

2012 CALENDAR

MEDIA INFORMATION

ISSUE TOPIC	SPACE RESERVATION	ART DEADLINE	STREET DATE
New Year's Eve/ BCS Issue	Dec. 9	Dec. 13	Dec. 20
*Mardi Gras	Jan. 20	Jan. 24	Feb. 1
Spring Restaurant Guide	Feb. 24	Feb. 28	March 5
FQF/Final Four	March 19	March 21	March 28
**Jazz Fest 1	April 6	April 10	April 16
**Jazz Fest 2	April 16	April 19	April 29
Best of the Big Easy	May 18	May 22	May 29
July 4/ Summer Restaurant Guide	June 15	June 19	June 26
Football Preview	July 20	July 24	Aug. 1
Back-to-Work/ Wedding Guide	Aug. 17	Aug. 20	Aug. 27
*Fall Restaurant Guide	Sept. 14	Sept. 17	Sept. 22
Halloween/ Voodoo Fest	Oct. 1	Oct. 3	Oct. 9
Bar Guide	Oct. 19	Oct. 22	Oct. 29
Holiday Restaurant Guide	Nov. 9	Nov. 12	Nov. 19
New Year's Eve/ BCS Issue	Dec. 10	Dec. 13	Dec. 20

* Signifies a 10% surcharge on all ads due to increased distribution.
** Signifies a 15% surcharge on all ads due to increased distribution.

ABOUT OUR READERS:

- 53% Male, 47% Female
- 90% Are Over 21
- 72% Are Between 21-34 Years Old
- 83% Are Between 21-44 Years Old
- Average Annual Income is \$48,000
- 82% Buy From or Frequent *Where Y'at* Advertisers
- 89% Own Their Own Computers
- 76% Dine Out at Least 5x Per Week
- 70% Buy Alcohol at Least 4x Per Week
- 89% Go See Live Music and/or
Movies 4x Per Month
- 69% Buy CDs, Records or Tapes 3x Per Month
- 77% Travel Every Two Months

All information compiled from the 2011 Circulation Verification Council Audit Report and the 2011 *Where Y'at Magazine* Readers Survey.

2010 Gold Standard Winner.
First N.O. Publication Post-K!
Given to the top 1% of all audited
publications in the country, based on
distribution and reader buying power.



GENERAL ADVERTISING CONDITIONS

A. Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree they will indemnify, defend and hold *Where Y'at Magazine*, its offices, employees and agents harmless from and against all loss, expense (including reasonable attorney's fees), or any and all liability resulting from any actions, claims or suits for libel, unfair competition, unfair trade practices, violation of right of privacy or publicity, plagiarism, copyright, trade mark or trade name infringement, infringement of any other third party's intellectual property rights, together with any other actions, claims or suits that may arise out of the publication of such advertisement.

B. Unsigned Advertising Agreements will be considered of legal validity if the customer has failed to sign the Agreement, has not communicated his/her disapproval within 72 hours of delivery or has tendered payment to *Where Y'at Magazine* for the advertising services. Advertising Agreements must be fulfilled within one year of the first advertisement insertion. Three-time contracts must be fulfilled within six months; other contracts are based on consecutive monthly insertions. Any request to postpone an ad that is contracted under consecutive monthly insertions must be made in writing at least seven days prior to publisher's deadline.

C. A "Short Rate" billing will occur if the contracted frequency has not been reached by the expiration date of the contract. At that point insertions that have been published at the contract price are recalculated at a non-discounted frequency rate, and the advertiser will be billed the difference.

D. Payment in advance is required from new advertisers until credit has been established. Once credit has been established, advertisers will be billed on the Street Date of the publication. Payment is due upon receipt and must be paid no later than 21 days after invoice date. Advertisers agree to pay a finance charge of 1.5% interest per month of any invoice (18% per annum, or the highest maximum interest permitted by law), plus a 3.5% late fee on amounts past due and agree to pay attorney fees and court or collection costs. A \$25 service charge will be levied on all returned checks. Any account outstanding for more than 30 days may result in interruption of scheduled advertising.

E. *Where Y'at Magazine*, in its sole discretion, reserves the right to reject or revise any advertisement or agreement for advertising that does not meet its standards. Placement of a space reservation is considered acceptance of all terms and conditions in this rate card by advertiser or their agency, or any other party authorized to act on their behalf.

F. Advertising rates are based upon the advertiser providing camera-ready artwork. Camera-ready is defined as a one-piece contact print (velox) or slick (PMT) to the exact size specified. Film for camera-ready ads should be right reading emulsion down, accompanied by a B&W copy (or a match print, if color). Composed ads on disk are acceptable.

G. Artwork that is not exact (in whole or part) will be re-sized by *Where Y'at Magazine* and the advertiser will be charged for such services. Material other than camera-ready is subject to production charges for typesetting, composition, art work, conversions, negative work and strip-ins. Photocopies are not acceptable as camera-ready. *Where Y'at Magazine* assumes no responsibility for errors in art work which is not camera-ready or for errors which may be made in making unsuitable materials camera-ready. *Where Y'at Magazine* reserves the right in its sole discretion to determine whether artwork is camera-ready. Camera-ready art work will be run "as is" and *Where Y'at Magazine* assumes no liability for its reproduction appearance.

H. Advertisers must provide all required information in typewritten form two days prior to the space reservation deadline if a proof is requested. Proofs may be faxed back to you; any changes to a proof must in turn be faxed back to *Where Y'at Magazine* no later than five hours after transmission has been sent. Changes must be returned by 12 pm on Deadline day. *Where Y'at* cannot guarantee proofing or changes that occur after this 12pm Deadline. It is the advertiser's sole responsibility to contact *Where Y'at Magazine* after a proof has been sent; if there has been no response five (5) hours after proof has been sent, *Where Y'at Magazine* will construe the lack of response as approval of your advertisement. *Where Y'at Magazine* is not responsible for any errors overlooked by advertisers after an ad has been proofed. Ads produced by *Where Y'at Magazine* are intended for use only in our publication; rights to these advertisements can be purchased for a one-time fee of \$100.00.

