

# The Louisiana Weekly

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# GENERAL ADVERTISING RATES

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# OUR HERITAGE

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For over 90 years, *The Louisiana Weekly* – an official journal of the state of Louisiana – has been a top news source for African-American readers in South Louisiana.

In 1925, *The Louisiana Weekly* founders – C.C. Dejoie, Sr. and O.C.W. Taylor – dared to create a communication vehicle that offered African-American readers a perspective that was sensitive to their unique positions in life. That vehicle remains viable today with the original family of owners at the helm of operations.

*The Louisiana Weekly* expanded its reach to include news for the state's emerging multicultural communities. The Weekly provides a written forum to advance justice, freedom and equality to all members of all communities at all times. The result: News that matters...to all!



# Our Publication

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*The Louisiana Weekly* — an official journal of the State of Louisiana — features “News That Matters” to the multicultural communities of the world.

Before hurricanes Katrina and Rita, *The Louisiana Weekly* provided a broad spectrum of information from Current Events and Sports to Entertainment and Community Activities to Hispanic Interests.

Post-Katrina and post-Rita we are working along with our fellow Louisianians to regain our sense of place in a city that has lost its footing.

Currently, while still providing general news of interest to our readers, we are concentrating on the rebirth, recovery and rebuilding of the entire Gulf Coast of the United States. Post-Katrina we have found it necessary to regroup and focus most of our efforts and resources on the day-to-day information that is important to our readers, as we work to recover, while also providing “news that matters” beyond the rebuilding effort.

Every Monday readers are immersed in news and information relevant to their everyday lives, the community and the world as a whole.

Over the years our editorials have ranged from thought-provoking, to humorous, informative to empowering. Topics have included the war in Iraq, police brutality, Black history and culture, political

corruption, crime, racism, bigotry and Katrina and Rita recovery efforts.

We encourage our readers to actively and earnestly seek out solutions to the problems highlighted in *The Louisiana Weekly* rather than wait for elected officials to solve them.

Our constant goal is to engage our readers, to get them to think constructively about the plight of communities of color.

We celebrate the contributions and accomplishments of New Orleanians and everyone committed to uplifting humanity.

When you’re looking for “news that matters,” whether it’s education, health, housing, current events, politics, finances, world news, business — you’ll find it here.

*The Louisiana Weekly* is a member of the following associations:

- Associated Press (AP)
- Louisiana Black Publishers Association (LBPA)
- Louisiana Press Association (LPA)
- National Newspaper Association (NNA)
- National Newspaper Publishers Association (NNPA)
- New America Media (NAM)

# Our Coverage

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## BUSINESS

Our “BusinessScope” Includes business and finance news vital to the economic growth of America’s populations of low- and moderate-income as well as middle-class minority communities. This section also reports on minority-owned businesses, the accomplishments of African Americans, Latin Americans, Asian Americans and women in industry — both locally and nationally.

## EDITORIAL

Our editorial section provides weekly opinions from the editor and editorial board of *The Louisiana Weekly*, as well as showcases the opinions of our readership via Letters to the Editor.

## HEART & HEALTH

Our health section, “Heart & Health,” provides the latest news, studies, treatment and information about diseases specifically infecting and affecting people of color.

## OP-ED

From the affects of Rap on society to the effects of war on US-foreign policy and relations, local and nationally-syndicated columnists such as Earl Ofari Hutchinson, Bill Fletcher, the Rev. Jessie Jackson and James Clingman offer commentary on the State of the Union, and Order of the World. For the past 25 years our op-ed section has also carried a column written by the political leaders of New Orleans. Beginning with the first administration of Ernest “Dutch” Morial, through the Barthelemy years and the terms of Marc H. Morial, to the present administration of federal, state and local representatives. Each week, our readers read firsthand what is on

the minds of our public representatives — unedited and without sound bites.

