

ADVERTISING RATES SPECS & SIZES

AD SPECIFICATIONS

Reservation, Artwork and Payment

due 7 days before street date;
non-bleed format; artwork prepared
by NoHo>LA at no (or minimal) charge

TEXT

fax, email, send a hard copy or disc, PC or
Mac format; save file as an RTF file format

LINE ART

flat, 85 line 1/2 tone screen

PHOTOS

color or black & white prints or slides

ELECTRONIC FILES

Mac Platform - pdf, tiff, jpg, or eps,
QuarkExpress 4.1, Illustrator 10

We give Great Editorial!

Full page 10" wide x 12 3/8" tall
2 ads - 1 month 15% discount 1445. total \$722⁵⁵ per ad
1 ad - 1 issue gross rate \$850⁰⁰ per ad

1/2 page 10" wide x 6 1/8" tall HORIZONTAL
5" wide x 12 3/8" tall VERTICAL
2 ads - 1 month 15% discount 850. total \$425⁰⁰ per ad
1 ad - 1 issue gross rate \$500⁰⁰ per ad

1/4 page 5" wide x 6 1/8" tall
2 ads - 1 month 15% discount 544. total \$272⁰⁰ per ad
1 ad - 1 issue gross rate \$320⁰⁰ per ad

1/8 page 5" wide x 3" tall
actual size shown here
12 ads - 6 months 50% discount 1320. total \$110⁰⁰ per ad
10 ads - 5 months 41% discount 1298. total \$129⁸⁰ per ad
8 ads - 4 months 33% discount 1179²⁰ total \$147⁴⁰ per ad
6 ads - 3 months 26% discount 976⁰⁰ total \$162⁸⁰ per ad
4 ads - 2 months 20% discount 704. total \$176⁰⁰ per ad
2 ads - 1 month 15% discount 374. total \$187⁰⁰ per ad
1 ad - 1 issue gross rate \$220⁰⁰ per ad

**Greater Distribution
and Lower Rates
than other
community papers**

**The
Public**
is looking
for YOUR AD
in NoHo>LA!

**As Low as
\$35 per ad**
Demi 2 3/8" wide x 1 1/2" tall
actual size shown here
12 ads - 6 months 50% discount 420. total \$35⁰⁰ per ad
10 ads - 5 months 41% discount 413. total \$41³⁰ per ad
8 ads - 4 months 33% discount 375. total \$46⁸⁸ per ad
6 ads - 3 months 26% discount 312. total \$52⁰⁰ per ad
4 ads - 2 months 20% discount 224. total \$56⁰⁰ per ad
2 ads - 1 month 15% discount 119. total \$59⁵⁰ per ad
1 ad - 1 issue gross rate \$70⁰⁰ per ad

CLASSIFIED ADS & CULTURAL LISTINGS
3 lines/35 words 1 listing/ad \$25 2 for \$35

INSERTS \$30 per 1000 **LINKS** \$15 per month

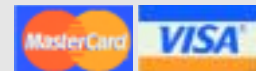
NOHO>LA
THE MEGAZINE

5140 Lankershim Blvd, No Hollywood, CA 91601
www.nohola.com

1/16 page 2 3/8" wide x 3" tall
actual size shown here
12 ads - 6 months 50% discount 720. total \$60⁰⁰ per ad
10 ads - 5 months 41% discount 708. total \$70⁰⁸ per ad
8 ads - 4 months 33% discount 643. total \$80³⁸ per ad
6 ads - 3 months 26% discount 533. total \$88⁸³ per ad
4 ads - 2 months 20% discount 384. total \$96⁰⁰ per ad
2 ads - 1 month 15% discount 204. total \$102⁰⁰ per ad
1 ad - 1 issue gross rate \$120⁰⁰ per ad

To Place an Ad, Call

tele 818-769-8414 fax 818-980-7463
email editor@nohola.com



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the PROMOTERS

Repeat advertisers include: Universal Studios, City Walk, Toyota of North Hollywood,
Galpin Motor Co., The Autry Museum of Western Heritage, The MTA,
The Music Center, and Sam Ash Music stores

"I love this paper!"

Thora Birch, actress, featured on cover

"We get calls from our ads in NoHo>LA. And we love
the editorial you give us. Yes, we're keeping them in!"

advertiser: Mel Schafer - Galpin Motor Company

"People like this paper so much, I don't know why someone
wouldn't advertise in every issue!"

advertiser: Linda Wehrli, art teacher

"I always know when your paper comes out because I get
a flurry of hits - it's so inexpensive,
of course I'm renewing my ad!"

advertiser: Alex Dubrow, apartment rentals

"The only things that worked for me

were flyers, word of mouth, and ads in NoHo>LA."

advertiser: Jackie Ahumada, Halloween Town



the WRITERS

Over 70 local contributors, from 16 year old columnist to seasoned professionals,
like Ray Bradbury, our writers are in the trenches and in the streets, uncovering
trends and grass roots movements in culture and entertainment

