

St. Mary and Franklin  
**Banner-Tribune**

“The Voice of the Teche”

Office: (337) 828-3706 Fax: (337)828-2874  
115 Wilson St. • PO Box 566

**FRANKLIN, LOUISIANA 70538-0566**

**EFFECTIVE JANUARY 1, 2016**

**The following rates apply to retail businesses with an established place of business within the retail trade areas served by The Banner-Tribune, provided the account is kept current. (All commissionable agency advertising - \$8.40 per column inch)**

**OPEN RATE \$7.70**

Per Column Inch

Note: All rates are based on six-column format, 126 column inches per page.

**DEADLINES**

In order to serve you better, these deadlines have been established: black and white - noon day prior to day of publication.

**YEARLY CONTRACT BULK RATES**

300 Inches or More.....	\$6.10
600 Inches or More.....	\$5.50
1,200 Inches or More.....	\$4.94
2,400 Inches or More.....	\$4.64
4,000 Inches or More.....	\$4.54

Circular & Insert Delivery - A specialty - 10 cents per copy (net) - Frequency rates available.

**Published Daily  
Monday thru Friday**

**Total Market Coverage Every Wednesday**

**OTHER RATES**

Transient, Amusement (Payment in Advance)  
\$8.40 per column inch

Worthy Community Projects  
\$6.10 per column inch

Classified Display  
\$6.50 per column inch  
(classified columns 9 picas wide)

**One Color & Black  
\$100.00**

**Two Colors & Black  
\$200.00**

**Three Colors & Black  
\$300.00**

The Banner-Tribune reserves the right to amend the rates, terms, conditions, etc. of the written contract agreement within 30 days notice in writing. All contract rates apply ONLY when account is kept current.

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

[ads@banner-tribune.com](mailto:ads@banner-tribune.com)

**GENERAL CONDITIONS**

The Banner-Tribune reserves the right to reject or revise any advertisement not consistent with established policies.

In case of an error on the Banner-Tribune's part, that portion of the ad in error will be rerun in our next edition. Free notices do not accompany any class of paid advertising. Any story requested will be considered for publication the same as any other news material.

All copy, photographs and special art necessary for the insertion of each ad shall be furnished by the advertiser, except those furnished by the Publisher through regular subscribed services.

Advertisement must be at least one inch in depth for each column in width.

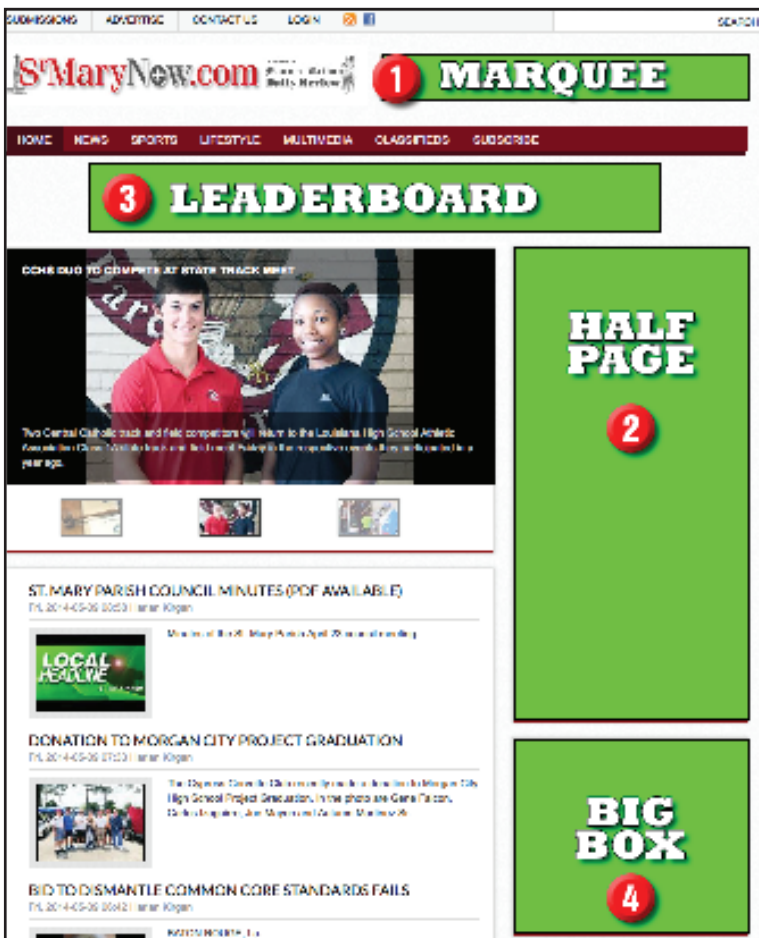
The Banner-Tribune is printed by of fset. We prefer PDF 1.3.

All bills payable within 30 days of statement date.

**MECHANICAL SPECIFICATIONS**

<b>1 col.</b>	<b>1.833</b>	<b>4 col.</b>	<b>7.708</b>
<b>2 col.</b>	<b>3.792</b>	<b>5 col.</b>	<b>9.667</b>
<b>3 col.</b>	<b>5.75</b>	<b>6 col.</b>	<b>11.625</b>

**Depth 21 inches.**



## 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 turned in to the newspaper 72 hours prior to campaign launch with the exception of rich media which needs to be turned in 8 business days prior to campaign launch.

#### Camera Ready Deadlines:

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

#### Ad Design

StMaryNow.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

- StMaryNow.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 January 6, 2016

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



# StMaryNow.com

To advertise contact your sales representative:  
in Morgan City call 985-384-8370  
in Franklin call 337-828-3706