## POLITICAL

We offer constant up-to-date coverage of politics on the local, state and national levels, as well as conservative and liberal events and ideologies. Our features include “Inside Political Track” and a commentary by widely-recognized political insider, Christopher Tidmore.

## RELIGION

Our religion section features columns by Fr. Ledoux and current events happening in and around the New Orleans church community.

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## Editorial Calendar

<b>February:</b>	Black History Month
<b>April:</b>	Music & Culture <b>Features:</b> New Orleans Jazz & Heritage Festival
<b>May:</b>	Motherhood, Family & Parenting <b>Features:</b> Mother’s Day
<b>June:</b>	Fatherhood, Men’s Health; Black History <b>Features:</b> Juneteenth
<b>July:</b>	Women’s Health, Business & Empowerment <b>Features:</b> Essence Music Festival
<b>August:</b>	Summer Fun; Education <b>Features:</b> Satchmo Summer Festival
<b>September:</b>	Anniversary Edition
<b>November:</b>	Sports & Entertainment <b>Features:</b> Bayou Classic
<b>December:</b>	Holidays

# Audience & Readership Profile

We service multicultural readership. Our dominant reach is within the African-American middle-class consumer market.

## DEMOGRAPHICS

Average Age:	56
College educated:	75%
Post Graduate:	27%
Homeowners:	61%
Average of 2.5 people per household	

## INCOME

Average Household Income:	\$40,000
Income above \$50,000:	25%
Income above \$75,000:	12.5%

## FUTURE PURCHASING PLANS

*Our readers plan to purchase the following within the next 12 months:*

Entertainment:	80%
Medical:	78%
Electronics:	75%
Telecommunications:	69%
Education:	69%
Bank/Finance:	67%
Automotive:	58%
Home:	49%

## AVERAGE READING HABITS

Time spent reading each issue:	50 minutes
Number of times readers pick up same issue:	2.4x
Amount of time readers keep an issue:	6 weeks
Read each issue "cover to cover:"	92%
Number of people who read each copy:	3

## READERSHIP FOCUSES

Opinions & Editorial:	94%
Political:	93%
Heart & Health:	91%
Religious:	87%
BusinessScope:	84%
Real Estate Sale Notices:	56%

Our readership is comprised of decision-makers and trendsetters within the African-American community. They are always in search of an advantage and are committed to personal growth. The greater community respects and accepts the information that our readers pass along.

\*Figures based on 2004 Readership Survey conducted by Lillian Y. Fok, Ph.D.



# Our Reach

In addition to drop locations throughout New Orleans and its metropolitan area, including Gretna, Harvey, Jefferson, Kenner, Marrero, Metairie, River Ridge, St. Bernard and Westwego, *The Louisiana Weekly* has home subscriptions that deliver all over the United States and abroad in addition to our news featured every week on *louisianaweekly.com*.

## Our World in Digital

### LouisianaWeekly.com

Each week, LouisianaWeekly.com is updated with local, regional, state and national news focusing on issues that impact American lives in Louisiana and beyond.

Louisianaweekly.com is mobile-friendly and will adapt for display on any desktop, laptop, smartphone, or tablet.

