

BIGEASY.COM

ADVERTISING RATES AND SPECS

updated 6/10/05

RATES (NET)	1x
Home Page	\$500
BourbonCam Page	\$500
Hotels Opening Page	\$200*
Royal St. Charles Detail Page	\$200
Queen & Crescent Detail Page	\$200
Garden District Hotel Detail Page	\$200
Transportation Opening Page	\$150
Airport Shuttle Detail Page	\$150
Charter Bus Detail Page	\$150
Limo Service Detail Page	\$150
Packages Opening Page	\$200*
Essence Detail Page	\$200
Jazz Fest Detail Page	\$200
Saints Detail Page	\$200
Sugar Bowl Detail Page	\$200
Bayou Classic Detail Page	\$200
Mardi Gras Detail Page	\$200
Attractions Opening Page	\$200*
Cruises Detail Pages	\$150
Haunted History Detail Pages	\$150
City & Cemetery Detail Pages	\$150
Plantation Detail Page	\$150
Combos Detail Page	\$150
Swamp Detail Pages	\$150
Maps Opening Page	\$150
Weather Opening Page	\$150
Calendar Listing Page	\$150
Events Listing Page	\$150
Restaurants Listing Page	\$150
Nightlife Listing Page	\$150
Shopping Listing Page	\$150
Arts & Museums Listing Page	\$150
Publications Detail Page	\$150
N.O. for Kids Listing Page	\$150

AD MECHANICAL SIZES in pixels			
SIZE	W	x	H
Home and Opening Page:			
Large Banner	468	x	90
Small Banner	312	x	90
BourbonCam Page:			
Horizontal Banner	640	x	100
Vertical Banner	90	x	480
Listing Pages:			
All Banners	150	x	300
Detail Pages:			
All Banners	168	x	300

AD SPACE & MATERIAL DATES	
JANUARY:	December 1
FEBRUARY:	December 30
MARCH:	January 31
APRIL:	March 1
MAY:	March 31
JUNE:	May 2
JULY:	May 31
AUGUST:	June 30
SEPTEMBER:	August 1
OCTOBER:	August 30
NOVEMBER:	September 29
DECEMBER:	October 31

Banners are placed on a calendar month basis. If you sign up for 6 months, you will get 10% discount, and a 15% discount if you sign up for 12 months.

***The top three visited opening pages are Hotels, Packages and Attractions**

BigEasy.com is New Orleans favorite local Website

BigEasy.com is a New Orleans Internet site, attracting over 50,000 unique visitors that plan to visit New Orleans.

Premier Audience

BigEasy.com delivers an attractive audience in YOUR market. BigEasy.com users use the Internet to research products and services. Your ad on BigEasy.com puts you in front of consumers with the desire and means to buy your products and services.

New Orleans Guide

BigEasy.com's New Orleans Guide provides the information tourists want most: where to stay, where to eat, and where to play while visiting our city. The information is provided by Big Easy magazine, and we add new content each month. Visitors can book hotel rooms, travel packages, tours, attractions and transportation directly from the site!

New Orleans Travel Packages

BigEasy.com is the official website that provides travel packages for some of the biggest events in town: Essence Music Festival, New Orleans Jazz Fest, Nokia Sugar Bowl, State Farm Bayou Classic and New Orleans Saints Away Games.

BourbonCam

Want to know what people in New Orleans are doing on New Year's Eve, Mardi Gras Weekend, or at 4:00 on a Tuesday afternoon? The BourbonCam, located outside of Larry Flynt's Hustler Club on Bourbon Street, puts Web surfers in the middle of the action on the wildest street in America.



Example of a **Listing Page** with a horizontal banner ad on the right side of the page.



Example of the **Home and Opening Page**: with large and small banner ads.



Example of a **Detail Page** with a vertical banner ad on the left side of the page.



Visitor Publishing

610 South Peters Street, Suite 300
New Orleans, Louisiana 70130

504-587-1770

BigEasy.com

