

# Advertising Rates

Rates Effective: January 1, 2016

PRICE ARE SUBJECT TO CHANGE

## THE CROWLEY POST-SIGNAL AND ACADIA PLUS Ad-ition

A SUPPLEMENT TO THE CROWLEY POST-SIGNAL COVERING 12,500 HOMES

COVERING CROWLEY AND THE ENTIRE SURROUNDING AREA.

602 N. Parkerson • P.O. Box 1589 • Crowley 70527 Phone (337) 783-3450 • Fax (337) 788-0949

• Business Hours: Monday - Friday 8:00 AM - 4:00 PM •

• E-Mail Correspondence: [advertising@crowleytoday.com](mailto:advertising@crowleytoday.com) • E-Mail Ads to: [kathy.duncan@crowleytoday.com](mailto:kathy.duncan@crowleytoday.com) •

[AcadiaParishToday.com](http://AcadiaParishToday.com)

• Display Ad Rates (National)  
\$10.77 (PCI)

• Display Ad rates (Local)  
\$9.20 (Net - PCI)

• Display Ad Rates (Ad-ition)  
\$4.10 (Net - PCI)

\* Rate applies only when ad is printed in the Crowley Post-Signal.

### ANNUAL AGREEMENT (NET)

240" to 719" in Calendar Year.....	\$7.09
720" to 1439" in Calendar Year.....	\$6.68
1440" to 2399" in Calendar Year.....	\$6.47
2400" to 4319" in Calendar Year.....	\$6.11
4320" to 6719" in Calendar Year.....	\$5.91
6720" And Up in Calendar Year.....	\$5.84

(SIGNED CONTRACT REQUIRED)

### COLOR RATES

Black plus one color.....\$125.00  
Black plus full color.....\$325.00  
NET

### DEADLINES

Scheduling, Content, Materials, Display & Display Classified 10:00 a.m. All ads must be emailed 3 days prior to publications

**Monday for Wednesday Edition**  
**Tuesday for Thursday Edition**  
**Wednesday for Friday Edition**  
**Thursday for Sunday Edition**  
**Friday for Tuesday Edition**

## Preprint Advertising Rates

(Cost per thousand- Net)

Rates apply to the Crowley Post-Signal and the Acadia Ad-ition

(Cost per thousand) (NET)		Sunday 4,500 circulation	Weekday 4,300 circulation	Ad-ition (TMC) 7,200 circulation
\$76.01/m	Single Sheet/Card	\$342.05	\$326.84	\$547.27
\$81.24/m	4 Tab/2 Std	\$365.58	\$349.33	\$584.93
\$87.18/m	8 Tab/4 Std	\$392.31	\$374.87	\$627.70
\$95.05/m	12 Tab/6 Std	\$427.73	\$408.72	\$684.36
\$103.01/m	16 Tab/8 Std	\$463.55	\$442.94	\$741.67
\$110.89/m	20 Tab/10 Std*	\$499.01	\$476.83	\$798.41
\$116.35/m	24 Tab/12 Std*	\$523.58	\$500.31	\$837.72
\$126.79/m	28 Tab/14 Std*	\$570.56	\$545.20	\$912.89
\$134.69/m	32 Tab/16 Std*	\$606.11	\$579.17	\$969.77
\$142.62/m	36 Tab/18 Std*	\$641.79	\$613.27	\$1026.86
\$150.05/m	40 Tab/20 Std*	\$675.23	\$645.22	\$1080.36

**Note: An additional \$5 per thousand will be charged for inserts with gates.**

\* An additional 1¢ per piece will be added for inserts over 16 tab/8 std. pages. An additional 1¢ per piece will be charged on inserts which are on heavier stock paper. Inserts requiring zoning will be accessed an additional 1¢ per piece. An additional \$6 per thousand will be charged for each additional 4 tab/2 standard pages of the inserts. All preprints should be quarter folded for inserting. If not, an additional charge of \$150 will be charged to quarter fold. Preprints need to be shipped in boxes and placed on skids. Ship preprints to 602 N. Parkerson Avenue, Crowley, LA 70526. (Circulation figures may vary from time to time. Call for more information.) Maximum insert size - 22" high by 11" wide (folded in half); any inserts larger than maximum size need to be quarter folded.