### Average Reading Habits

#### Daily:

- over 30,284 daily page views
- over 1,434 daily page visits

#### Weekly:

- over 187,630 weekly page views
- over 6,700 weekly page visits

#### Annually:

- over 9,756,790 page views
- over 348,518 page visits

## Delivery Distribution by Zip Code:

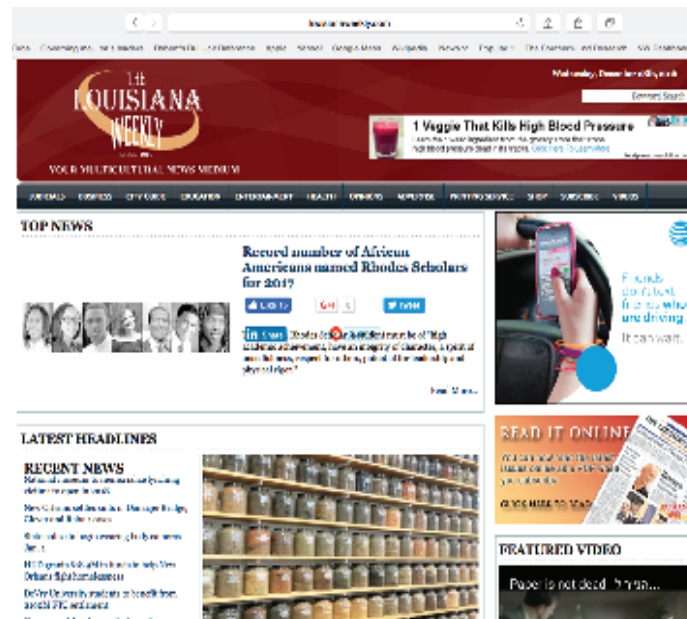
### Orleans Parish

70112, 70113, 70114, 70115, 70116, 70117, 70118, 70119, 70121, 70122, 70123, 70124, 70125, 70126, 70127, 70128, 70129, 70130, 70131

### Jefferson Parish

– Metairie: 70001, 70002, 70003, 70005  
– Gretna: 70053, 70062, 70065, 70072

*The Louisiana Weekly* circulates 6,500 print copies per week.



## Our Social Network



@LouisianaWeekly  
12.6K Followers



The Louisiana Weekly  
3,585 Likes  
3,512 Follows



@LouisianaWeekly

# Contact Us

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Let us work with you to get into the homes of Louisiana's diverse communities.

## Call us to advertise today!

### Advertising Sales Office

The Louisiana Weekly  
2215 Pelopidas Street  
New Orleans, LA 70122

504-282-3705 P  
504-282-3773 F

### Mailing Address

The Louisiana Weekly  
P.O. Box 8628  
New Orleans, LA 70182

### To Contact Us Regarding:

<b>Ad Space Reservation:</b>	dbaker@louisianaweekly.com
<b>Advertising Artwork:</b>	adsend@louisianaweekly.com
<b>Circulation:</b>	cdhall@louisianaweekly.com
<b>Press Releases:</b>	rdh@louisianaweekly.com



@LouisianaWeekly



The Louisiana Weekly



@LouisianaWeekly

[www.louisianaweekly.com](http://www.louisianaweekly.com)

# THE LOUISIANA WEEKLY

2215 PELOPIDAS STREET  
NEW ORLEANS, LA 70122  
504.282-3705 P • 504.282-3773 F

ONLINE

## OUR RATES

### Leaderboard

680 x 100 pixels, **\$200**

### Medium Rectangle

300 x 250 pixels, **\$75**

### Square

300 x 300 pixels, **\$150**

### Skyscraper

160 x 600 pixels, **\$200**

### Rectangle

300 x 400 pixels, **\$100**

**File types allowed: GIF, JPEG, TIF**

**RATES ARE PER WEEK**





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## OUR RATES

### DISPLAY CLASSIFIEDS

Rates are quoted on a price-per-column inch (PCI) based on an eight column, standard broadsheet page.

FREQUENCY (weeks)	PCI	Display Classifieds Measured Column Widths	
52	\$13.12	1 .....1.431”	5 .....7.757”
51-26	\$13.70	2 .....3.007”	6 .....9.345”
25-13	\$14.10	3 .....4.583”	7 .....10.917”
12-7	\$15.00	4 .....6.16”	8 .....12.5”
6-1	\$17.00		

### LINE CLASSIFIEDS

Rates: \$4 per line; 3lines/\$12 minimum.

### DEADLINES

Space reservations are due by 5 p.m. on the Wednesday prior to the issue date.  
Artwork is due by 3 p.m. on the Thursday prior to the issue date.

### PUBLICATION SCHEDULE

The Louisiana Weekly is published every Monday.