I. *Where Y'at Magazine* shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for any monies due to the *Where Y'at Magazine* for advertising or any other services, which advertiser or its agent contracted for.

J. No terms or conditions other than those set forth herein and on the rate card shall be binding on *Where Y'at Magazine* unless specifically agreed to in writing by *Where Y'at Magazine*. *Where Y'at Magazine* will not be bound by the conditions printed or appearing on order blanks or copy instructions which conflict with these provisions. In the event that an advertisement is not placed in the paper at the fault of the *Where Y'at Magazine*, advertiser and/or its agent agrees that *Where Y'at Magazine* will not be held liable for any direct, indirect or consequential damages related to such omission.

K. *Where Y'at Magazine* shall not be liable for delays and/or non-delivery in the event of an Act of God, action by governmental or quasi-governmental entity, act of terrorism, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner.

L. *Where Y'at Magazine* reserves the right to require samples of products, services, and literature furnished or sold by potential customers prior to accepting advertisements.

M. All advertisers using Post Office boxes must furnish *Where Y'at Magazine* with full name, home address and telephone number.

NEW ORLEANS' Free Monthly Entertainment

WHERE Y'AT MAGAZINE



WHEREYAT.COM

Your best resource to reach
the hip young professional market
and beyond!

5500 Prytania Street, #133
New Orleans, LA 70115
FAX: (504) 891-0145

TELEPHONE: (504) 897-WYAT

WHERE Y'AT'S DISTRIBUTION IS:

50,000

at OVER **600** DROP POINTS!

125,000 READERS PER MONTH!

WHERE Y'AT MAGAZINE is distributed to high traffic locations including **RESTAURANTS, COFFEE SHOPS, HOTELS, BOOKSTORES, RECORD STORES, BARS, COLLEGE CAMPUSES** and outlets such as **SMOOTHIE KING, BARNES AND NOBLE, SHERATON HOTEL, HOUSE OF BLUES** and **PJ'S COFFEE** in these markets:

- CBD
- French Quarter
- Garden District
- Harahan
- Metairie
- Mid-City
- Lakeview
- Uptown
- West Bank



2010 Gold Standard Winner!
Only N.O. Publication To Win!



WHERE Y'AT MAGAZINE FEATURES

Entertainment: N.O.'s Best Source for What's Happening!

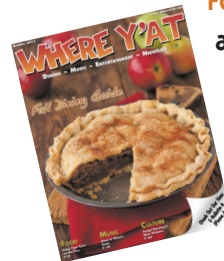
Music: Complete Coverage of the Local and National Scene!

Food: N.O.'s Best Restaurants and Trends!

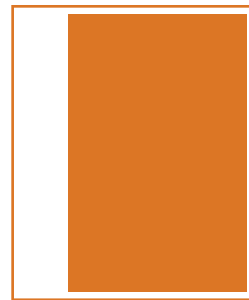
Sports: Local and National Coverage

Nightlife: N.O.'s Best Bar and Live Music Guide!

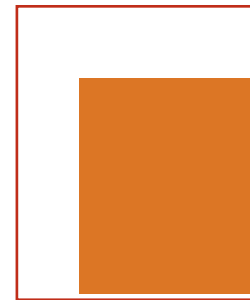
Arts: Art, Theatre, Movies and More!



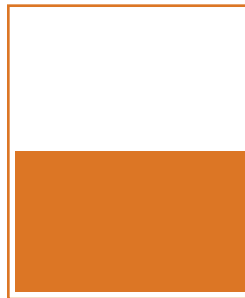
Full Page
9.75 x
10.75 inches



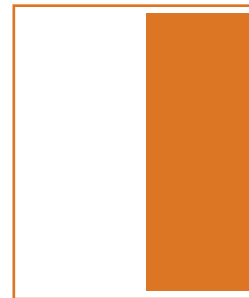
3/4 Vertical
7.27 x
10.75 inches



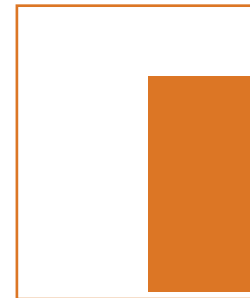
Jr. Page
7.27 x
8 inches



1/2 Horizontal
9.75 x
5.28 inches



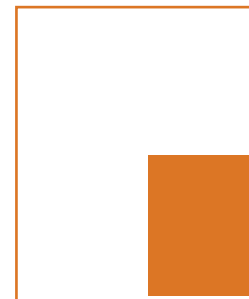
1/2 Vertical
4.78 x
10.75 inches



1/3 Vertical
4.78 x
8 inches



1/4 Vertical
2.3 x
10.75 inches



1/4 Square
4.78 x
5.28 inches



1/8 Horizontal
4.78 x
2.55 inches



1/8 Vertical
2.3 x
5.28 inches



1/16 Horizontal
2.3 x
2.55 inches

Printing: Offset, 100 line screen.

Electronic: Submit via CD, jump drive, or email. Send as Adobe InDesign, Illustrator or Photoshop files, or PDF; Macintosh compatible preferred. Include Macintosh versions of all printer and screen fonts and a hard copy for proofing purposes (in color if color ad). Images saved as grayscale or CMYK should be saved as EPS or TIFF; no smaller than 300 dpi and no larger than 600 dpi.

Email artwork to your account executive.