

gambit

Reach a **hyper-targeted audience** who support local events, businesses and love their community.



Gambit Advertiser Benefits

- 1 Increase business by reaching smart readers who spend.** For 40 years, locals and visitors have turned to Gambit to tell them what's newsworthy, trending and fun.
- 2 Distribution integrity** (97% pick up rate). Gambit and third party auditors makes sure that all papers are being picked up and your ad is being seen.
- 3 Ad designs that work.** Gambit's award winning ad designers will design your ad for free.

Gambit's Integrated Marketing Brand Reach



190,456
Print cume
readership



350,000
Monthly unique
website users



33,000
Gambytes
subscribers



83,200
Twitter



49,500
Instagram



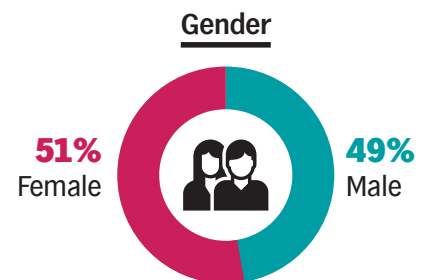
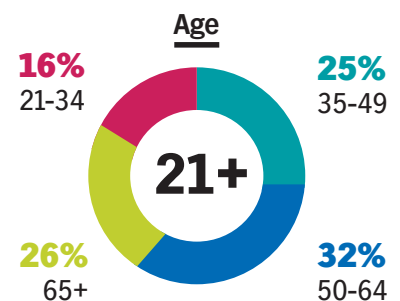
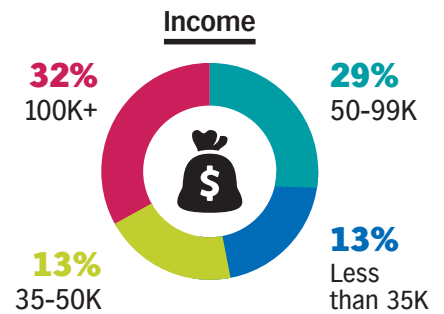
44,188
Facebook

Average Issue Readership*	Gambit	90,268
	Where Y'at Magazine	38,031
	New Orleans Magazine	31,138
	Offbeat Magazine	25,617
	New Orleans Living	20,708
	New Orleans City Business	18,709
	St. Charles Avenue	11,758
	NOLA Family	8,581



*SCARBOROUGH RESEARCH
NEW ORLEANS, LA 2020 RELEASE 2
& 2019 RELEASE 2 TOTAL (AUG 2018 - JUL 2020)

The Gambit Reader**



** CUME READERSHIP
Read in the past 6 months



January

ISSUE DATES

- January 5
Ad deadline: Dec 24
- January 12
Ad deadline: Dec 31
- January 19
Ad deadline: Jan 8
- January 26
Ad deadline: Jan 15

SPECIAL SECTIONS

- Details Home Magazine
January 5
- Winter Dining Issue
January 26



February

ISSUE DATES

- February 2
Ad deadline: Jan 22
- February 9
Ad deadline: Jan 29
- February 16
Ad deadline: Feb 5
- February 23
Ad deadline: Feb 12

SPECIAL SECTIONS

- Details Home Magazine
February 2
- Mardi Gras Week 1
February 2
- Mardi Gras Week 2
February 9
- Valentine's Gifts
February 9
- Kids Summer Camps
February 23



March

ISSUE DATES

- March 2
Ad deadline: Feb 19
- March 9
Ad deadline: Feb 26
- March 16
Ad deadline: March 5
- March 23
Ad deadline: March 12
- March 30
Ad deadline: March 19

SPECIAL SECTIONS

- Details Home Magazine
March 2
- Spring Events
March 9
- Bride + Groom
March 16
- Pets
March 23
- Spring Dining Issue
March 30



April

ISSUE DATES

- April 6
Ad deadline: March 26
- April 13
Ad deadline: Apr 2
- April 20
Ad deadline: Apr 9
- April 27
Ad deadline: Apr 16

SPECIAL SECTIONS

- Details Home Magazine
April 6
- Annual Guide to Schools
April 13
- Fashion Issue
April 20



May

ISSUE DATES

- May 4
Ad deadline: April 23
- May 11
Ad deadline: Apr 30
- May 18
Ad deadline: May 7
- May 25
Ad deadline: May 14

SPECIAL SECTIONS

- Details Home Magazine
May 4
- Mother's Day Gifts
May 4
- Summer Events
May 18
- Summer Dining Issue
May 25



June

ISSUE DATES

- June 1
Ad deadline: May 21
- June 8
Ad deadline: May 28
- June 15
Ad deadline: June 4
- June 22
Ad deadline: June 11
- June 29
Ad deadline: June 18

