

# FOCUS

cenla

The Community Lifestyle/Business Profile Journal of CenLA

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2010

# Media Kit

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# What is Cenla Focus?

Cenla Focus publishes no less than 20,000 copies per issue, with over 200 rack locations and 145 advertising customers who have the magazine on their counter or at their door covering a 13-parish trade area. With a buying public of over 500,000 strong, our free publication is the positive voice for Central Louisiana found in all the right places where people are shopping and spending money.

- ✓ On average, Cenla Focus readers earn in excess of \$50,000/year.
- ✓ 90% of Cenla Focus readers are between 21 and 60 years old.
- ✓ Cenla Focus has a proven track record of effectively reaching Cenla's buying public for over a decade!
- ✓ Overwhelmingly, Cenla Focus readers report frequently purchasing products and services featured in Focus.
- ✓ 100% of Cenla Focus readers surveyed are completely satisfied with the content and flavor of the magazine.

Be a part of the hottest print brand in Central Louisiana. Get in Focus!

# Sections in Cenla Focus

Every issue of Cenla Focus features dedicated sections which highlight key facets of life in Central Louisiana. Designed to gather all the best resources in a single location, our featured sections are a powerful tool for reaching your target audience!

## **Cenla Medical Focus**

Specifically designed to highlight the medical needs of our community, we welcome physicians and healthcare providers to provide insight into the ever-changing world of medical technology. From treatments for the common cold to cutting-edge medical developments, our local experts help keep Cenla healthy! Cenla Medical Focus is the definitive medical resource of Central Louisiana.

## **Who's Cooking?!**

Filled with restaurants and culinary advertisers and articles, this section is the place to go to find out about Cenla cuisine and the fantastic places in Cenla to eat, drink and enjoy life! Bon Apetite!

## **Faith Focus**

Focusing on the spiritual needs of Cenla spanning all faiths, Faith Focus features inspirational and instructional articles by local faith leaders. We offer special discount ad rates for all churches, places of worship and faith-based organizations so they can further enrich the spiritual lives of everyone in Cenla!

## **Natchitoches Focus**

As the oldest settlement in the Louisiana Purchase and cultural gem of Central Louisiana, there is always something exciting happening in Natchitoches. From Steel Magnolias and historic plantations to world-class antique shopping and recreation, there is something for everyone in the City of Lights!

## **Home & Garden Focus**

Everything you need to make the most of your biggest investment. From building or buying your dream home to bringing new style and flair to your existing property, it's all here! Featuring articles by area experts on topics ranging from interior design and landscaping to the very latest in home technology.

## **Entertainment Focus**

From concerts, festivals and theater to sporting events, support groups and fine art, there is truly something for everyone in our comprehensive monthly Events Calendar. As one of the most popular sections in the magazine, our Entertainment Section highlights all the exciting happenings across Cenla, and boasts one of our highest pass-through rates of any section in the magazine. With limited advertising availability, it's a great place to get noticed and an especially perfect fit for businesses featuring live music or organizations planning special events! If it's happening in Cenla, it's *in Focus!*

With so many great options for placement, it's not hard to see why Cenla Focus is such a great value for your advertising dollars!

# Editorial & Print Calendar

## January

### *Mardi Gras in Cenla*

Materials Deadline: Thursday, December 31st

## February

### *CASA: Protecting Cenla's Children*

Materials Deadline: Thursday, January 28th

## March

### *Que'in on the Red*

Materials Deadline: Friday, February 26th

## April

### *Cenla's Legislative Delegation*

Materials Deadline: Friday, April 2nd

## May

### *5th Annual Best of Cenla Reader's Poll*

Materials Deadline: Friday, April 30th

## June

### *Cenla-ian of the Year*

Materials Deadline: Friday, May 28th

## July

### *Cenla Cyberspace*

Materials Deadline: Friday, July 2nd

## August

### *Best Dressed of Cenla*

Materials Deadline: Friday, July 30th

## September

### *Cenla's Chambers of Commerce*

Materials Deadline: Friday, August 27th

## October

### *Cenla's 20-Somethings*

Materials Deadline: Friday, October 1st

## November

### *CenlaWood*

Materials Deadline: Friday, October 29th

## December

### *A Cenla Holiday Shopping Spree*

Materials Deadline: Friday, November 26th

# Placement Guidelines

**Contracts:** Provide protection from any rate increase for the term of the agreement. Contracts also ensure frequency discounts at the same rate of discount despite a size increase of the ad. Long-term contract holders may also receive preferential placement and additional added value opportunities at the discretion of the Publisher.

**Billing:** All advertisers must pay half down at ad placement and the remaining balance at a proof. Billing accounts are available with prior credit approval. Upon prior credit approval, net due 30 days after billing date. Collection charges—including attorney fees and court costs—are added to outstanding bills.

