

**TERMS OF PAYMENT**

- a. Accounts are to be paid in full within 30 days of invoice date.
- b. Checks or cash are the preferred payment methods. All checks are to be made payable to Arceneaux Communications, LLC.
- c. A \$25 fee will be charged for all NSF checks.
- d. A 2 percent late fee will be charged for each 30-day period a payment is past due from invoice date.
- e. The advertiser agrees to pay all attorney fees, if it becomes necessary to place a balance due in attorney's hands.

**GENERAL ADVERTISING POLICIES**

- a. The publisher reserves the right to refuse any advertisement.
- b. Special or specific position cannot be guaranteed beyond the preferred positions outlined in the rate card. Every attempt will be made to accommodate requests.
- c. All retail advertising rates are subject to change at any time. Current contracts will be exempt from rate increases for the remainder of the contract.
- d. Errors in advertisements must be reported within 10 days of publication and credit will be given on the first insertion only of a multiple insertion ad.
- e. Credit will be given for errors that occur in an advertisement at the publisher's discretion up to the full value of the advertisement.
- f. Livingston Business and Real Estate Journal shall not be liable for any damages for failure to publish an advertisement or for errors that may occur in an advertisement.

**CONTRACTS**

- a. Annual contracts are valid for one year from the effective date. The contract becomes effective on the date it is signed by the advertiser.
- b. Should the minimum space contracted for not be used within the contract period, the advertiser agrees to pay the difference between the rate contracted for and the rate for actual ad size used.
- c. Should the advertiser use enough space in addition to the space contracted for, to earn a lower rate, the publisher will rebate to the advertiser at the end of the contract period the difference between the price in the next discount bracket and the amount paid by the advertiser.
- d. The advertiser agrees to indemnify the publisher against any and all liabilities and expenses, including payment of judgments and attorney fees and costs, arising from any and all claims involving the content of any advertisements published.

**AGENCIES**

- a. All recognized advertising agencies, pre-approved by the publisher, are eligible for a 15 percent agency commission if the advertisement is delivered camera ready by the appropriate deadline and no changes are necessary to the advertisement. Adjustments are at the publisher's discretion.
- b. If the representing agency does not provide full payment for the advertisement within 30 days of the invoice date, a 5 percent late fee will be charged to the agency. A 5 percent late fee will be charged for each additional 30-day period a payment is past due from the invoice date.

**AD PRODUCTION SCHEDULE**

<u>ADVERTISING DEADLINE</u>	<u>DISTRIBUTION</u>
MARCH 12.....	MARCH 17
APRIL 10.....	APRIL 15
MAY 8.....	MAY 14
JUNE 12.....	MAY 16
JULY 10.....	JULY 15
AUGUST 14.....	AUG 18
SEPT 11.....	SEPT 15

**KEY PERSONNEL**

225-933-3315

225-208-5565 (FAX)

BRYAN@LIVINGSTONBUSINESS.COM

WWW.LIVINGSTONBUSINESS.COM

Publisher	Howard Arceneaux	225-721-2990
Associate Publisher	Margot May	225-773-6600
Editor	Helen W. Turner	225-266-4068
Business Manager	Bryan May	225-933-3315

# RATES & INCENTIVES

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**LIVINGSTON  
BUSINESS & REAL ESTATE  
JOURNAL**

“flexible advertising solutions  
to optimize your business' success “

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# Showcase your Business & Maximize your Message

**Monthly Press Run: 8,000 copies**

Distribution: Over 300 businesses and governmental offices in Livingston Parish and the surrounding area.

- All ads are **FULL COLOR** at **NO** additional charge.
- **GRAPHIC DESIGN** is provided at **NO** additional charge.

## RETAIL ADVERTISING RATES

### PREFERRED POSITIONS

	12x	6x
Back Cover	910	1010
Inside Front Cover	875	960
Page 3	820	890
Inside Back Cover	775	850
Double Truck	990	1100

### ANNUAL CONTRACT RATES PER MONTH

	12x	8x	6x	4x	1x
Full Page	640	695	750	790	845
3/4 Page	535	580	620	660	705
1/2 Page	395	435	475	510	550
1/4 Page	235	270	305	335	370
Bus. Opp.	125	135	155	175	200
Directory	80	95	110	125	140

## CONTRACT INCENTIVE OFFERS

**12x INCENTIVE:** With each 12x annual contract, receive two upgrades at no additional charge to the next size ad during the 12-month contract period. For example, with each 12x annual contract for a half-page ad, you receive 10 half-page ads plus two larger ads at no additional cost.

