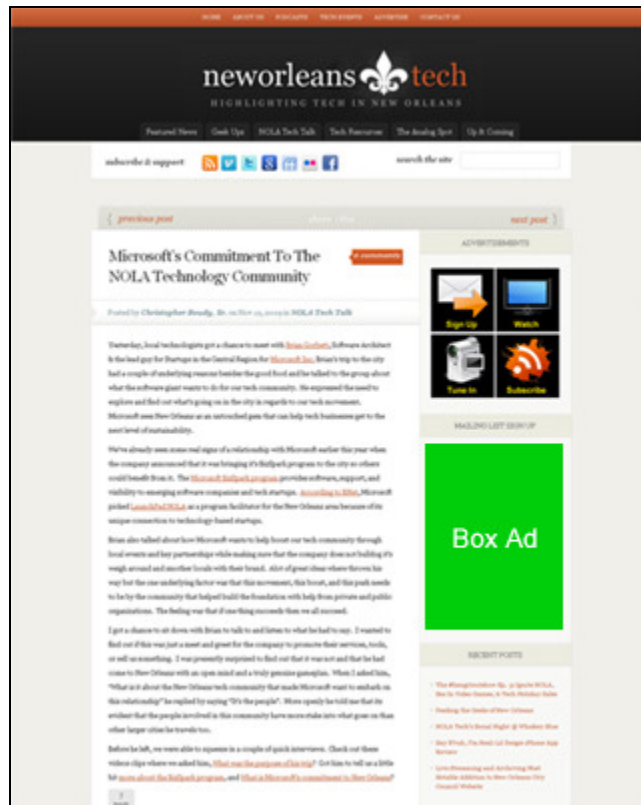
\$175 per 1000 Pageviews
\$200 per month



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Box Ad



Specifications

Size: 250px x 300px

Runs in the right column sidebar of the website.

Price

\$150 per 1000 Pageviews

\$175 per month



Square Ad



Specifications

Size: 125px x 125px

Square box that runs along the right column of the website. Eight different spots available.

Price

\$95 per 1000 Pageviews
\$115 per month



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In Post Ads



Specifications

Specs: Text ad within article. Maximum of 20 words.

Small icon and hyperlink within paragraphs of article

Price

\$75 per 1000 Pageviews
\$95 per month



Sponsored Article



Specifications

Price

Specs: Article written by one of our writers about your service or product. Guaranteed to get you the most exposure because our articles are repopulated through Twitter, Facebook, our Newsletters, and three of our content partners.

\$450 per article





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Twitter Ad

Social Media Club SuperJam, Thu,
October 22, 6pm – 8pm, Ampersand
1100 Tulane Avenue, <http://bit.ly/3Nnssv>

11:45 AM Oct 20th from TweetDeck



neworleanstech
New Orleans Tech.Net

Specifications

A tweet on Twitter directly to over 2,360+ loyal followers. Maximum of 136 characters.

Price

\$4 per tweet



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Facebook Ad



NewOrleans Tech.Net Oct. 10th & 11th, "I-Freelance-2009" New Orleans Web Expo, St. Charles Hotel 333 St. Charles Avenue. More info, <http://bit.ly/SVzZB>



New Orleans Web Expo Internet Business Blog – Start Your Online Business the Easy Way

Source: bit.ly

The Mardi Gras industry generates millions of dollars in sales of all types of products and services. But the item that is most famously identified with the New Orleans style carnival, the beads are made in China and represents a huge loss of revenue to New Orleans. ...

 October 5 at 12:36pm · [Comment](#) · [Like](#) · [Share](#)

Specifications

Price

Specs: Ad on our Facebook Fan Page & Status Updates

A link spot on our Facebook Fan page which currently has over 1,030+ local members and climbing. Also three status updates throughout the week and various times a day.

\$10 per status update



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Newsletter

Email not displaying correctly? View it in your browser.

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This newsletter sponsored by



txtr.com is a text message service that allows users to update multiple social networking sites from one entry point. Use the special code: neworleanstech for a three month trial period of our services. Visit our website for more details.

TribeCon: Building Communities

"The Tribe Conference is a conference for people passionate about building communities. Over the last several years there has been an explosion of grass roots organizations that have been built through connecting people online with the mission of spurring action offline. These communities have developed organically and have consolidated national and

Specifications

Specs: Ad spot in our newsletter. 125px 125px image with a maximum of five sentences.

Get a top ad spot in our bi-weekly newsletter

Price

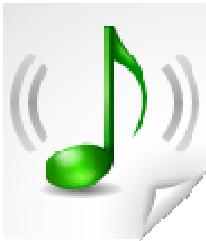
\$50 per newsletter



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Pod Ad



<http://neworleanstech.net/podcasts/PodAd.mp3>

Specifications

Specs: 30 sec audio ad

Get a 30 second audio ad within our bi-weekly podcast. You can record the audio clip and send it to us or we can record it for you. To listen to an example, please access:

<http://neworleanstech.net/podcasts/PodAd.mp3>

Price

\$75 per podcast

Grouped Packages

Bronze Package

<i>Description Of Items</i>	<i>Number Of Items</i>
PodAd	1
Tweets	4
Facebook Status	1
Square Banner Ad	per 1000 Pageviews
Regular Price:	\$196
Packaged Price	\$186
You Save:	\$10



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Silver Package

<i>Description Of Items</i>	<i>Number Of Items</i>
PodAd	1
In Post	2
Tweets	4
Facebook Status	2
Box Banner Ad	per 1000 Pageviews
Regular Price:	\$451
Packaged Price	\$426
You Save:	\$25

Gold Package

<i>Description Of Items</i>	<i>Number Of Items</i>
Sponsored Article	1
Newsletter	2
PodAds	2
Tweets	8
Facebook Status	4
Box Banner Ad	per month
Top Banner Ad	per month
Regular Price:	\$1147
Packaged Price	\$1047
You Save:	\$100

Platinum Package

<i>Description Of Items</i>	<i>Number Of Items</i>
Sponsored Article	2
Newsletter	4
PodAds	2
Tweets	8
Facebook Status	4
In Post Ad	2
Box Banner Ad	per month
Top Banner Ad	per month
Regular Price:	\$1,847
Packaged Price	\$1,597
You Save:	\$250

Contact Us



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For more information about our depth and reach, please contact us using any of the mediums below:

Site: <http://www.neworleanstech.net>
Phone: (504) 383-4256
E-mail: ads@neworleanstech.net
Twitter: <http://www.twitter.com/neworleanstech>
Facebook: <http://www.facebook.com/neworleanstech>

