

# Advertising Rates

Rates Effective: January 1, 2011

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

A SUPPLEMENT TO THE CROWLEY POST-SIGNAL COVERING 13,300 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 - 5:00 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)  
\$10.56 (PCI)

• Display Ad rates (Local)  
\$9.00 (Net - PCI)

• Display Ad Rates (Ad-ition)  
\$4.00 (Net - PCI)

### ANNUAL AGREEMENT (NET)

240" to 719" in Calendar Year.....	\$6.94
720" to 1439" in Calendar Year.....	\$6.53
1440" to 2399" in Calendar Year.....	\$6.33
2400" to 4319" in Calendar Year.....	\$5.97
4320" to 6719" in Calendar Year.....	\$5.77
6720" And Up in Calendar Year.....	\$5.61

(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 5,572 circulation	Weekday 5,225 circulation	Ad-ition (TMC) 7,200 circulation
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\$59.88/m	Single Sheet/Card	\$333.65	\$312.87	\$431.14
\$63.04/m	4 Tab/2 Std	\$351.26	\$329.38	\$453.89
\$69.36/m	8 Tab/4 Std	\$386.47	\$362.41	\$499.39
\$75.63/m	12 Tab/6 Std	\$421.41	\$395.17	\$544.54
\$81.96/m	16 Tab/8 Std	\$456.68	\$428.24	\$590.11
\$88.23/m	20 Tab/10 Std*	\$491.62	\$461.00	\$635.26
\$92.46/m	24 Tab/12 Std*	\$515.19	\$483.10	\$665.71
\$100.88/m	28 Tab/14 Std*	\$562.10	\$527.10	\$726.34
\$107.15/m	32 Tab/16 Std*	\$597.04	\$559.86	\$771.48
\$113.48/m	36 Tab/18 Std*	\$632.31	\$592.93	\$817.06
\$119.75/m	40 Tab/20 Std*	\$667.25	\$625.69	\$862.20

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

\* An additional 1c per piece will be added for inserts over 16 tab/8 std. pages. An additional 1c per piece will be charged on inserts which are on heavier stock paper. Inserts requiring zoning will be accessed an additional 1c 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 \$100 will be charged to quarter fold. Preprints need to be shipped in boxes. Ship preprints to 602 N. Parkerson Avenue, Crowley, LA 70526. (Circulation figures may vary from time to time. Call for more information.)

**Column Widths**

**Display Ads**

1 col.	9p4	1.55"
2 col.	19p4	3.22"
3 col.	29p4	4.89"
4 col.	39p4	6.55"
5 col.	49p4	8.22"
6 col.	59p4	9.89"

Full Page Ad (Broadsheet)  
**9.89" x 20.65"**

**Column Widths**

**Classified Ads**

1 col.	6p	1"
2 col.	12p8	2.1"
3 col.	19p4	3.22"
4 col.	26p	4.33"
5 col.	32p8	5.44"
6 col.	39p4	6.55"
7 col.	46p	7.66"
8 col.	52p7	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 \$125 per month.
- **Business Directory** - Daily in the classified section - \$105 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 - \$107.50
- **Classified Display Ad Rates** - Open Rate.....\$9.00 (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 \$4 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.
- **Devotional Page** - Runs every Friday. \$8.25 per run. (1 year agreement.)
- **Agriculture Page** - Runs every Thursday. (Display rates apply.)
- **Honor Roll Page** - Runs every nine weeks; features honor roll for area schools. \$50 per run (Annual agreement - 2 cl. x 2.5" ad).
- **Business Page** - Runs every Wednesday of each month

- **Multi-Paper Discount** - Choose to broaden your reach and increase your market share, advertise in a combination of our 43 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 5,572. 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 43 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 and Visa.

**• 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.