**FULL-PAGE AD SUPER DEAL:** With each 12x annual contract for full-page ads, you receive two additional fullpage ads to be used during the 12-month period at no additional cost. You receive 14 full-page ads for the price of 12. Ads can be run as a two-page spread.

**8x or 6x INCENTIVE:** With each 8x or 6x annual contract, receive one free upgrade at no additional charge to the next size ad during the 12-month contract period.

## BUSINESS PROFILE



Business profile \$750  
Tell your story with a one-time attractive full-page business profile.

Includes:

- 300 to 400-word story
- photos
- Free color
- Highlight on [www.LivingstonBusiness.com](http://www.LivingstonBusiness.com)
- Attractive framed copy for your business or office

**BUSINESS PROFILE SPECIAL:** Purchase a 12x contract for a full-page or 1/2-page ad and receive a free business profile.

## CAMERA READY SPECIFICATIONS

All camera ready ads should be submitted as PDF's or JPEG's with a DPI resolution of at least 250 dpi and as CMYK. No 4-color black type allowed.

For any more question son submission please call 225-773-6600 or email [margot@livingstonbusiness.com](mailto:margot@livingstonbusiness.com).

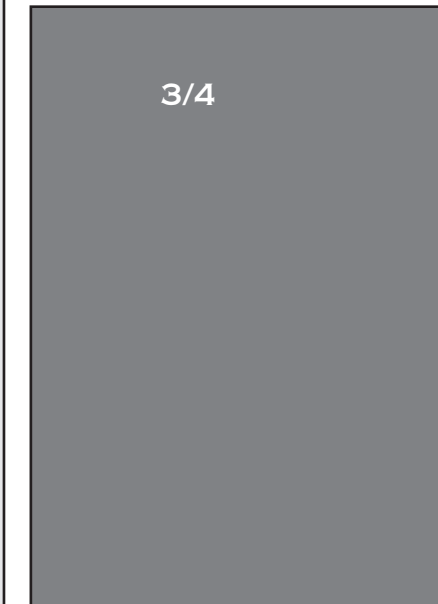
## AD DESIGN

All ad design is at no additional charge. All ads are full color at no additional charge.

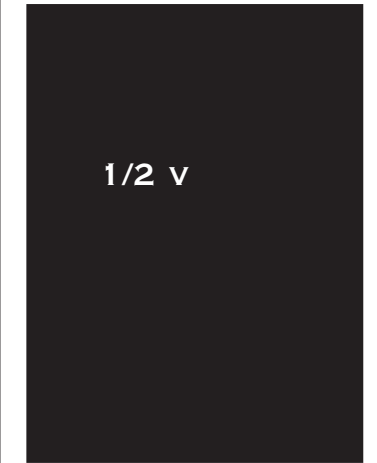
# Ad sizes and Specifications



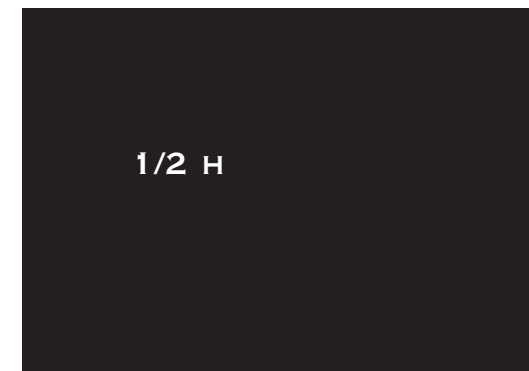
across x down  
8.2 inches x 10.9 inches



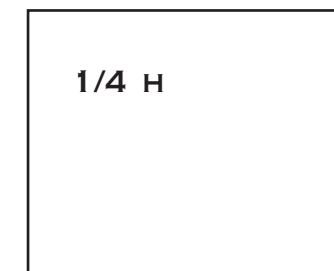
across x down  
5.5 inches x 9.1 inches



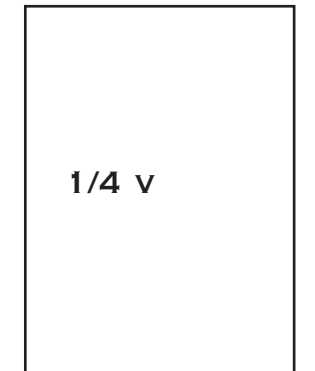
across x down  
5.5 inches x 7.125 inches



across x down  
8.3 inches x 5.35 inches



across x down  
5.5 inches x 4.3 inches



across x down  
4.1 inches x 5.3 inches



across x down  
4 inches x 4 inches



across x down  
2.5 inches x 4 inches

Other ad sizes may be available, to personal your size please speak directly with the publisher or associate publisher for specific accomodations.