

Louisiana Statewide Classified Advertising Network

reach more. pay less.

The economical way to advertise across the state or the country with just one call & one order



- Quickly **spread the word** about your product, service or help-wanted listing.
- Louisiana classified ads print in **100+ newspapers** per week.
- Reach over **2 million potential customers** in Louisiana alone with one placement.
- Run your ad in **part** of Louisiana, the **whole** state or **multiple** states. You Decide!

—★ **LPA** ★—
Louisiana Press Association

www.lapress.com

Louisiana Statewide Classified Advertising Network

Classified ads are affordable!

Louisiana Classified Advertising Network is an effective and economical way to advertise throughout Louisiana and beyond.

All you do is provide the ad copy and pre-pay with check or credit card.

We do the rest to place your ad!

Your investment reaches millions of readers

Your 25-word ad prints in over 100 newspapers once a week- that's over 2 million readers.

- \$265 Statewide
- \$200 Two Zones
- \$175 One Zone

Deadline and payment

- Ads are due at noon each Wednesday for placement the following week.
- Ads must be prepaid by check or credit card.

How do I run an ad or get information?

- Return the order form in this brochure
- Go to www.lapress.com for an order form.
- Call Dana Wilbert at (225)344-9309 ext. 109 or email her at dana@lapress.com

Our newspapers reach over 2 million readers in Louisiana alone. Many papers also run the ads in their free-distribution publications, adding thousands of additional households to increase your ad's reach.

The network is a terrific value for advertisers seeking widespread circulation at a minimum cost per thousand.



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Frequently asked questions

What day will my ad print?

Our newspapers run each ad at least once a week. Daily papers use the days that are best for their individual markets. Non-daily papers run the ads on the day they publish.

Under what heading will the ad run?

Some papers run the ads in-column using individual headings. Other papers group the ads under the heading "Statewide Classifieds" or "LA-SCAN". The various practices provide a good mixture of exposure.

Louisiana Press Association will request a preferred heading for an ad but cannot guarantee a member paper will use it.

Can I get tearsheets after my ad prints?

Yes, tearsheets are available upon request.

How are words counted?

Email addresses, websites and phone numbers including area code are counted as one word.

City addresses, which include house number and street or post office box are counted as two words. The City, state and zip code are counted as one word each.

Symbols that represent words are counted as one word each. Each word in a hyphenated phrase counts as one word. (For example, ready-made is two words.)

What if I want to run the ad again but want to change some words?

Simply email the new ad copy along with your payment to Dana at dana@lapress.com. Advertisers may order as many weeks as they wish. Ad copies can be changed at any time before noon Wednesday to run the following week.

Is there a discount for running the same ad multiple times?

Yes. If you run the same ad copy four times, the fifth ad is free.

Can I do multistate advertising?

Yes. Call (225)344-9309 ext. 109 or email dana@lapress.com for rates.

Which newspapers will run my ad?

A list is included in this kit. The list is also available on our website at www.lapress.com.

Can I run a small display ad?

Yes. We offer ads that are two newspaper columns wide by 2, 4 or 6 inches high. Go to www.lapress.com or call Dana at (225)344-9309 ext. 109 for rate.

Louisiana Statewide Classified Advertising Network

NORTH ZONE

Daily Newspapers: 6
Weekly Newspapers: 30
Readership: 439,975
Circulation: 175,990
 Alexandria Town Talk
 Alexandria Shopper's Marketplace
 Arcadia Bienville Democrat Record
 Bastrop Daily Enterprise
 Bernice Banner
 Bossier Press Tribune
 Colfax Chronicle
 Columbia Caldwell Watchman
 Coushatta Citizen
 Delhi Dispatch
 Farmerville Gazette
 Ferriday Concordia Sentinel
 Haynesville News
 Jena Times Olla Tullos Signal
 Jonesboro Jackson Independent
 Jonesboro The Independent Shopper TMC
 Jonesville Catahoula News Booster
 Mansfield Enterprise
 Many Sabine Index
 Many Sabine Banner TMC
 Minden Press Herald
 Minden The Mix (Press-Extra) TMC
 Monroe News-Star
 Natchitoches Times
 Oak Grove West Carroll Gazette
 Rayville Richland Beacon-News
 Ruston The Daily Leader
 St. Joseph The Tensas Gazette
 Shreveport The Inquisitor
 Shreveport Times
 Springhill Press
 Tallulah Madison Journal
 Vivian Caddo Citizen
 West Monroe Ouachita Citizen
 Winnfield Winn Parish Enterprise
 Winnsboro Franklin Sun