### COLOR COST (NET)

\$150<sup>00</sup> 1 spot color  
\$300<sup>00</sup> 2 spot colors  
\$450<sup>00</sup> Full color

### DIGITAL SPECIFICATIONS

#### ALLOWED FILE TYPES:

- PDF files (with all fonts embedded)
- EPS
- TIFF
- Illustrator
- PhotoShop
- Quark XPress

E-MAIL: rdh@louisianaweekly.com

Up to 10MB allowed by E-mail.

If files are larger than 10 MB,  
please notify rdh@louisianaweekly.com before sending.

FTP: Contact The Louisiana Weekly for username and password.  
(Not presently available)

#### COLOR SETTINGS:

CYMK  
Line Screen: 120  
DPI: 200+

ACCEPTABLE MEDIA: CDs, 100 and 250 zip disks.



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FREE-STANDING INSERTS - FSI's

## OUR RATES

Rates are quoted on a cost-per-thousand (CPM) basis.

### NET CPM

<u>Sheets (pgs)</u>	<u>Cost (\$)</u>
1-8	60
9-16	70
17-24	80
25-32	90

### DEADLINES

Preprinted insertion orders and materials are due two weeks before insertion date.

### PUBLICATION SCHEDULE

The Louisiana Weekly is published every Monday.

### INSERTION DELIVERY INFO

#### ADDRESS:

Signature Offset\*  
2610 Lakeview RD  
Hattiesburg, MS 39401  
(601) 544-4445  
FAX (601) 544-4779

\* Subject to change, please check with your representative before actually having inserts delivered



# THE LOUISIANA WEEKLY

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## OUR RATES

LOCAL

### NON-PROFIT

FREQUENCY	52X	51-26X	25-13X	12-7X	6-3X	2-1X
PCI	\$11.48	\$12.00	\$12.38	\$13.20	\$15.00	\$16.50
FULL	694.31	801.36	904.73	1047.82	1285.20	1517.67
3/4	553.28	635.04	713.65	823.28	1006.43	1185.03
2/3	530.38	604.80	675.95	776.16	945.00	1108.80
5/8	515.31	585.90	653.20	748.44	909.56	1065.49
1/2	426.71	483.84	538.16	615.38	746.55	873.18
1/3	313.40	352.80	389.97	443.52	535.50	623.70
1/4	242.29	272.16	300.28	340.96	411.08	478.17
1/8	124.76	139.86	154.04	174.64	210.26	244.28
1/16	67.04	74.88	82.20	92.93	111.60	129.36
BUSINESS CARD	34.44	38.40	42.10	47.52	57.00	66.00

#### CONDITIONS OF ACCEPTANCE FOR NON-PROFIT DISCOUNT PRICES

- 1) Advertising prices for non-profit organizations require full payment to be postmarked within 10 business days of invoice date.
- 2) If payment is not postmarked within 10 business days from invoice date, non-profit discount is revoked and full price—respective of standard frequency discounts—is due.
- 3) Non-Profit discounts are limited to charitable organizations as defined by the United States Internal Revenue Code 501(c)(3); the following organizations are excluded from this offer: private foundations; hospitals; health-care systems; research labs; political, labor or fraternal organizations, non-profit lobbyist groups or any group registered as a lobbyist.

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## OUR RATES

## LOCAL 2021

### STANDARD

FREQUENCY PCI	52X \$14.25	51-26X \$14.86	25-13X \$15.28	12-7X \$16.28	6-3X \$18.32	2-1X \$20.53
FULL	1,795.50	1,872.36	1,925.28	2,051.28	2,308.32	2,586.78
3/4	1,346.63	1,404.27	1,443.96	1,538.46	1,731.24	1,940.10
2/3	1,197.00	1,248.24	1,283.52	1,367.52	1,538.88	1,724.52
5/8	1,122.19	1,170.23	1,203.30	1,282.05	1,442.70	1,616.74
1/2	897.75	936.18	962.64	1,025.64	1,154.16	1,293.39
1/3	598.50	624.12	641.76	683.76	769.44	862.26
1/4	448.88	468.09	467.80	512.82	577.08	646.70
1/8	224.44	234.05	240.66	256.41	288.54	323.35
1/16	112.22	117.02	120.33	128.21	144.27	161.67
BUSINESS CARD	57.80	59.44	61.12	65.12	73.28	82.12
	FREE FULL COLOR	FREE FULL COLOR	2 FREE SPOTS	FREE SPOT		
						