DEADLINE	PRESS	STREET DATE	SPECIAL FEATURE
Dec 24	Dec 27	Jan 2	Talkin' bout (Chris) Walken: Dance to Fitness
Jan 9	Jan 12	Jan 16	Shakespeare, Tattoos, Zeitgeist
Jan 21	Jan 24	Jan 30	Living on the (Red) Line: Carless in L.A.
Feb 4	Feb 7	Feb 13	Historic Movie Palaces of L.A.
Feb 18	Feb 21	Feb 27	Ed Begley, Jr. revives Cesar Chavez at El Portal
Mar 4	Mar 7	Mar 13	The Sham/Rock Issue: Johnny Marr
Mar 18	Mar 21	Mar 27	Late Night Drama
Apr 1	Apr 4	Apr 10	Our Western Heritage: Autry Museum
Apr 15	Apr 18	Apr 24	Fashion/Graffiti
Apr 29	May 2	May 8	The NoHo Arts Festival
May 13	May 16	May 22	North Hollywood Rebuilds: Urban Planning
May 27	May 30	June 5	Festivals Citywide
June 10	June 13	June 19	Summer Reading Issues:
June 24	June 27	July 3	Americana
July 8	July 11	July 17	Getaways
July 22	July 25	July 31	Best Clubs in Town
July 29	Aug 1	Aug 7	Star Gazing
Aug 12	Aug 15	Aug 21	Back to School Issues:
Aug 26	Aug 29	Sept 4	Fashion Update
Sept 9	Sept 12	Sept 18	Anniversary Issue
Sept 23	Sept 26	Oct 2	Halloween
Oct 7	Oct 10	Oct 16	Dia de los Muertos
Oct 21	Oct 24	Oct 30	Holiday Issues:
Nov 4	Nov 7	Nov 13	Shopping
Nov 18	Nov 21	Nov 27	Giving
Dec 9	Dec 12	Dec 18	Best/ Worst of the Year

RATES and RECONNAISSANCE

"Maybe two people rule
the world,
but the streets are
still public"

- Councilmember of the 4th District, Tom LaBonge
to NoHo>LA publisher Anna McWillie
while discussing politics

Get Public

with **NoHo>LA**
THE MEGAZINE

The best
demographic
money can
buy!

NOHO>LA THE MEGAZINE

5140 Lankershim Boulevard, No Hollywood, CA 91601
Tele 818-769-8414 Fax 818-980-7463

Email editor@nohola.com www.nohola.com

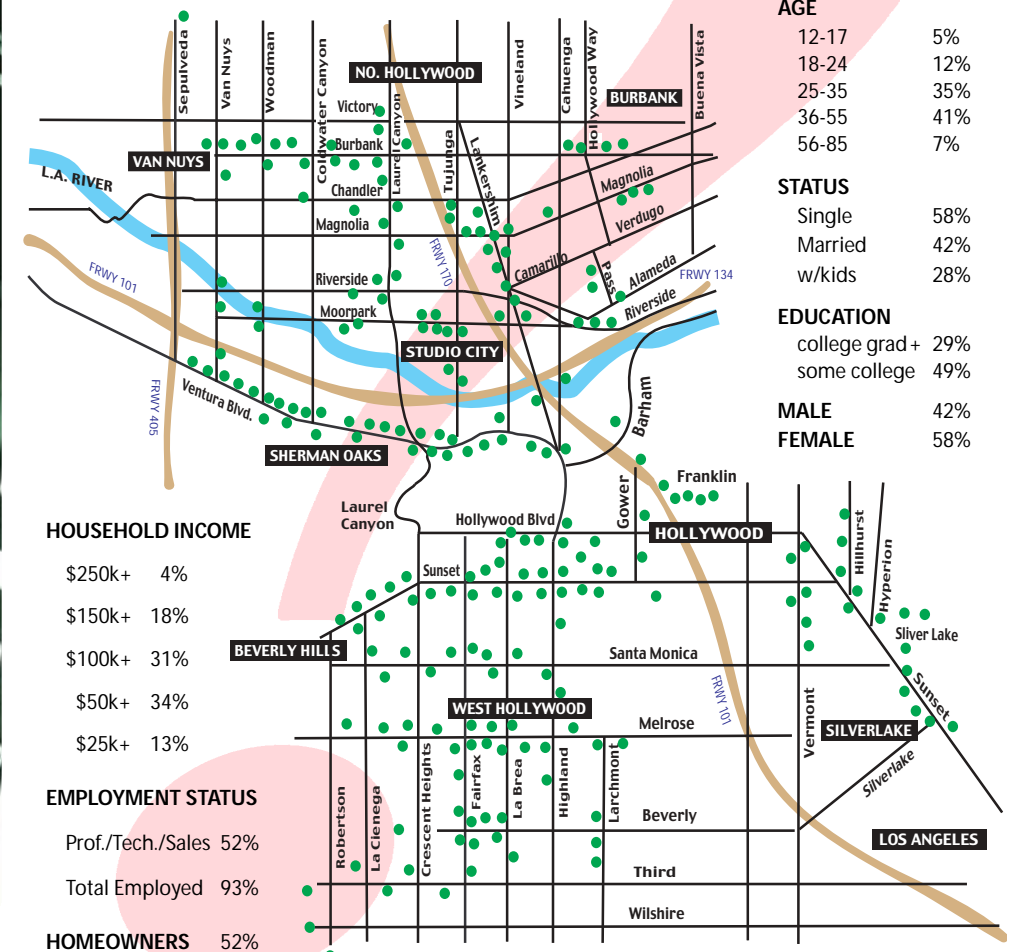
Call 818-769-8414 or
To place
your
Ad!

the READERS

• Dropsites for NoHo>LA

DEMOGRAPHIC & DISTRIBUTION

Entertainment industry and audience in the East Valley and in & around Hollywood.
Pass-along rate x2 Reader Impression rate x3 **Readership 160,000**
NoHo>LA is published bi-weekly, every other Tuesday. 40,000 copies distributed **FREE**
in the East Valley and in & around Hollywood*



*Distribution subject to seasonal modification. Verification pending.