## Column Widths

### Display Ads

1 col.	9p	1.5"
2 col.	19p1	3.18"
3 col.	29p2	4.86"
4 col.	39p2	6.52"
5 col.	49p3	8.2"
6 col.	59p4	9.89"

Full Page Ad (Broadsheet)  
9.89" x 20.65"

## Column Widths

### Classified Ads

1 col.	5p8.4	.95"
2 col.	12p4.8	2.067"
3 col.	19p1.2	3.185"
4 col.	25p9.7	4.302"
5 col.	32p6.2	5.42"
6 col.	39p2.6	6.535"
7 col.	45p11	7.654"
8 col.	52p7.4	8.77"
9 col.	59p4	9.89"

### Tab Ads Sizes

FULL	W: 10.125"	H: 9.7"
HALF	W: 10.125"	H: 4.8"
1/4 PG	W: 4.973"	H: 4.8"
1/8 PG	W: 4.973"	H: 2.3"

- **Weather Page** - Runs every issue for \$130 per month.
- **Business Directory** - Daily in the classified section - \$110 per month.
- **Banner Ads** - (4 cl. x 2") (Sunday) Front Page Color- \$215; (Tuesday-Friday) Front Page Ad \$132.50; (Sunday) Lifestyle & Sports Front Color - \$110.00
- **Classified Display Ad Rates** - Open Rate.....\$9.20 (Net)
- **Classified Business Line Ads** - Only \$12 (net) for the first 25 words and 10¢ for each additional word per day.
- **Non-Business Line Ads** - Only \$5 for the first 10 words and 10¢ for each additional word per day.

### OPTIONS! OPTIONS! OPTIONS

The Crowley Post Signal can target your business message to any of these groups of readers at very affordable rates.

- **Teen Scene** - Publishes Mar., Jun., Sept, and Dec. and features events and advertisers geared toward teens.
- **Honor Roll Page** - Runs every nine weeks; features honor roll for area schools. \$50 per run (Annual agreement).
- **Devotional Page** - Runs every Friday. \$14.00 per run. (1 year agreement.)
- **Business Page** - Runs every Wednesday of each month.
- **Agriculture Page** - Runs every Thursday. (Display rates apply.)

- **Multi-Paper Discount** - Choose to broaden your reach and increase your market share, advertise in a combination of our sister papers and TMC Products and we'll help make it affordable.
- **Guaranteed Space** - Any advertiser requesting to have guaranteed space on any page other than page 3 or 5 will be billed at 10% above the current rate of the ad.
- **Premium Pages** - Any ad or ads requested to run on page 3 or 5 is considered premium space and billed at 10% above the current rate of the ad.
- **Mechanical Specifications** - Broadsheet.....The Crowley Post Signal and Acadia Ad-ition 9.89 inches (wide) x 20.65 inches (deep). Tabloid (Special Editions)10.125 inches (wide) x 9.7 inches (deep).

### • CIRCULATION

The Crowley Post Signal paid circulation is 4,500. The Acadia Ad-ition TMC Product is 7,200 and is non-duplicated in the city of Crowley, saturates Crowley rural routes by mail, saturates town of Iota by mail.

### • GENERAL INFORMATION

Advertising copy received will be subject to the acceptance, revision or rejection of the publisher, and every copy produced in-house becomes the property of The Crowley Post Signal. All copy is accepted on a "run-of-the-paper" basis and given the best possible position in accordance with the make-up rules of the newspaper with the exception of: purchase of premium pages or guaranteed space.

### • SPECIAL SERVICES

Creative advertising layout for a single advertisement or for entire campaigns are available from our staff of professional artists and computer design experts at NO CHARGE when placed in any of our products. Statewide results! Our staff can place your professionally designed ad in any or all of our sister papers and TMC products across the state of Louisiana. Complete listing and rates available upon request.