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NATIONAL

## OUR RATES

### NON-PROFIT

FREQUENCY	52X	51-26X	25-13X	12-7X	6-1X
PCI	\$15.53	\$16.35	\$16.77	\$17.75	\$19.41
FULL	939.25	1,091.85	1,225.55	1,409.00	1,785.33
3/4	748.47	865.24	966.71	1,107.07	1,394.03
2/3	717.49	824.04	915.64	1,043.70	1,304.35
5/8	697.10	798.29	884.83	1,006.43	1,253.40
1/2	577.25	659.23	728.99	827.51	1,027.18
1/3	423.97	480.69	528.26	596.40	733.70
1/4	327.76	370.82	406.76	458.48	562.50
1/8	168.77	190.56	208.66	234.83	287.37
1/16	90.70	102.02	111.35	124.96	152.17
BUSINESS CARD	46.59	52.32	57.02	63.90	77.64

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## OUR RATES

## NATIONAL 2021

### STANDARD

FREQUENCY PCI	52X \$18.00	51-26X \$19.00	25-13X \$19.45	12-7X \$19.52	6-3X \$22.42	2-1X \$23.52
FULL	2,268.00	2,394.00	2,450.70	2,459.52	2,824.92	2,963.52
3/4	1,701.00	1,795.50	1,838.02	1,844.64	2,118.69	2,222.64
2/3	1,512.00	1,596.00	1,633.80	1,639.68	1,883.28	1,975.68
5/8	1,417.50	1,496.25	1,531.69	1,537.20	1,765.58	1,852.20
1/2	1,134.00	1,197.00	1,225.35	1,229.76	1,412.46	1,481.76
1/3	756.00	798.00	816.90	819.84	941.64	987.84
1/4	567.00	598.50	612.68	614.88	706.23	740.88
1/8	283.50	299.25	306.34	307.44	353.12	370.44
1/16	141.75	149.63	153.17	153.72	176.55	185.22
BUSINESS CARD	72.00	76.00	77.80	78.08	89.70	94.08
FREE FULL COLOR	FREE FULL COLOR	2 FREE SPOTS	FREE SPOT			
						

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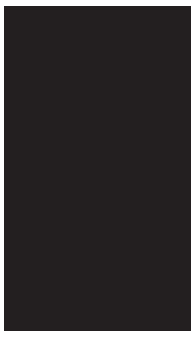
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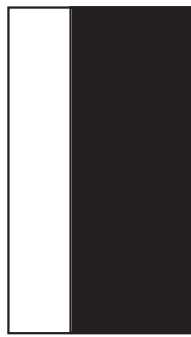
# THE LOUISIANA WEEKLY AD SPECIFICA



Full Page  
12.5" x 21"  
6 col. x 21"



3/4 Page  
12.5" x 15.75"  
6 col. x 15.75"



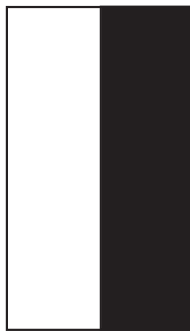
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Vertical  
8.2" x 21"  
4 col. x 21"



2/3 Page  
Square  
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6 col. x 14"



5/8 Page  
10.325" x 15.75"  
5 col. x 15.75"



1/2 Page  
Vertical  
6.12" x 21"  
3 col. x 21"



1/2 Page  
Vertical  
8.2" x 15.75"  
4 col. x 15.75"