SPECIAL SECTIONS

- Details Home Magazine
June 1
- Summer Bars/Cocktails
June 8
- Pets
June 15
- Father's Day Gifts
June 15
- Staycation
June 22



July

ISSUE DATES

- July 6
Ad deadline: June 25
- July 13
Ad deadline: July 2
- July 20
Ad deadline: July 9
- July 27
Ad deadline: July 16

SPECIAL SECTIONS

- Details Home Magazine
July 6
- 40 Under 40
July 27



August

ISSUE DATES

- August 3
Ad deadline: July 23
- August 10
Ad deadline: July 30
- August 17
Ad deadline: Aug 6
- August 24
Ad deadline: Aug 13
- August 31
Ad deadline: Aug 20

SPECIAL SECTIONS

- Details Home Magazine
August 3
- Back to School
August 17
- Bride + Groom
August 24
- Best of New Orleans
August 31



September

ISSUE DATES

- September 7
Ad deadline: Aug 27
- September 14
Ad deadline: Sep 3
- September 21
Ad deadline: Sep 10
- September 28
Ad deadline: Sep 17

SPECIAL SECTIONS

- Details Home Magazine
September 7
- Saints
September 14
- Election Issue
September 21
- Fall Dining
September 21
- French Quarter Festival
September 28



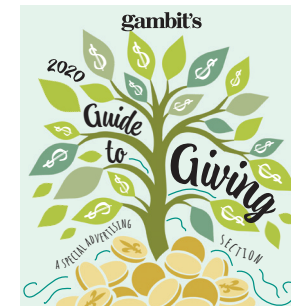
October

ISSUE DATES

- October 5
Ad deadline: Sep 24
- October 12
Ad deadline: Oct 1
- October 19
Ad deadline: Oct 8
- October 26
Ad deadline: Oct 15

SPECIAL SECTIONS

- Details Home Magazine
October 5
- Jazz Fest Week 1
October 5
- Jazz Fest Week 2
October 12
- Pets
October 19
- Halloween
October 26



November

ISSUE DATES

- November 2
Ad deadline: Oct 22
- November 9
Ad deadline: Oct 29
- November 16
Ad deadline: Nov 5
- November 23
Ad deadline: Nov 12
- November 30
Ad deadline: Nov 19

SPECIAL SECTIONS

- Details Home Magazine
November 2
- Guide to Giving
November 16
- Fall Bars/Cocktails
November 9
- Shop Local
November 16, 23, 30



December

ISSUE DATES

- December 7
Ad deadline: Nov 24
- December 14
Ad deadline: Dec 3
- December 21
Ad deadline: Dec 10
- December 28
Ad deadline: Dec 17

SPECIAL SECTIONS

- Details Home Magazine
December 7
- Pets
December 14
- Shop Local
Dec 14, 21
- Brunch for the New Year
December 28

gambit 2021 Print Rate Card

Gambit Net Rates

RATES
PER ISSUE

Monthly
Distribution:
80,000-
100,000

Print cume
readership:
190,456*
(6 month readership)

COLOR
Included
in Rates

Guaranteed Placement Fees

1/16 and 1/8 +\$50

1/4 and 1/2 +100

Full page +\$200

* Page 3
and Back
Cover - space
reservations
are first come,
first-served.



SIZE	52x	26-51x	13-25x	1-12x
Double truck	\$1713	\$1895	\$2084	\$2534
Premium*	\$1038	\$1148	\$1350	\$1531
Full Page	\$900	\$1000	\$1200	\$1440
1/2 Page	\$520	\$574	\$630	\$775
1/4 Page	\$275	\$320	\$375	\$450
1/8 Page	\$160	\$186	\$202	\$250
1/16 Page	\$90	\$115	\$130	\$150

FREE
Layout +
Design
with space
reservation

**Pre-printed
Inserts**
Full Run \$1200

Cover Sticky Note
1x \$2000
4x \$1500 per issue

Cover Corner Peel
\$850 per issue

**Cover Corner Peel
+ Page 3**
\$2000 Per issue

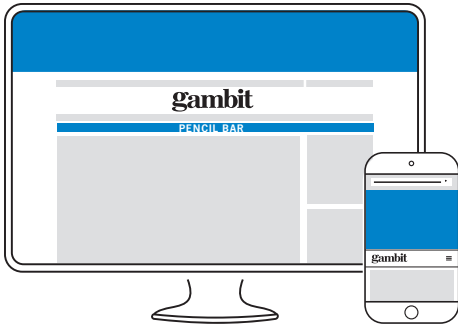
* SCARBOROUGH RESEARCH | NEW ORLEANS, LA 2020 RELEASE 2 & 2019 RELEASE 2 TOTAL (AUG 2018 - JUL 2020)

