

The Tri-City Area's Daily Newspaper



The Daily Review

HOME OF THE LOUISIANA SHRIMP & PETROLEUM FESTIVAL

P.O. Box 948
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stmarnow.com

1014 Front Street

Morgan City Louisiana 70381
Phone: (985) 384-8370
advertising@daily-review.com

Effective January 1, 2016

The following rates apply to retail businesses with established places of business within the retail trade area served by THE DAILY REVIEW, provided account is kept current. (All commissionable agency advertising \$10.08 per column inch, gross, .72 cents per line).

OPEN NET RATE \$8.98 per column inch

Published Daily — Monday thru Friday

GENERAL CONDITIONS

The Daily Review reserves the right to reject or revise any advertisement not consistent with established policies.

In case of error on the Review's part, a letter will immediately be furnished to the advertiser and 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.

The Daily Review is printed by offset. Electronic files accepted. PDF files with embedded fonts please
All bills payable by the 10th of the month.

MECHANICAL SPECIFICATIONS

Standard six-column format, 11.0 picas per column. Page depth 21.5 inches, 69.75 picas

DEADLINES

In order to serve you better, these deadlines have been established: Noon two days prior to publication. Sunday is not a work day.

One Color & Black	\$100
Two Colors & Black	\$200
Three Colors & Black	\$300

YEARLY CONTRACTS

BULK NET RATES

250 inches or more	7.72
600 inches or more	7.50
1,500 inches or more	7.04
2,500 inches or more	6.84
3,500 inches or more	6.64
5,000 inches or more	6.34
6,500 inches or more	6.14
10,000 inches or more	5.80

Weekly Rate Holder

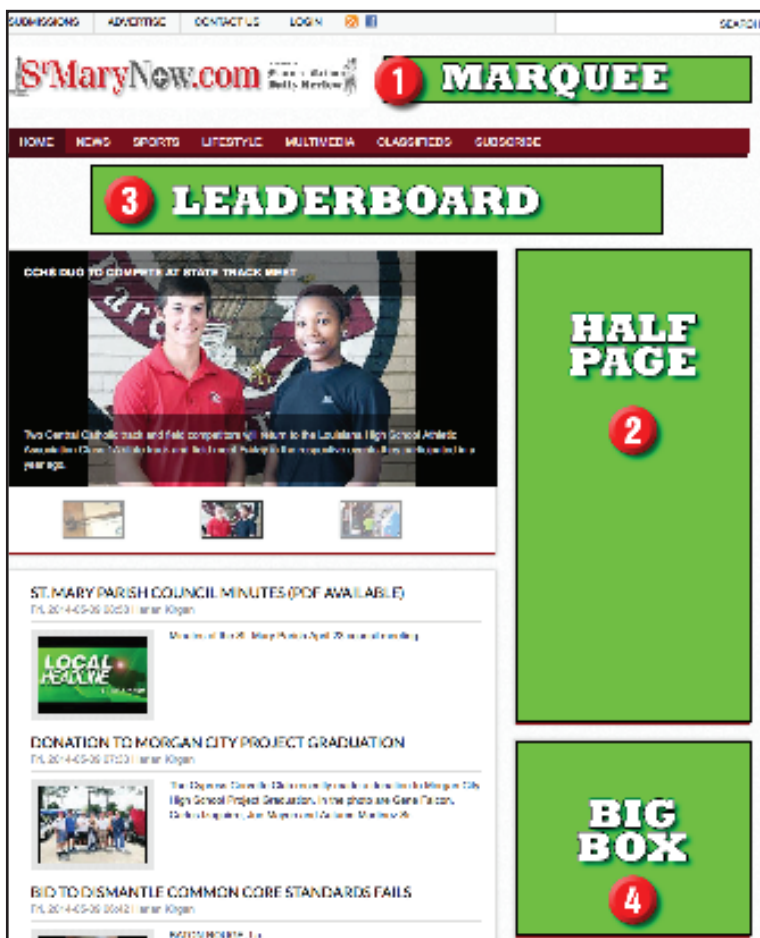
Minimum 2 inch ad per week —	
13-week contract	\$7.80
Circular & Insert Delivery 7¢ per copy, net up to 24 pages. 8¢ per copy net, 26 pages and over.	

OTHER RATES

Transient, Amusement	\$8.80
Worthy Community Projects	\$7.04
Classified Display	net \$6.60
	Gross \$7.90

Classified format 8-Columns, 9 picas per column

The Daily Review reserves the right to amend the rates, terms, conditions, etc., of the agreement within 30-days notice in writing. All contract rate apply only when account is kept current (30 days).



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