

Advertising Rates

Rates Effective: January 1, 2017

PRICE ARE SUBJECT TO CHANGE

THE CROWLEY POST-SIGNAL AND ACADIA PLUS Ad-ition

A SUPPLEMENT TO THE CROWLEY POST-SIGNAL COVERING 12,500 HOMES

602 N. Parkerson • Crowley 70526 Phone (337) 783-3450 • Fax (337) 788-0949

• Business Hours: Monday - Friday 8:00 AM - 4:00 PM •

• E-Mail Correspondence: advertising@crowleytoday.com • E-Mail Ads to: kathy.duncan@crowleytoday.com •

AcadiaParishToday.com

• Display Ad Rates (National)
\$10.77 (PCI)

• Display Ad rates (Local)
\$9.20 (Net - PCI)

• Display Ad Rates (Ad-ition)
\$4.10 (Net - PCI)

* Rate applies only when ad is printed in the Crowley Post-Signal.

ANNUAL AGREEMENT (NET)

240" to 719" in Calendar Year.....	\$7.09
720" to 1439" in Calendar Year.....	\$6.68
1440" to 2399" in Calendar Year.....	\$6.47
2400" to 4319" in Calendar Year.....	\$6.11
4320" to 6719" in Calendar Year.....	\$5.91
6720" And Up in Calendar Year.....	\$5.84

(SIGNED CONTRACT REQUIRED)

COLOR RATES

Black plus one
color.....\$125.00
Black plus full
color.....\$325.00
NET

DEADLINES

Scheduling, Content, Materials,
Display & Display Classified 10:00 a.m.
All ads must be emailed 3 days prior to publications

Monday for Wednesday Edition
Tuesday for Thursday Edition
Wednesday for Friday Edition
Thursday for Sunday Edition
Friday for Tuesday Edition

Preprint Advertising Rates

(Cost per thousand- Net)

Rates apply to the Crowley Post-Signal and the Acadia Ad-ition

(Cost per thousand) (NET)		Sunday 4,500 circulation	Weekday 4,300 circulation	Ad-ition (TMC) 7,200 circulation
\$76.01/m	Single Sheet/Card	\$342.05	\$326.84	\$547.27
\$81.24/m	4 Tab/2 Std	\$365.58	\$349.33	\$584.93
\$87.18/m	8 Tab/4 Std	\$392.31	\$374.87	\$627.70
\$95.05/m	12 Tab/6 Std	\$427.73	\$408.72	\$684.36
\$103.01/m	16 Tab/8 Std	\$463.55	\$442.94	\$741.67
\$110.89/m	20 Tab/10 Std*	\$499.01	\$476.83	\$798.41
\$116.35/m	24 Tab/12 Std*	\$523.58	\$500.31	\$837.72
\$126.79/m	28 Tab/14 Std*	\$570.56	\$545.20	\$912.89
\$134.69/m	32 Tab/16 Std*	\$606.11	\$579.17	\$969.77
\$142.62/m	36 Tab/18 Std*	\$641.79	\$613.27	\$1026.86
\$150.05/m	40 Tab/20 Std*	\$675.23	\$645.22	\$1080.36

Note: An additional \$5 per thousand will be charged for inserts with gates.

* An additional 1¢ per piece will be added for inserts over 16 tab/8 std. pages. An additional 1¢ per piece will be charged on inserts which are on heavier stock paper. Inserts requiring zoning will be accessed an additional 1¢ per piece. An additional \$6 per thousand will be charged for each additional 4 tab/2 standard pages of the inserts. All preprints should be quarter folded for inserting. If not, an additional charge of \$150 will be charged to quarter fold. Preprints need to be shipped in boxes and placed on skids. Ship preprints to 602 N. Parkerson Avenue, Crowley, LA 70526. (Circulation figures may vary from time to time. Call for more information.) Maximum insert size - 22" high by 11" wide (folded in half); any inserts larger than maximum size need to be quarter folded.

