

ADVERTISING RATES Specifications Deadline & Insertion Information

June 2009



SERVING BROUSSARD, YOUNGSVILLE, AND LAFAYETTE WITH NEWS THAT IS FAIRLY AND ACCURATELY REPORTED.

FULL PAGE 6 Col (11.5) x 21.5"	3/4 PAGE 6 Col (11.5) x 16"	1/2 PAGE Vertical 3 Col (5.67) x 21.5"	1/2 PAGE Horizontal 6 Col (11.5) x 10.75"	1/4 PAGE Vertical 3 Col (5.67) x 10.75"	1/8 PAGE Vertical 2 Col (3.728) x 8"
	FRONT PAGE SELECT 6 Col (11.5) x 3"		1/4 PAGE Horizontal 6 Col (11.5) x 5.25"	1/8 PAGE Horizontal 4 Col (7.612) x 4"	
			BUSINESS CARD AD 2 Col (3.723) x 2"		

RATES *(Commissionable)*

Open Rate (local)	\$10.59 per column inch
Open Rate (national)	\$12.06 per column inch
Annual Contracts	12x per year \$9.71 per column inch
	26x per year \$9.00 per column inch
	52x per year \$8.59 per column inch

COLOR *(Color rates are non-commissionable)*

Spot color:	Add 25%
Full color:	Add 50%

COLUMN SIZES DISPLAY & CLASSIFIED

1 Column	1.786 inches
2 Column	3.728 inches
3 Column	5.67 inches
4 Column	7.612 inches
5 Column	9.554 inches
6 Column	11.5 inches

OTHER INFORMATION

Publication Dates:	The Acadiana Gazette is a weekly publication, published 52x per year on Wednesday.
To ask about advertising:	By Mail: Acadiana Gazette • P.O. Box 81487 • Lafayette, LA 70598 By Telephone: 337.237.0677; Fax: 337.237.1532 By Email: info@acadianagazette.com
Advertising Deadline:	All ads must be placed by noon on Friday preceeding publication. Camera ready ads must be received by 2 p.m. Friday preceeding publication.
Error Policy:	If an error is made by the Gazette in any advertisement, we will run a corrected ad at no additional charge. Advertiser must provide proof in writing that the error is the Gazette's.

"The vital measure of a newspaper is not its size but its spirit"