

NEW ORLEANS SAINTS

GAMEDAY

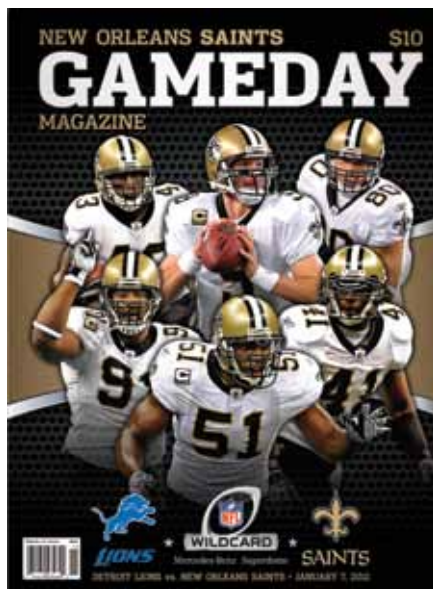
MAGAZINE

the **OFFICIAL**
PROGRAM

new orleans
OF THE SAINTS



media kit
2012 season



ABOUT

The New Orleans Saints and Renaissance Publishing offer you an exclusive opportunity to be associated with the official program of the New Orleans Saints, *GameDay Magazine*. It is the most cost effective media vehicle available to associate your company and product with the most closely followed sporting event in New Orleans...Saints Football!

Saints GameDay Magazine conveys the uniqueness of the in-stadium experience. *Saints GameDay Magazine*, is the only publication distributed and sold at the Mercedes Benz Superdome during Saints games. It is also distributed to all Saints players and opponents, staff and coaches. It is distributed in all suites, the press box, to officials and sold around the Superdome in novelty stands. In addition to in-stadium sales at every gate, *GameDay* is sold at various local newsstands prior to and after the game. It is the only publication that allows advertisers to put their companies, products and services in the stadium with a heavy concentration of area consumers and decision makers.

2012 HOME OPPONENTS

PRESEASON

Fri 8/17 Jacksonville Jaguars
Sat 8/25 Houston Texans

REGULAR SEASON

Sun 9/9 Washington Redskins
Sun 9/23 Kansas City Chiefs
Sun 10/7 San Diego Chargers
Mon 11/5 Philadelphia Eagles
Sun 11/11 Atlanta Falcons
Sun 11/25 San Francisco 49ers
Sun 12/16 Tampa Bay Buccaneers
Sun 12/30 Carolina Panthers

ACCEPTABLE DESKTOP FILE FORMATS: Quark XPress, Adobe Illustrator, Adobe Photoshop and PDFs created with Acrobat Distiller only.

IMAGES/SCANS: All images/scans should be 300 dpi saved as a TIFF, EPS or JPEG. We cannot accept Pantone/PMS or RGB colors or 72dpi (i.e., images pulled from a website). All images provided on disc must be in CMYK format and color corrected. We are not responsible for color on RGB or PMS files that must be converted to CMYK. For larger files Renaissance Publishing has an FTP site that you can access. For instructions on using this FTP site please call our office at (504) 830-7241.

EMAIL: to production@MyNewOrleans.com Always include the magazine title, issue, size of the ad and format.

PAYMENT: Invoices, accompanied by checking copies, will be issued after the first home game for the entire season. Invoices are payable within 30 days of receipt to Renaissance Publishing, LLC. Playoff games will be invoiced on a pro-rated amount after each game.



**RENAISSANCE
PUBLISHING**

RATES & SPECIFICATIONS

ADVERTISING RATES (net)

Rates cover entire season. All advertisements are four color. Special placement 10% additional charge.

	CHANGING AD	SAME AD ALL SEASON
Inside Front Cover	\$9,995	\$8,595
Inside Back Cover	\$9,995	\$8,595
Back Cover	\$9,995	\$8,595
Page 1	\$9,995	\$8,595
Full Page	\$9,365	\$7,495
Half Page	\$6,845	\$5,465
Quarter Page	\$3,935	\$3,155
1/6 Page	\$2,625	\$2,105

MECHANICAL REQUIREMENTS:

Full Page Bleed..... 8.375" x 11.125"

Trim Size..... 8.125" x 10.875"

Live Area..... 7.25" x 10.125"

Full Page Non-Bleed 7" x 10"

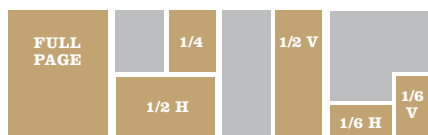
Half Page Horizontal 7" x 4.875"

Half Page Vertical 3.3125" x 10"

Quarter Page 3.3125" x 4.875"

1/6 Horizontal..... 4.5" x 2.3125"

1/6 Vertical 2.1875" x 4.875"



PLAYOFFS: In the event of post-season playoff games played in New Orleans, advertiser agrees to pay an additional per game pro-rated amount. All clients display ads must be approved by the New Orleans Saints. Renaissance Publishing will submit your final designed ad to the New Orleans Saints. **Your ad can not include colors, fonts, logos (fleur-de-lis) related to the New Orleans Saints.**

FOR MORE INFORMATION

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e-mail: Katie@MyNewOrleans.com

SPACE & MATERIAL DEADLINE: JULY 25, 2012