Column Widths

Display Ads

1 col.	9p	1.5"
2 col.	19p1	3.18"
3 col.	29p2	4.86"
4 col.	39p2	6.52"
5 col.	49p3	8.2"
6 col.	59p4	9.89"

Full Page Ad (Broadsheet)

9.89" x 20.65"

Column Widths

Classified Ads

1 col.	5p8.4	.95"
2 col.	12p4.8	2.067"
3 col.	19p1.2	3.185"
4 col.	25p9.7	4.302"
5 col.	32p6.2	5.42"
6 col.	39p2.6	6.535"
7 col.	45p11	7.654"
8 col.	52p7.4	8.77"
9 col.	59p4	9.89"

Tab Ads Sizes

FULL	W: 10.125"	H: 9.7"
HALF	W: 10.125"	H: 4.8"
1/4 PG	W: 4.973"	H: 4.8"
1/8 PG	W: 4.973"	H: 2.3"

- **Weather Page** -
- **Business Directory** -
- **Banner Ads** - (4 cl. x 2")

Runs every issue for \$130 per month.
Daily in the classified section - \$110 per month.
(Sunday) Front Page Color- \$215;
(Tuesday-Friday) Front Page Ad \$132.50;
(Sunday) Lifestyle & Sports Front Color - \$110.00

- **Classified Display Ad Rates** - Open Rate.....\$9.20 (Net)
- **Classified Business Line Ads** - Only \$12 (net) for the first 25 words and 10¢ for each additional word per day.
- **Non-Business Line Ads** - Only \$5 for the first 10 words and 10¢ for each additional word per day.

OPTIONS! OPTIONS! OPTIONS

The Crowley Post Signal can target your business message to any of these groups of readers at very affordable rates.

- **Teen Scene** - Publishes Mar., Jun., Sept, and Dec. and features events and advertisers geared toward teens.
- **Devotional Page** - Runs every Friday. \$14.00 per run. (1 year agreement.)
- **Agriculture Page** - Runs every Thursday. (Display rates apply.)
- **Honor Roll Page** - Runs every nine weeks; features honor roll for area schools. \$50 per run (Annual agreement).
- **Business Page** - Runs every Wednesday of each month.

- **Multi-Paper Discount** - Choose to broaden your reach and increase your market share, advertise in a combination of our sister papers and TMC Products and we'll help make it affordable.

- **Guaranteed Space** - Any advertiser requesting to have guaranteed space on any page other than page 3 or 5 will be billed at 10% above the current rate of the ad.

- **Premium Pages** - Any ad or ads requested to run on page 3 or 5 is considered premium space and billed at 10% above the current rate of the ad.

- **Mechanical Specifications** - Broadsheet.....The Crowley Post Signal and Acadia Ad-ition 9.89 inches (wide) x 20.65 inches (deep). Tabloid (Special Editions) 10.125 inches (wide) x 9.7 inches (deep).

• CIRCULATION

The Crowley Post Signal paid circulation is 4,500. The Acadia Ad-ition TMC Product is 7,200 and is non-duplicated in the city of Crowley, saturates Crowley rural routes by mail, saturates town of Iota by mail.

• GENERAL INFORMATION

Advertising copy received will be subject to the acceptance, revision or rejection of the publisher, and every copy produced in-house becomes the property of The Crowley Post Signal. All copy is accepted on a "run-of-the-paper" basis and given the best possible position in accordance with the make-up rules of the newspaper with the exception of: purchase of premium pages or guaranteed space.

• SPECIAL SERVICES

Creative advertising layout for a single advertisement or for entire campaigns are available from our staff of professional artists and computer design experts at NO CHARGE when placed in any of our products. Statewide results! Our staff can place your professionally designed ad in any or all of our sister papers and TMC products across the state of Louisiana. Complete listing and rates available upon request.

• CREDIT & BILLING

Terms are net due 30 days of month following publication. A finance charge of 1 1/2% per month may be assessed on the unpaid balance

of accounts over 30 days. Volume discounts and agreements are subject to cancellation on past due accounts. Local rates are non commissionable. Advertising which requires payment in advance includes unestablished credit accounts, political, going-out-of-business, bankruptcy ads, transient ads (including, but not limited to, carnivals, circuses, swap meets, flea markets and similar road shows). We accept MasterCard, Visa and Discover.

• PUBLISHER'S LIABILITY FOR ERROR

The Publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The Publisher's liability for other errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement.

• INDEMNIFICATION

The advertiser and/or advertising agency agrees to defend and indemnify the Publisher against any and all liability, loss, or expense arising from claims or libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy, resulting from the publication of the advertisement.