

Louisiana

LAONECALL.COM



advertising rates

Size	1x	2x	3x	4x
2 page spread	6,098	5,793	5,488	5,183
Full page	3,696	3,511	3,326	3,141
1/2 page	2,513	2,387	2,261	2,136
1/2 page island	2,809	2,669	2,520	2,379
1/3 page	2,033	1,932	1,829	1,727
1/4 page	1,774	1,685	1,596	1,507
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Back cover (+30%)	4,805	4,564	4,324	4,084
Inside front cover (+20%)	4,435	4,213	3,992	3,770
Inside back cover (+15%)	4,250	4,038	3,825	3,613
Opposite table of contents (+15%)	4,250	4,038	3,825	3,613



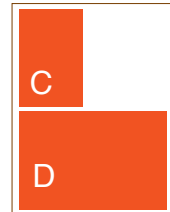
advertising specs

Magazine trim Size - 8.25 x 10.8125 inches

Printed offset, CMYK, 150 line (300 dpi)

Standard Ad Sizes (Non-bleed)

Full Page.....	7.4" x 10"
Third Page.....	2.25" x 10"
Half Page, horizontal.....	7.4" x 4.875"
Half Page, vertical.....	3.70" x 9.875"
Quarter Page.....	3.55" x 4.85"
Half Page, island.....	4.75" x 7.4"



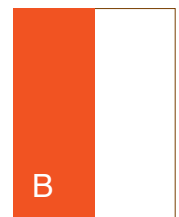
- A. Full Page.
- B. 1/3 Page
- C. 1/4 Page
- D. 1/2 Page horz.
- E. 1/2 Page vert.
- F. 1/2 Page island



Standard Ad Sizes (Bleed)

Bleeds trim 1/8" (0.125) on all bleed sides
Keep live images & text 1/4" (0.25") inside all trim areas

Full Page (including bleed).....	8.5" x 11.062"
Trim size is 8.25" x 10.8125" - max live area is 7.75" x 10.3125"	
Half Page, vert. (including bleed).....	4.125" x 11.062"
Trim is 0.125 on top, bottom, & one side	
Half Page, horz. (including bleed)	8.5" x 5.40"
Trim is 0.125 on both sides & top or bottom	
Third Page vert. (including bleed)	2.85" x 11.062"
Trim is 0.125 on top, bottom & one side	



- A. Full Page bleed
- B. 1/2 Page vert. bleed
- C. 1/2 Page horz. bleed
- D. 1/3 Page vert. bleed



Email **press quality** pdf files to: randy@aligningchange.com

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