### • CREDIT & BILLING

Terms are net due 30 days of month following publication. A finance charge of 1 1/2% per month may be assessed on the unpaid balance

of accounts over 30 days. Volume discounts and agreements are subject to cancellation on past due accounts. Local rates are non-commissionable. Advertising which requires payment in advance includes unestablished credit accounts, political, going-out-of-business, bankruptcy ads, transient ads (including, but not limited to, carnivals, circuses, swap meets, flea markets and similar road shows). We accept MasterCard, Visa and Discover.

### • PUBLISHER'S LIABILITY FOR ERROR

The Publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The Publisher's liability for other errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement.

### • INDEMNIFICATION

The advertiser and/or advertising agency agrees to defend and indemnify the Publisher against any and all liability, loss, or expense arising from claims or libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy, resulting from the publication of the advertisement.



# THE CROWLEY POST-SIGNAL



(A Division of Louisiana State Newspapers)

602 North Parkerson Avenue • Crowley, LA 70526 • 1-337-783-3450

Email address: advertising@crowleytoday.com • www.AcadiaParishToday.com

## 2016 Special Edition Schedule

*The following is a listing of special editions and signature pages scheduled for 2016. Sign up, fax back this sheet to 1-337-788-0949, or email it to advertising@crowleytoday.com and you are finished for the year. For more information, call Alicia, Angie, Chad, or Janet at 1-337-783-3450.*

### **January**

Business Honor Roll .....	(Number of years in business) Full Color	\$67.50
Martin L. King Sig Page.....	Full Color	\$55
Teen Scene .....	1/8 page-\$52; ¼ page-\$87; ½ page-\$173.00; full page-\$300; Color-1/8-¼ page-\$60, ½-full-\$115	
• Northside Christian Homecoming Sig Page .....	Full Color	\$55
Junior Livestock Show Banners .....	Full Color	\$80
Basketball Tab .....	1/8 page-\$75; ¼ page-\$140; ½ page-\$280; full page-\$460; Color-1/8-¼ page-\$60, ½-full-\$115	
Super Bowl Contest .....	Full Color	\$70
Catholic School Week Sig Page .....	Full Color	\$55

### **February**

Carnival D'Acadie Sig Page .....	Full Color	\$55
Tee-Mamou/Iota Mardi Gras Sig Pages .....	Full Color	\$55
Lenten Seafood Special .....	2 Col. X 3" ad runs 8 times during Lent (Full Color)	\$384
Mardi Gras Tab .....	1/8 page-\$75; ¼ page-\$140; ½ page-\$280; full page-\$460; Color-1/8-¼ page-\$60, ½-full-\$115	
Boy Scout Sigs .....	Full Color	\$55
Valentine Gift Guide .....	(Full Color) 2 Col. X 5" ad	\$100
Black History Month Sig Page .....	Full Color	\$55
Junior Livestock Show Results Section .....	Minimum \$50; Open Rate	\$9.20
Bridal Tab .....	1/8 page-\$75; ¼ page-\$140; ½ page-\$280; full page-\$460; Color-1/8-¼ page-\$60, ½-full-\$115	
FFA Sig Page .....	Full Color	\$55

### **March**

• Redemptorist Catholic School Bazaar Sig Pages .....	\$55	
Plan For Tomorrow Tab .....	1/8 page-\$75; ¼ page-\$140; ½ page-\$280; full page-\$460; Color-1/8-¼ page-\$60, ½-full-\$115	
Teen Scene .....	1/8 page-\$52; ¼ page-\$87; ½ page-\$173; full page-\$300; Color-1/8-¼ page-\$60, ½-full-\$115	
National Ag Week Tab .....	1/8 page-\$75; ¼ page-\$140; ½ page-\$280; full page-\$460; Color-1/8-¼ page-\$60, ½-full-\$115	
Guide To Area Churches .....	1/8 page - \$50; ¼ page - \$75; ½ page - \$150; full page - \$280; Color Extra	
Doctor's Day Sig Page .....	Full Color	\$55