**Premium Positions:** Premium placements are available as Full Page color ads in the hottest areas of the magazine and subject to all applicable frequency discounts!

Front Cover:	Not For Sale.
Inside Front Cover:	\$2,600
Inside Back Cover:	\$2,200
Back Cover:	\$3,200
Center Spread:	\$2,500

**Process Color:** Rate Card + \$200 (Gross amount subject to scaled discount program)

**Guaranteed Placement:** A 15% premium will be added to guarantee non-premium position placements.

**Agency Commissions:** 15% of gross to recognized agencies for placements of print-ready artwork billed to the agency. Commissions rescinded to accounts over 30 days past due. Some special promotions are non-commissionable at the sole discretion of the publisher.

**Political Advertising:** All political advertising—including advertising for candidates, bond issues, referenda and political causes—will be billed at the Rate Card Price and is payable in advance and must carry a paid in advance acknowledgement. All political materials subject to editorial guidelines at the sole discretion of the Publisher.

**Business Profile:** Full Page: \$900 – ½ Page Color ad + ½ Page color editorial

**Scaled Discount Program:** Cenla Focus offers generous discounts which increase proportionate to the term of the advertising agreement contract signed. Discount levels are as follows:

Single Issue:	Rate Card Price
2 – 3 Issues:	5% off Rate Card Price
4 – 5 Issues:	10% off Rate Card Price
6 Issues:	15% off Rate Card Price
7 – 8 Issues:	20% off Rate Card Price
9 – 11 Issues:	25% off Rate Card Price
12+ Issues:	30% off Rate Card Price

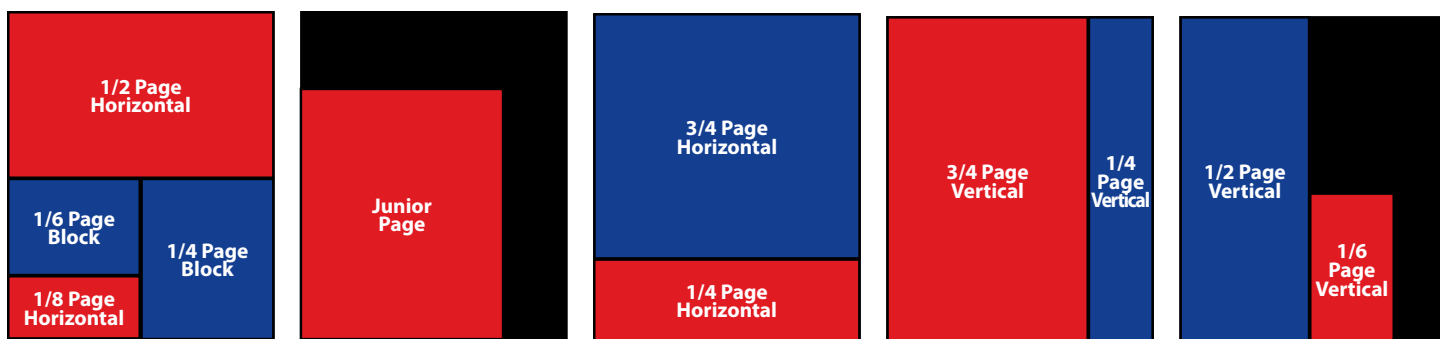
# Modular Ad Sizes & Rates

Placement	Size	Full-Color Price
Full Page	9.5" x 11"	\$1,200
3/4 Page Horizontal	9.5" x 8.225"	\$1,150
3/4 Page Vertical	7" x 11"	\$1,150
Junior Page	7" x 8.225"	\$950
1/2 Page Horizontal	9.5" x 5.4375"	\$800
1/2 Page Vertical	4.7" x 11"	\$800
1/4 Page Block	4.7" x 5.4375"	\$580
1/4 Page Horizontal	9.5" x 2.65"	\$580
1/4 Page Vertical	2.3" x 11"	\$580
1/6 Page Block	4.7" x 3.58"	\$450
1/6 Page Vertical	3" x 5.4375"	\$450
1/8 Page Horizontal	4.7" x 2.65"	\$450

\*All prices are for single run, full process color placements and *DO NOT* include available discounts. B&W rates less \$200. Please contact our office for a custom quote.

## Scaled Discount Program

Single Issue:	Rate Card Price	7 – 8 Issues:	20% off Rate Card Price
2 – 3 Issues:	5% off Rate Card Price	9 – 11 Issues:	25% off Rate Card Price
4 – 5 Issues:	10% off Rate Card Price	12+ Issues:	30% off Rate Card Price
6 Issues:	15% off Rate Card Price		



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**100 % Locally Owned**

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*Founded in 1998 by Williard A. Harp, Sr*

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