



# The Rayne Acadian-Tribune

108 N. Adams Ave. • PO Box 260 • Rayne, LA 70578

PH: 337-334-3186 • FAX: 337-334-8474

Website: [acadiaparishtoday.com](http://acadiaparishtoday.com)

*"The Oldest & Best Read Weekly Paper in Acadia Parish"*

## ADVERTISING-MARKETING & DISTRIBUTION

Rates & Information Effective January 1, 2016

## The Rayne Acadian-Tribune

is published *EVERY THURSDAY* in Section Format &

**FULL PROCESS COLOR!**

**NATIONAL  
LINE &  
GENERAL  
OPEN RATE:  
\$7.00 per  
column inch**

**AD DEADLINES:**  
MONDAY, 1 pm for Thursday's  
publication.

**PRE-PRINT or INSERT  
(Non-Contract):**

FLAT RATE..... **\$275.00**

***PAID CIRCULATION:***  
**4,900**

**FULL PROCESS COLOR:**  
\$2.00 per column inch • \$100.00 National

### CLASSIFIED READER ADS:

**NON-COMMERCIAL**

\$5 per insertion, 25 words or less (.05 per word over 25 words)

**COMMERCIAL**

\$8 per insertion, 25 words or less (.05 per word over 25 words)

**All Classified Reader Ads must be paid for in advance**

*"LOUISIANA NEWSPAPER OF THE YEAR, 3 YEARS IN A ROW"*

*"Committed to Community Service"*



## 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.

## Rayne Acadian Tribune

To advertise contact your sales representative:  
**Rayne Acadian-Tribune (337) 334-3186**  
 or email jah1126@yahoo.com