

# Data News Weekly 2020 - 2021



WELCOME

EDITORIAL

AWARDS

PARTNERSHIPS

CALENDAR

RATE CARD

DIGITAL

DISTRIBUTION

WHY

## Local Advertising Rates

**\$38.00 per column inch gross, or \$33.00 net.**

	<u>GROSS</u>	<u>NET</u>
Full Page	\$2,660.00	\$2,310.00
Half Page	\$1,330.00	\$1,155.00
Large ¼ Page	\$798.00	\$693.00
Mini ¼ Page	\$532.00	\$462.00

## Color Rates

Spot Color is \$150.00 per color -or - 4/color is \$500.00

\*Insertion orders for space reservation should be sent to the Data News Weekly no later than Wednesday the week prior to ad publication. Every effort will be made to position advertisements in the location most desired by the advertiser, however, specific positions are not guaranteed. All advertising materials must be received no later than Monday at 5pm eastern standard time. **Please fax insertion orders to (504) 821-7622.**

## Mechanicals

Full Page	5 col x 14"	dimensions 10.5" x 14"
Half Page	5 col x 7"	dimensions 10.5" x 7"
Large ¼	3 col x 7"	dimensions 6.25" x 7"
Mini ¼	2 col x 7"	dimensions 4.5" x 7"

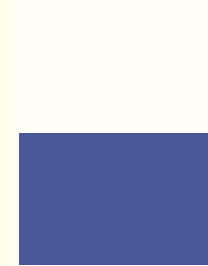
Files should be high resolution PDF, JPEG or TIF images at 300 dpi. For technical questions please email [production@ladatanews.com](mailto:production@ladatanews.com).

Ad materials must be submitted to [datanewsweeklyad@gmail.com](mailto:datanewsweeklyad@gmail.com) or sent on CD to:  
**Data News Weekly 3501 Napoleon Avenue New Orleans, LA 70125 (504) 821-7421.**

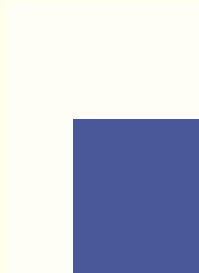
## AD SIZES



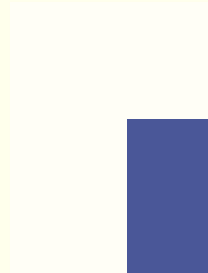
Full Page



Half Page



Large ¼ Page



Mini ¼ Page