

PRINT ROP MARKETING RATES

Open Rates

Local Rate \$12.08
Pick up Rate \$6.04
Non Profit Rate \$10.87

Pricing includes color

SPECIAL CLASSIFICATION/ POSITION RATES

Front page "footer" \$150 per day
 Front page ear \$50 per day
 Ear ads Sports & Lifestyle \$25 per day
 Sports & Lifestyle Footers \$50 per day

ONLINE RATES

LOBSERVATEUR.com
 Run of Site • Large rectangle (300x250)
 \$100 per 10,000 cpm

MODULAR PRICING

Size (col. x in.)	Inches	Open	4x	13x	26x	52x
Full (6x20.3")	126	\$1,415.53	\$1,263.33	\$1,156.78	\$1,065.46	\$958.91
Dominant (5x18")	90	\$1,021.97	\$913.25	\$837.14	\$771.91	\$695.81
Half (6x10")	63	\$722.99	\$646.88	\$593.61	\$547.95	\$494.68
Quarter (3x10")	31.5	\$365.30	\$327.25	\$300.61	\$277.78	\$251.14
Eighth (3x5")	15	\$175.76	\$157.64	\$144.96	\$134.09	\$121.40
Twelfth (2x5")	10	\$118.38	\$106.30	\$97.85	\$90.60	\$82.14
Sixteenth (2x3")	6	\$71.76	\$64.51	\$59.43	\$55.08	\$50.01
Business Card (2x2")	4	\$48.32	\$43.49	\$40.11	\$37.21	\$33.82

PREPRINT PRICING

Pages	Open	CPM	13x	26x	52x	CPM
1-6		50	45	40		35
8-14		55	50	45		40
16-24		60	55	50		45
26		65	60	55		50
28+	\$70 plus \$10 for each additional four pages over 28 pages.				\$55 plus \$5 for each additional four pages over 28 pages.	

\$230 Minimum; No zonnig

MECHANICALS AND GUIDELINES

Broadsheet ROP Measurements
 Ads for L'OBSERVATEUR should be prepared according to the following dimensions:

Columns	1	2	3	4	5	6
Inches	1.555	3.22	4.88	6.55	8.221	9.888

Doubletrucks are 21.25" wide by 21.50" tall.
 There are 6 columns per page. Full page depth is 21.5 inches.
 There are 129 column inches per broadsheet page.
 Gutter measures 6 picas or 1 inch.

Advertising Consultants:

Constance Woods
 constance.woods@lobserveur.com
 504-432-5721

Corey Thomas
 corey.thomas@lobserveur.com
 504-508-0769

Christine Browning
 christine.browning@lobserveur.com
 985-233-0809

Tabloid ROP Measurements

Ads for some of our tabloid special editions should be prepared according to the following modular dimensions:

Full page 9.88" wide by 9.95" tall
 Half page (vertical) 4.88" wide by 9.95" tall
 Half page (horiz) 9.88" wide by 4.75" tall
 Quarter page 4.88" wide by 4.75" tall
 Eighth page 4.88" by 2.25" tall



Half Page
 1/2 (6x10.75)

Quarter Page
 1/4 (3x10.75)
 VIP

Full Page 6x21.5

L'OBSERVATEUR

Mailing address

116 Newspaper Drive • Laplace, LA 70068

Shipping Address

525 Ave V • Bogalusa, LA 70427

Phone: 985-652-9545

Fax: 985-652-1633

Hours: 8 am to 5 pm

www.lobserveur.com

Rate effective 6-15-16

MARKETING SPACE DEADLINES

Publication Day	Deadline
Wednesday	Friday
Saturday	Wednesday
Preprints	One week prior

Please inquire about deadlines near national holidays as they may vary from the above normal schedule.

The deadline for cancellations is the same as the space acceptance deadlines.