



## **What about online advertising?**

NoDa.org is NoDa's official website and the first place anyone looking for information about NoDa's location, events, businesses, etc. will land. Google Analytics has been added to the site so that advertisers can see how many hits they receive during their ad period.

### **Option 1: Homepage Banner**

*Advertisements on our homepage are limited to content that applies directly to NoDa, at the discretion of the website administrator.*

- There may be up to 3 randomly rotating advertisements on the homepage.
- Maximum contract period = 3 months

SPECS: 740x140 pixels

PRICE: \$150/month

DISCOUNT: \$100/month with a NoDa News contract over \$200.

### **Option 2: Directory Page Advertisement**

*Directory advertisements should promote individual businesses who are eligible for listing in the directory.*

- There may be up to 5 randomly rotating advertisements in this location.
- Maximum contract period = 6 months

SPECS: 740x240 pixels

PRICE: \$90/months

DISCOUNT: \$75/month with a NoDa News contract over \$200.

*Are you creative? We are! If you would like to discuss options or negotiate a price or package, please contact us at [news@noda.org](mailto:news@noda.org).*





## Want to advertise with NoDa?

Of course you do! NoDa News and noda.org reach thousands of people per month. And we just happen to be Charlotte's Arts and Entertainment District, so you won't look any better than you will here with us. We understand that what makes dollars must make sense, and in that spirit, we offer some amazing bang for your hard-earned buck. Here's to seeing you splashed across the NoDa pages soon!

## What is NoDa?

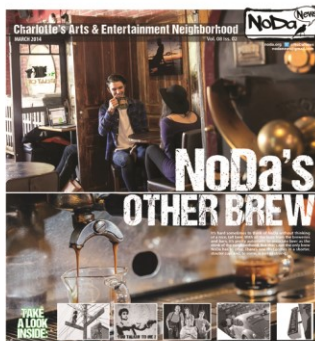
Located two miles north of Uptown, NoDa is a historic mill community with a unique sense of identity. The eclectic neighborhood has been known as Charlotte's Arts and Entertainment District since the 1990s. NoDa's business district is a haven for small businesses including locally-owned boutiques, restaurants, breweries, coffee shops, performance venues, galleries, and tattoo studios. Both NoDa residents and visitors from all around contribute to our vibrant street scene.

## What is NoDa News?

In 2008, the NoDa Neighborhood & Business Association (a 501c3 charity) began delivering black-and-white newsletters printed on legal-sized paper to NoDa neighbors. By 2010, we had evolved into a newsprint tabloid with articles and features that appeal to a broad audience.

## How many people read NoDa News?

The NoDa News is printed monthly and distributed directly to 1500+ doorsteps. Stacks of news are delivered to 20+ prominent businesses in the area, so NoDa tourists and enthusiasts can find out the latest NoDa happenings by picking up a copy at their favorite local hot spot. The NoDa News is also featured on the homepage of noda.org each month for the world to peruse, where it averages 500+ intentional downloads. Archived issues are available online in perpetuity.



## What does it cost to advertise?

	Size (width x height)	Monthly Cost	Monthly Cost w/6+month contract	Monthly Cost w/1-year contract
<b>Full Color (Back Page)</b>				
1/2 Page	10" x 5" or 5" x 11"	\$300	\$275	\$245
1/4 Page	5" x 5"	\$175	\$158	\$142
1/8 Page	5" x 3.25"	\$125	\$113	\$100

### Full Color (Inside)

Full Page	10" x 11"	\$300	\$275	\$245
1/2 Page	10" x 5" or 5" x 11"	\$200	\$185	\$170
1/4 Page	5" x 5"	\$135	\$122	\$109
1/8 Page	5" x 3.25"	\$100	\$90	\$80
1/16 Page	5" x 1.5"	\$50	\$45	\$40

### Black & White (Inside)

Full Page	10" x 11"	\$225	\$205	\$185
1/2 Page	10" x 5" or 5" x 11"	\$125	\$113	\$100
1/4 Page	5" x 5"	\$90	\$81	\$72
1/8 Page	5" x 3.25"	\$75	\$68	\$61
1/16 Page	5" x 1.5"	\$40	\$36	\$32

**Ad Requirements:** Send ad as high-resolution (300+ dpi) TIF or PDF in exact ad dimensions. Color ads use CMYK; black and white ads are in grayscale. Black must not be 4-color.

**Design Work:** We're the arts district! If you need help designing your ad, we can recommend a reasonably priced designer for you. Just ask.

**Deadline:** You may submit new artwork each month. All artwork must be received no later than the 20<sup>th</sup> of the month before the issue date or we will print the previous month's ad by default. Send all files and correspondence to [ads@noda.org](mailto:ads@noda.org).

**Payment:** Invoices will be sent the first week of each month. All payments shall be made payable to: NoDa NBA and mailed to 816 E. 37th Street, Charlotte, NC 28205. To make credit card arrangements, please contact Lauren Schalburg at [treasurer@noda.org](mailto:treasurer@noda.org). Payments are non-refundable.

*Note: There is no January issue of the NoDa News.*

# NoDa NBA ADVERTISING AGREEMENT

By signing this Agreement, the Advertiser acknowledges that they have read, understand, and agree to all the terms and conditions contained in this document.

## ADVERTISER

Business: \_\_\_\_\_

Contact: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Billing Address: \_\_\_\_\_

\_\_\_\_\_

**Authorized Signature:**

\_\_\_\_\_

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_

## NoDa NBA AGENT

Name: \_\_\_\_\_

Email: ads@noda.org

Phone: \_\_\_\_\_

Payment Address: 816 E 37th St.

Charlotte, NC 28205

**Authorized Signature:**

\_\_\_\_\_

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_

## ADVERTISEMENT INFORMATION

Ad Size & Placement: \_\_\_\_\_

Run Duration: \_\_\_\_\_

Website (for web advertisement link): \_\_\_\_\_

Monthly Cost & Total Contract Amount: \_\_\_\_\_

Payment Plan: \_\_\_\_\_

## The Fine Print

1. It is the sole responsibility of the Advertiser to provide print-ready and/or website-ready advertising to the specs and by the deadlines specified herein. NoDa NBA is not liable for an incorrectly printed ad due to improper file preparation.
2. NoDa News reserves the right to alter and/or change any Advertiser's artwork that does not conform to the stated specifications without notice to the Advertiser.
3. All advertisements are accepted on the representation that the Advertiser is properly authorized to publish the entire contents and subject matter thereof. It is understood that the Advertiser indemnify any loss, expense, or any other liability arising out of publication of such advertisement.
4. Ad placement is determined by NoDa News.
5. NoDa NBA reserves the right to reject or cancel any advertisement at its sole discretion.
6. NoDa NBA reserves the right to change advertising rates at any time; however, rates are locked for duration of contract once signed.