### **April**

Home Imp/Lawn & Garden Tab .....	1/8 page-\$75.00; ¼ page-\$140; ½ page-\$280; full page-\$460; Color-1/8-¼ page-\$60, ½-full-\$115	
Administrative Professional Day Sig Page .....	Full Color	\$55

### **May**

National Day of Prayer Sig Page .....	Full Color	\$55
• Dance Recitals (Parent Ads) .....		\$22.50
National Teacher's Day Sigs .....	Full Color	\$55
National Police Week Sig Page .....	Full Color	\$55
• 4-H Achievement Day Results .....	Minimum \$50.; Open Rate	\$9.20
National Nursing Home Week Sig Page .....	Full Color	\$55
Mother's Day Greetings & Memorials .....	\$15 (Includes photo & 15 words) 15 cents per word over 15 words	
Graduation Tab .....	1/8 page-\$75; ¼ page-\$140; ½ page-\$280; full page-\$460; Color-1/8-¼ page-\$60, ½-full-\$115	
Senior Citizen Tab .....	1/8 page-\$75; ¼ page-\$140; ½ page-\$280; full page-\$460; Color-1/8-¼ page-\$60, ½-full-\$115	
Chamber of Commerce Tab .....	1/8 page-\$75; ¼ page-\$140; ½ page-\$280; full page-\$460; Color-1/8-¼ page-\$60, ½-full-\$115	
Memorial Day Tab .....	1/8 page-\$75; ¼ page-\$140; ½ page-\$280; full page-\$460; Color-1/8-¼ page-\$60, ½-full-\$115	



# 2016 Special Edition Schedule Page 2

## June

Hurricane Awareness Sig Page .....	(Prints first Sunday of each month from June through October) Full Color \$55
Teen Scene .....	1/8 page-\$52; 1/4 page-\$87; 1/2 page-\$173; full page-\$300; Color-1/8-1/4 page-\$60, 1/2-full-\$115
Father's Day Greetings & Memorials .....	\$15 (Includes photo & 15 words) 15 cents per word over 15 words
Hurricane Awareness Tab .....	1/8 page-\$75; 1/4 page-\$140; 1/2 page-\$280; full page-\$460; Color-1/8-1/4 page-\$60, 1/2-full-\$115
Rice Field Tab .....	1/8 page-\$75; 1/4 page-\$140; 1/2 page-\$280; full page-\$460; Color-1/8-1/4 page-\$60, 1/2-full-\$115

## July

Fourth of July Sig Page .....	\$55
Annual Baseball Review (Team Photos - Full Process Color) .....	\$70
Back To School Tab .....	1/8 page-\$75; 1/4 page-\$140; 1/2 page-\$280; full page-\$460; Color-1/8-1/4 page-\$60, 1/2-full-\$115
Reader's Choice Edition .....	Minimum size 2 X 5 - \$92.00
Car Care Pages .....	3X3-\$75; 3X5-\$140; 3X10-\$280; 5X10-\$460; Color Extra
Miss Crowley Sig Page .....	Full Color \$55

## August

Medical Guide .....	1/8 page-\$75; 1/4 page-\$140; 1/2 page-\$280; full page-\$460; Color-1/8-1/4 page-\$60, 1/2-full-\$115
Football Tab .....	1/8 page-\$75.00; 1/4 page-\$140; 1/2 page-\$280; full page-\$460; Color-1/8-1/4 page-\$60, 1/2-full-\$115
Football Contest .....	(Approximately 15 Weeks) \$25 per week

## September

• Notre Dame, Iota & Crowley High Homecoming Sig Page .....	(Full Color) \$55
Teen Scene .....	1/8 page-\$52; 1/4 page-\$87; 1/2 page-\$173; full page-\$300; Color-1/8-1/4 page-\$60, 1/2-full-\$115

## October

Germanfest Sig Pages .....	Full Color \$55
Clergy Appreciation Day Sig Page .....	Full Color \$55
Breast Cancer Awareness Sig Pages .....	Full Color \$55
National Boss' Day Sig Page .....	Full Color \$55
Rice Festival Cookbook .....	(Deadline early September) Business Card - \$100; 1/4 page - \$125, 1/4 page color -\$250; 1/2 page - \$185, 1/2 page color - \$300; full page - \$280, full page color \$380
Rice Festival Royalty Page .....	Full Color \$55
Cosmetology Page .....	Full Color \$65
Witchy Way Down Main Street Sig Page .....	\$22
Halloween Safety Sig Page .....	Full Color \$55