GAMBIT 2021 MEDIA KIT | SANDY STEIN, Advertising Director | 504.483.3150

gambit 2021 Digital Rate Card



Ultimate Takeover: Receive *All Exclusive Spots* \$2500 Per Week



Exclusive Reveal + Pencil

Reveal Desktop:
1920w x 600h pixels
Video (optional)

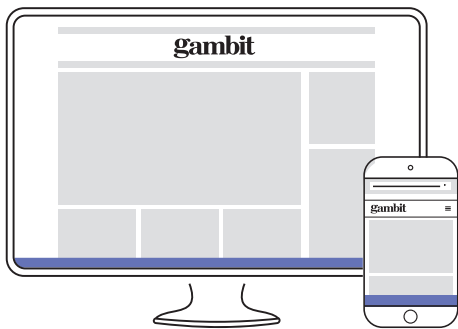
Desktop pencil:
970w x 90h pixels

Mobile:
800w x 250h pixels
Static ONLY

ONE WEEK
\$1400
PER WEEK

THREE WEEKS
\$1000
PER WEEK

ENTERTAINMENT ONLY
\$750 PER WEEK



Exclusive Bottom Bar

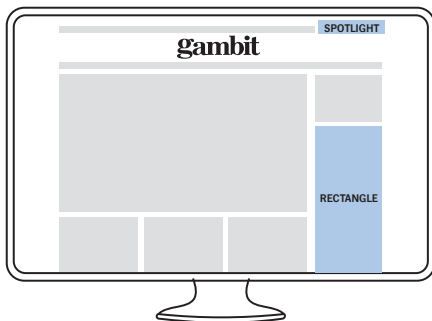
LOCATION: **EXCLUSIVE**

Desktop:
1170w X 50h pixels

Mobile:
480w X 50h pixels
Ad stays at bottom
of viewer's screen.

ONE WEEK
\$1000
PER WEEK

THREE WEEKS
\$750
PER WEEK



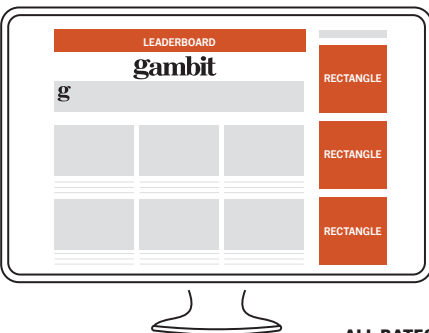
Exclusive Right Rail

Spotlight Ad:
225w x 90h pixels

Scoreboard Ad:
300w x 600h pixels

ONE WEEK
\$600
PER WEEK

THREE WEEKS
\$500
PER WEEK



Gambit Web Package

LOCATION: **RUN OF SITE**

Leaderboard:
728w x 90h pixels

Rectangle:
300w x 250h pixels
Guaranteed
minimum of 10,000
impressions
per week.

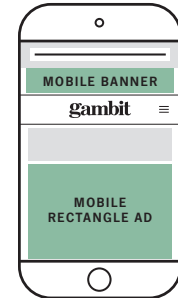
ONE WEEK
\$175
PER WEEK

THREE WEEKS
\$150
PER WEEK

12 WEEKS
\$100
PER WEEK

ALL RATES ARE NET. PLEASE CALL FOR CPM BASED BULK INVENTORY REQUESTS.

Mobile Site



Banner:
320w x 50h
pixels

Rectangle Ad:
300w x 250h
pixels

Mobile Banner Ad

LOCATION: **TOP + BOTTOM**

Mobile Ad:
320w x 50h pixels

Guaranteed minimum
of 10,000+ impressions
per week.

PER WEEK
\$125 PER WEEK

Mobile Rectangle Ad

Mobile Ad:
300w x 250h pixels
Guaranteed minimum
of 10,000+ impressions
per week.

ONE OR MORE WEEKS
\$150 PER WEEK

Gambytes E-Newsletter

30,000+ Subscribers

Promo Ad:
300w x 250h pixels
+75 words of copy

Food + Drink Exclusive:
728w x 90h pixels
+ 728w x 400h pixels

**Tuesday OR Thursday
Promo Ad:**
\$125 PER EMAIL

**Tuesday AND Thursday
Promo Ad:**
\$200 PER WEEK

Food+Drink Exclusive:
Friday
\$500 PER WEEK

Google Analytics:
Average Monthly Visitors