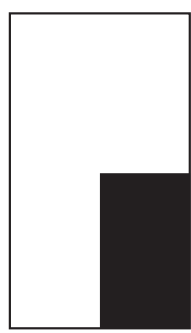
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10.325" x 12.65"  
5 col. x 12.65"



1/2 Page  
Horizontal  
12.5" x 10.5"  
6 col. x 10.5"



1/4 Page  
Vertical  
4.0" x 15.25"  
2 col. x 15.25"



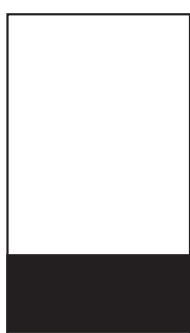
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1/4 Page  
Horizontal  
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4 col. x 7.75"



1/4 Page  
Vertical  
10.325" x 6.25"  
5 col. x 6.25"



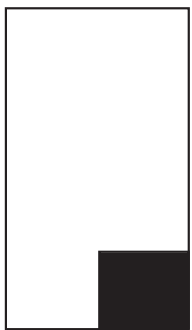
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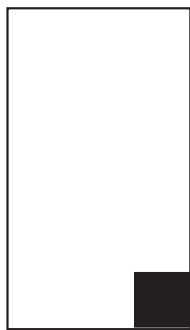
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Vertical  
1.9" x 15.75"  
1 col. x 15.75"



1/8 Page  
Vertical  
4.0" x 7.75"  
2 col. x 7.75"



1/8 Page  
Horizontal  
6.12" x 5.25"  
3 col. x 5.25"



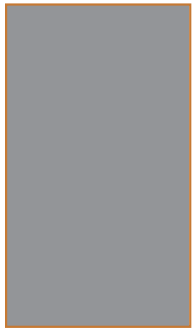
1/16 Page  
Square  
4.0" x 4"  
2 col. x 4"

## STANDARD ADVERTISING UNITS (SAU) MEASURED

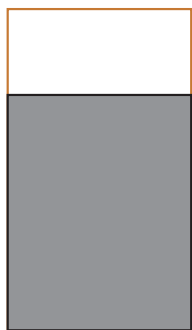
1 Column 1.9"	4 Columns 8.278"
2 Columns 4.08"	5 Columns 10.389"
3 Columns 6.167"	6 Columns 12.5"



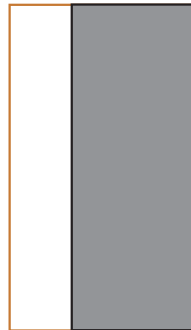
# THE LOUISIANA WEEKLY AD SPECIFICATIONS



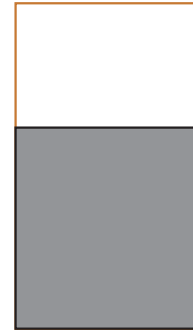
**Full Page**  
12.5" x 21"  
6 col. x 21"



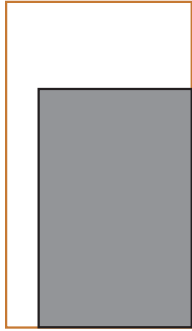
**3/4 Page**  
12.5" x 15.75"  
6 col. x 15.75"



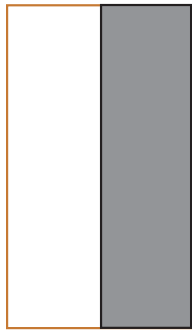
**2/3 Page Vertical**  
8.2" x 21"  
4 col. x 21"



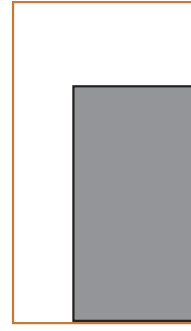
**2/3 Page Square**  
12.5" x 14"  
6 col. x 14"