SOUTHWEST ZONE

Daily Newspapers: 6
Weekly Newspapers: 23
Readership: 410,335
Circulation: 164,134
 Abbeville Meridional
 Abbeville Advantage Shoppers Express TMC
 Basile Weekly
 Church Point News
 Crowley Post Signal
 Crowley Acadiana Plus Addition TMC
 DeRidder Beauregard News
 Eunice News
 Eunice Buylines TMC
 Fort Polk Guardian
 Gueydan Journal
 Jennings Daily News
 Jennings Entertainment Extra TMC
 Kaplan The Kaplan Herald
 Kinder Courier-News
 Lafayette The Advertiser
 Lake Charles American Press
 Leesville Daily Leader
 New Iberia Daily Iberian
 Oakdale The Oakdale Journal
 Oakdale Allen Parish Ad-Vantage TMC
 Rayne Acadian Tribune
 St. Martinville Teche News
 St. Martinville Breaux Bridge Banner TMC
 Sulphur Southwest Daily News
 Sulphur Review TMC
 Ville Platte Gazette
 Ville Platte Evangeline Lagniappe TMC
 Vinton News

Over 100
Newspapers

SOUTHEAST ZONE

Daily Newspapers: 6
Weekly Newspapers: 32
Readership: 764,382
Circulation: 305,753
 Amite Tangi-Digest
 Amite Tangilena Advertiser TMC
 Arabi St. Bernard Voice
 Baton Rouge Advocate
 Belle Chasse Plaquemines Gazette
 Bogalusa Daily News
 Bogalusa The Shopper TMC
 Boutte St Charles Herald Guide
 Clinton Watchman - Advocate
 Covington St. Tammany Farmer
 Denham Springs The Livingston Parish News
 Donaldsonville Chief
 Franklin Banner-Tribune
 Gonzales Weekly Citizen
 Gonzales The Marketeer TMC
 Greensburg St. Helena Echo
 Hammond Daily Star
 Hammond Living 12 TMC
 Houma Courier
 Houma The Times
 Kentwood News Ledger
 LaPlace L'Observateur
 Lutchet/Vacherie News Examiner-Enterprise
 Morgan City Daily Review
 Morgan City St. Mary Journal TMC
 New Orleans Louisiana Weekly
 New Roads Pointe Coupee Banner
 Pierre Part Bayou Pioneer
 Plaquemine Post South
 Ponchatoula Times
 Ponchatoula The Drum
 Port Allen Westside Journal
 Port Allen The Riverside Reader
 St. Francisville Democrat- Advocate
 Slidell Independent
 Thibodeaux Daily Comet
 Thibodeaux Tradin' Cajun
 Zachary Advocate & Plainsman



645,877
Circulation
2 Million +
Readers

Louisiana Statewide Classified Advertising Network

Insertion Order Form

Advertiser Information

Name _____

Client's Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Placement Information

- Louisiana Statewide
- North Zone
- Southeast Zone
- Southwest Zone
- Other State _____

Payment Information

Prepayment is required by check or credit card.

- Mail check in the amount of \$_____ to 404 Europe Street, Baton Rouge, Louisiana 70802
- Charge credit card in the amount of \$_____

Please call (225)344-9309 ext.109 with credit card information. For your security, we do not take credit card information by mail or email.

Deadline is noon Wednesday for the following week.

Ad Copy
