

ADVERTISING OPPORTUNITIES



2012

MEDIA KIT

2012 Editorial & Print Calendar

JANUARY

Cenla's Corporate Giants

Deadline: Friday, December 30th • Print: Thursday, January 5th

FEBRUARY

Mardi Gras in Cenla

Deadline: Friday, January 27th • Print: Thursday, February 2nd

MARCH

Cenla's Gardeners

Deadline: Friday, February 24th • Print: Thursday, March 1st

APRIL

Cenla Style

Deadline: Friday, March 30th • Print: Thursday, April 5th

MAY

Annual Best of Cenla Readers Poll

Deadline: Friday, April 27th • Print: Thursday, May 3rd

JUNE

Cenla-ian of the Year

Deadline: Friday, June 1st • Print: Thursday, June 7th

JULY

First Responders: Cenla's Heroes

Deadline: Friday, June 29th • Print: Thursday, July 5th

AUGUST

Superintendents of Cenla

Deadline: Friday, July 27th • Print: Thursday, August 2nd

SEPTEMBER

The New Louisiana Sports Hall of Fame

Deadline: Friday, August 31st • Print: Thursday, September 6th

OCTOBER

Cenla's "Can't Miss" Menu

Deadline: Friday, September 28th • Print: Thursday, October 4th

NOVEMBER

Cenla: What Are YOU Thankful For?

Deadline: Friday, October 26th • Print: Thursday, November 1st

DECEMBER

All I Want for Christmas Cenla Style

Deadline: Friday, November 30th • Print: Thursday, December 6th

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.

Modular Ad Sizes & Pricing

Placement	Size in Inches	4-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	\$400

*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.

One of the fastest-growing elements of our brand is our newly redeveloped, user-interactive website at www.CenlaFocus.com. Featuring content both from the print edition as well as online exclusive stories, downloads of our wildly popular picture pages and seamless networking with our social networking sites. Best of all, our web rates are discounted **50% Off** when purchased in conjunction with an ad in the print magazine.

Placement and Size in Pixels	Rate Card Price	With Print Ad
Top Banner Rotating (468x60)	\$400	\$200
Top Double Block Fixed (260 x 125)	\$250	\$125
Top Single Block Fixed (125 x 125)	\$150	\$75
Lower Double Block Fixed (260 x 125)	\$100	\$50
Lower Single Block Fixed (125 x 125)	\$50	\$25

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 - 1/2 Page Color ad + 1/2 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

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 - 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 Appetite!

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.

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!

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.
- ✓ 80% 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!

100% Locally Owned



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