## November

Honor Roll (Runs 4 times during school year) .....	\$50 (per run)
• St. Francis School Bazaar Sig Page .....	Full Color \$55
Veteran's Day Tab .....	1/8 page-\$75; 1/4 page-\$140; 1/2 page-\$280; full page-\$460; Color-1/8-1/4 page-\$60, 1/2-full-\$115
Thanksgiving Greetings .....	Various ad sizes – open rate \$9.20
Thanksgiving Giveaway (Newspaper & Shopper) .....	\$100
Christmas Gift Guide .....	2X4-\$75; 3X5 or 2X7 1/2-\$140; 3X10 or 4X7 1/2 -\$280; 5X10 or 4X12 1/2 -\$460; Color - 8" & 15" ads + \$60; 30" & 50" ads + \$115
•• Football Playoff Sig Pages .....	Full Color \$55

## December

• Midland Homecoming Sig Pages .....	Full Color \$55
Christmas Giveaway (Newspaper) .....	Full Color \$75
Christmas Church Guide Pages .....	2 X 5 \$75
Shop 'Til You Drop Page .....	(2 Col. X 5" Ad in Process Color) \$100
Christmas Greeting Section .....	(Minimum \$50 ad) Open Rate - \$9.20/Contract Rates
Christmas Memorials with Photograph .....	\$15 (15 words) 15 cents per word over 15 words
College Bowl Games Page .....	\$70
New Year Safety Page .....	Full Color \$55

• These events may be scheduled for a different month than the month listed on this schedule. •• Depends on if local schools are in the playoffs. • Prices are subject to change!



## 2016 ONLINE ADVERTISING

**1 Ad Unit: Marquee**  
 Dimensions: 468 x 60  
 Placement: Top Right of every page

**2 Ad Unit: Half Page**  
 Dimensions: 300 x 600  
 Placement: Right rail of every inside page

Open Rate	30 Day	6 Month	12 Month
\$10.00 CPM	\$500	\$400 mo.	\$350 mo

**3 Ad Unit: Leaderboard**  
 Dimensions: 728 x 90  
 Placement: Top of every inside page;  
 bottom of every page

**4 Ad Unit: Large Rectangle (Big Box)**  
 Dimensions: 300 x 250

Placement: 3 positions on every page, 2 on right rail

Open Rate	30 Day	6 Month	12 Month
\$7.00 CPM	\$350	\$315 mo.	\$250 mo

### Design Deadlines:

- All online ads must be submitted 72 hours prior to campaign launch with the exception of rich media which requires 8 business days prior to campaign launch.

### Camera Ready Deadlines:

- All camera ready online ads must be submitted 24 hours prior to campaign launch.
- Camera-ready art must be in SWF, GIF or JPG format. Source material not accepted.

### Ad Design

AcadiaParishToday.com can develop a creative advertising message & develop an online marketing strategy that will meet your business needs.

Please provide us with your linking URL, logo & a clear concept of what your goal is for your online advertising.

### General Guidelines

- AcadiaParishToday.com reserves the right to edit, reject, revise or cancel an online ad at anytime.
- All ad links must be live links.
- Banners must be designed so that interaction with the ad only occurs if the user's mouse is over the ad. Audio is opt-in only.
- All rich media ads must be submitted with a GIF/JPG version.
- Discounts available for multiple LSN Publishing websites and newspapers
- All contracted rates guarantee 50K impressions per month.
- All placements subject to availability. Rates effective Jan. 6, 2016.



Call your account executive for mobile app sponsorship as low as \$175 per month.

CROWLEY POST-SIGNAL AcadiaParishToday.com

To advertise contact your sales representative:  
**Crowley Post Signal (337) 783-3450**  
 or email advertising@AcadiaParishtoday.com