

# DNO VIDEO

DNOVIDEO.com started in November of 2007 as one guy walking around with a video camera, interviewing people, and documenting random sights that define a view of New Orleans familiar only to locals. In less than two months it has grown into much more. We now have correspondents, requests pouring in for more videos, and at least one camera rolling somewhere in the city at any given point in time.

Thousands of people have visited our site from surprising distances. DNO Videos have reached as far away as Japan, as close as Canada, and in 9 additional countries between here and there. Within the U.S. we have unique visitors from 38 different states, and 182 different cities. 49.75% of our visitors are from the Greater New Orleans area, and an additional 10% have come from other cities scattered around Louisiana.

Our site's content has been growing at an incredible rate as well. Within DNO Video's first 60 days, over 25 new videos were posted online with focuses on arts and culture in New Orleans. We've featured videos with local musicians like Guitar Lightnin', Quintron and Miss Pussycat. Additional stories have showcased international acts passing through, such as M.I.A., The Black Lips, and Architecture in Helsinki.

The introduction of two new correspondents in late November added a new variety of programming for our viewers. Miss Pussycat has been bringing her delightful persona to videos on subjects such as New Orleans housing, while Jude Matthews has given us a home video style series, sharing his endless romps through the city.

All of this may sound impressive, but we are not satisfied with where we stand today, and we plan on getting bigger. Recently a partnership was formed with the popular New Orleans TV show, Static Television. We have been throwing events, and providing live visuals for parties, including the recent Park the Van Records Holiday Soirée. And we are about to add a new section to our web site that will serve as a portal for New Orleans videos from a variety of New Orleans based filmmakers.

While we feel that our method of giving people an unusually raw and unbiased window into the city is a positive thing for our community, we also strongly believe that this should not be a venture that drains the funds of our parent company, Defend New Orleans—a company that gives nearly all of its profits to organizations dedicated to rebuilding the city. That's why a decision has been made to incorporate advertisements into the DNO Video web site. Not only will this money be used to strengthen the clarity of our voice, but it will also ensure that we can spread our aid to deeper corners of the place we call home.

Sample view of web site.

# DNO VIDEO

**DNO VIDEO - Nola Rising**

**NEW VIDEO: NOLA RISING**

Your 468x60 px ad goes here,  
and it stays visible as people scroll through the page.

### Visitors from first two months:

- Span 11 different countries
- Are from 38 different states
- Live in 182 different cities
- 50% are from the Greater New Orleans area
- an additional 10% are from areas in Louisiana outside of New Orleans

### Current Correspondents:

- Miss Pussycat
- Jude Matthews

### Some past videos have covered:

- Homeless Pride
- Housing Protests
- Nola Rising
- Constance
- Guitar Lightnin'
- Quintron and Miss Pussycat
- Mickey Avalon
- The Black Lips
- Dr. Dog
- Die Rotzz
- Found Magazine
- Panther

# DNOVIDEO ADVERTISING CONTRACT

Since we are still a relatively young web site, we are offering low introductory prices. Anyone who chooses to advertise with us during these early months will be offered the introductory ad prices through August 2008, whether they increase or not.

DNO VIDEO  
1437 N. Roman Street  
New Orleans, LA 70116

www.DNOVideo.com  
DefendNewOrleans@yahoo.com  
504 – 234 – 0146

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- \_\_\_\_\_ Front and Secondary 468x60 banner ads, 1 month = \$350
- \_\_\_\_\_ Front and Secondary 468x60 banner ads, 6 months = \$1,900
  
- \_\_\_\_\_ Total

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