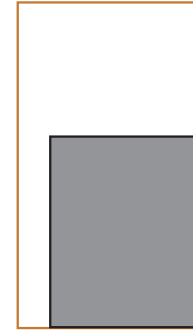
**5/8 Page**  
10.325" x 15.75"  
5 col. x 15.75"



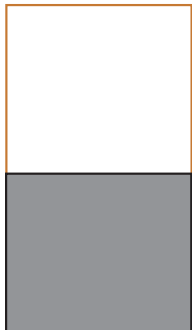
**1/2 Page Vertical**  
6.167" x 21"  
3 col. x 21"



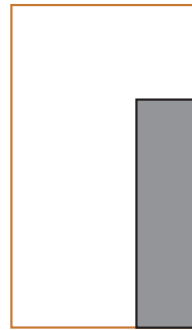
**1/2 Page Vertical**  
8.2" x 15.75"  
4 col. x 15.75"



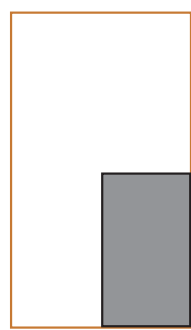
**1/2 Page Square**  
10.325" x 12.65"  
5 col. x 12.65"



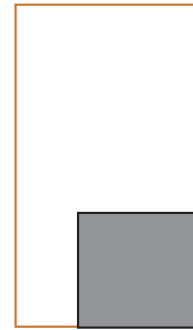
**1/2 Page Horizontal**  
12.5" x 10.5"  
6 col. x 10.5"



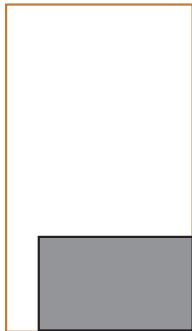
**1/4 Page Vertical**  
4.0" x 15.25"  
2 col. x 15.25"



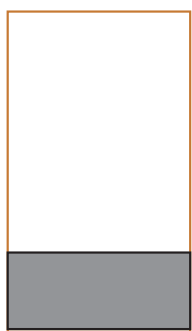
**1/4 Page Vertical**  
6.167" x 10.5"  
3 col. x 10.5"



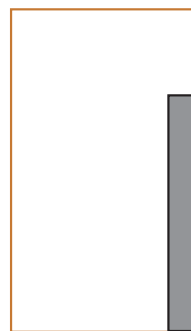
**1/4 Page Horizontal**  
8.2" x 7.75"  
4 col. x 7.75"



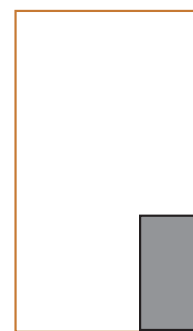
**1/4 Page Horizontal**  
10.325" x 6.25"  
5 col. x 6.25"



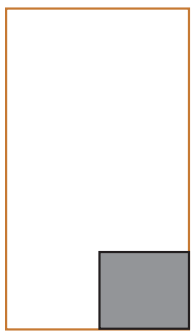
**1/4 Page Horizontal**  
12.5" x 5.25"  
6 col. x 5.25"



**1/8 Page Vertical**  
1.9" x 15.75"  
1 col. x 15.75"



**1/8 Page Vertical**  
4.0" x 7.75"  
2 col. x 7.75"



**1/8 Page Horizontal**  
6.167" x 5.25"  
3 col. x 5.25"



**1/16 Page Square**  
4.0" x 4"  
2 col. x 4"

## STANDARD ADVERTISING UNITS (SAU) MEASURED WIDTHS

1 Column 1.9"	4 Columns 8.278"
2 Columns 4.08"	5 Columns 10.389"
3 Columns 6.167"	6 Columns 12.5"

# THE LOUISIANA WEEKLY WEB AD SPECIFICATIONS

**Leaderboard 680 x 100**

**Medium  
Rectangle  
300 x 250**

**Rectangle  
300 x 400**

**Square  
300 x 300**

**Skyscraper  
160 x 600**

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