



*The* **Largest Coverage Area**  
*in* **Central Louisiana**

# **cenla** **FOCUS**

The Community Lifestyle/Business Profile Journal of CenLA

## **2023 Media Kit**

## 2023 Print Calendar

### JANUARY

**Deadline: Friday, December 23**

**Distribution: Friday, January 6**

### FEBRUARY

**Deadline: Friday, January 27**

**Distribution: Wednesday, February 8**

### MARCH

**Deadline: Friday, February 24**

**Distribution: Wednesday, March 8**

### APRIL

**Deadline: Friday, March 31**

**Distribution: Friday, April 7**

### MAY

**Deadline: Friday, April 28**

**Distribution: Friday, May 5**

### JUNE

**Deadline: Friday, May 26**

**Distribution: Wednesday, June 7**

### JULY

**Deadline: Friday, June 30**

**Distribution: Friday, July 7**

### AUGUST

**Deadline: Friday, July 28**

**Distribution: Tuesday, August 8**

### SEPTEMBER

**Deadline: Friday, August 25**

**Distribution: Friday, September 8**

### OCTOBER

**Deadline: Friday, September 29**

**Distribution: Friday, October 6**

### NOVEMBER

**Deadline: Friday, October 27**

**Distribution: Wednesday, November 8**

### DECEMBER

**Deadline: Friday, November 24**

**Distribution: Friday, December 8**

## Ad Sizes, Specs & Pricing

Placement	Size in Inches	4-Color Price
Full Page, Full Bleed*	11"↔ x 12.25"↑*	\$1,200
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.

\*Bleeds: Dimensions include a 0.25" allowance for trim on all sides. Please maintain a safety margin 0.375" inside the trim line on all sides. Bleeds available on Full Page and Premium Placements only.

Space Agreements: 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 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.

Graphic Design: Basic graphic design service is included in the price of each ad. Our team of professional graphic artists will assemble an effective, eye-catching ad using client provided logos, pictures and copy at no extra charge. The client will receive one (1) proof to check for spelling, inclusion of client provided graphics and contact information. Graphic design work that requires the development of original graphic elements, logos or other advanced design/layout as determined by the Publisher, or that is received after the printed materials deadline, will have the option to be billed at the hourly rate or referred to an outside agency at the client's expense.

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.

### 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:

Issue Count	Discount Percent of Rate Card Price
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

### 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

### Business Profile

Enjoy the best of display and editorial at the same time with a Business Profile placement. This placement guarantees a half page of advertorial copy and a half page full color display ad on the same page, with no other content or advertising on your Business Profile page. As an added bonus, frequency discounts apply. Price: \$900.

### Budget Business Branding (B3)

Specifically designed to benefit boutique businesses and professional service providers, B3 placements are priced with tight margins in mind! Get all the benefits of being in Focus while balancing your marketing budget. Each B3 placement includes 4.7" horizontal X 2.56" vertical of full color ad space for just \$200 per ad with no contract or minimum number of placements required! A \$35.00 graphic fee applies for initial ad layout (waived for press-ready artwork). Change the look of your ads as often as you like between issues for the same low fee per redesign. All B3 placements must be pre-paid at the time of purchase. Not subject to frequency discount program or agency commission.



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!

**Entertainment Focus** — Looking for something to do in Cenla? Anchored by our popular Community Calendar, this section features live music and theatre, special events at local attractions and much more. There truly is something for everyone, right here at home!

**Cenla Medical Focus** — As the definitive medical resource of Central Louisiana, our Medical section features expert articles across a broad spectrum of subjects and specialties.

**Who's Cooking?!** — Filled with the best restaurants, delicious recipes and expert articles, Who's Cooking?! is the place to go to find out about Cenla cuisine and the many fantastic places in Cenla to eat, drink and enjoy life! Bon Appetit!

**Home & Garden Focus** — Everything you need to make the most of your biggest investment, from the hottest real estate listings in the area to interior design, landscaping and the very latest in home technology.

**Cenla Sportsman** — From football, baseball and basketball to the best hunting, fishing and outdoors around, Cenla Sportsman highlights the very best of Sportsman's Paradise!

**Faith Focus** — Faith Focus features inspirational and instructional articles by local faith leaders from a variety of backgrounds. We offer special discount ad rates for all churches, places of worship and faith-based organizations!

**Wedding Focus** — Appearing quarterly in February, May, August and November, the Wedding Focus brings together all the best locations, vendors, tips and latest trends for saying "I do" in Cenla.

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 up to 18,000 hard copies per issue, with hundreds of rack locations and 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. Cenla Focus is found in all the right places where people are shopping and spending money in Cenla!



Cenla Focus is available worldwide! Each edition of Cenla Focus is now available online for a full year as an interactive, flippable PDF at [CenlaFocus.com](http://CenlaFocus.com). Whether on vacation, traveling for business or planning a trip to Cenla, readers can now enjoy each issue of Cenla Focus from cover to cover anywhere in the world on their internet-enabled device. Ask your Account Executive about our great additional web advertising rates and opportunities!

Be a part of the hottest print (and online!) brand in Central Louisiana. Get in Focus!

100% Locally Owned & Operated Since 1998

# cenla FOCUS

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