

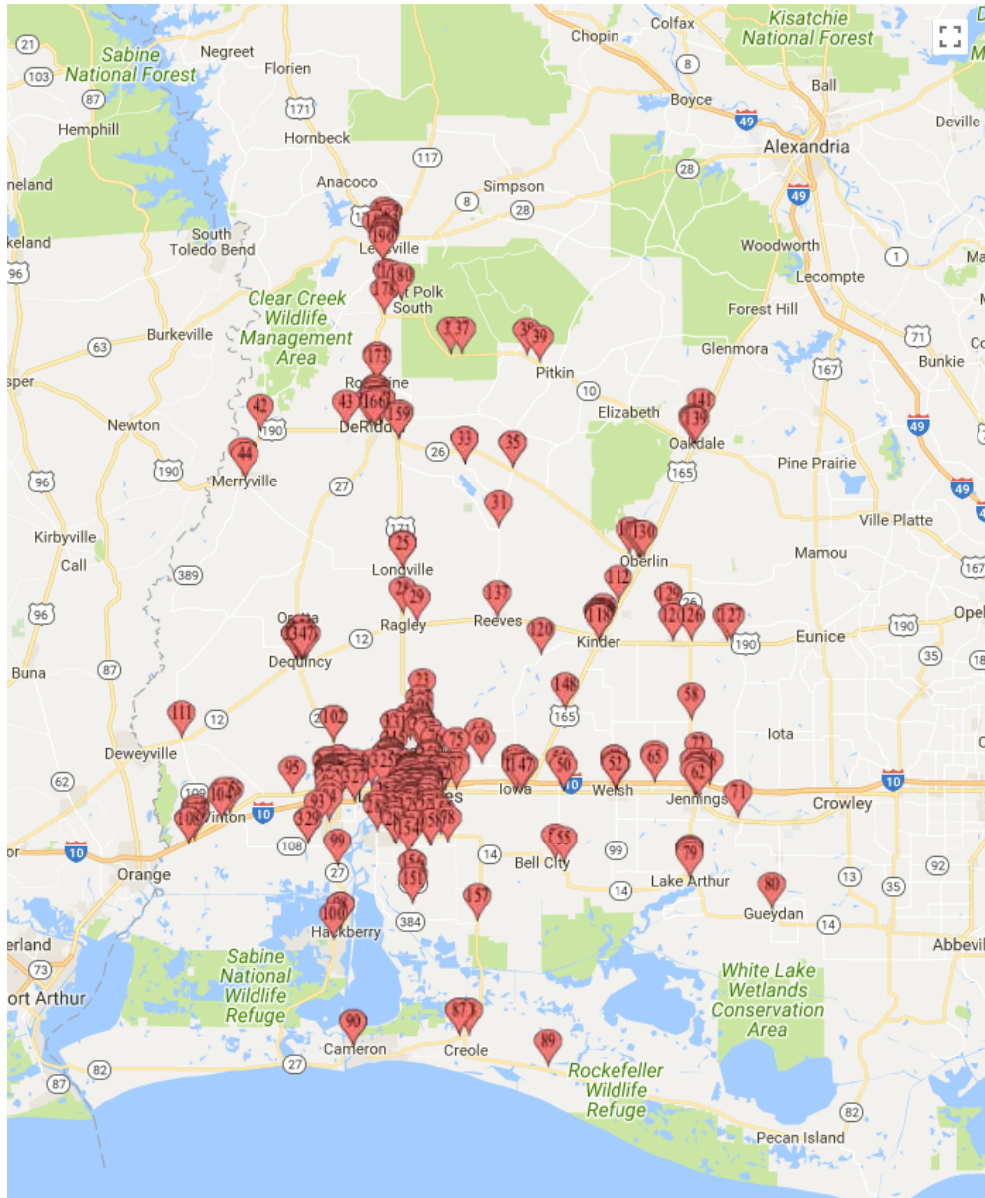
An aerial photograph of a city, likely New Orleans, featuring a prominent skyscraper (the New Orleans Morial Convention Center) and surrounding urban landscape. A large, semi-transparent red rectangle is overlaid on the right side of the image, containing the text 'MEDIA KIT //2018//'.

# American Press

## MEDIA KIT

//2018//

PUBLISHING // DIGITAL // ADVERTISING // MARKETING



GENERATED BY MAPCUSTOMIZER.COM

WITH **OVER 350** MAPPED RACK LOCATIONS

**AMERICAN PRESS IS YOUR BEST NEWS AND ADVERTISING SOURCE**

Go to [americanpress.com/circulation](http://americanpress.com/circulation) to see all American Press rack locations.



# INTRODUCTION

## A Brief History and Table of Contents

### Giving you the best since 1895.

We're proud to publish the American Press in Southwest Louisiana, an area with a sharpened sense of direction, a refreshing community spirit and an ever-growing record of progress. We're also proud to have tracked this area's growth as Southwest Louisiana's leading information resource for more than a century.

We care about this community. The American Press' employees live, work and rear our children and grandchildren here.

We show we care by printing news that will provoke, inform and serve the wider public interest. The community has lots of good news, and we are proud to spotlight it. But our commitment also remains strong to meet our unique responsibility as an aggressive government watchdog. As author Herbert Sebastian Agar wrote in 1943, the year Thomas B. Shearman Sr. acquired the Press, "The truth that makes men free is, for the most part, the truth which men prefer not to hear."

Our priority has been the same since our founding: To give you the best paper we can, every day.

The American Press was Southwest Louisiana's first daily paper, founded in 1895. Its ancestry encompasses a number of earlier publications. The paper's roots go back to Joseph F. Reed, who started the Weekly Press in 1893, and Guy Beatty, whom Reed recruited to form the Press Publishing Co. in Lake Charles.

Together, Reed and Beatty turned the Weekly Press into a daily newspaper, forming the Daily Press in February 1895. Beatty sold out after a year, but later returned to the scene. Meanwhile, land developer J.B. Watkins moved his New York newspaper, the American, to Lake Charles in 1897. It became the Daily American. Beatty returned to town to run the Tribune, a weekly. He consolidated it with the Daily American.

Beatty and partner W.E. Krebs then bought out another paper, The Commercial. The Daily American and the Daily Press went head-to-head, then merged in 1910 to become the Lake Charles Daily American Press. The word "Daily" was dropped in 1912.

In 1943, Thomas B. Shearman Sr. purchased the newspaper from the heirs of Beatty and longtime director Frank A. Smith. The Shearman family has owned and operated the newspaper ever since. The phrase "Lake Charles" was dropped from its name

in 1998 to better reflect the newspaper's long-standing regional coverage.

The American Press has enjoyed its greatest successes during the Shearmans' half-century of ownership — achievements that began with the newspaper's crusade in the 1950s against illegal gambling and have since included national and regional awards in all facets of news gathering, Pulitzer Prize nominations for writing and photography and top honors for excellence in news, advertising, and website design.



## WHAT'S INSIDE

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# AMERICAN PRESS

Sections by Day  
of the Week



## AMERICAN PRESS SECTIONS BY DAY OF THE WEEK

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Local & National News	Local & National News	Local & National News	Local & National News	Local & National News	Local & National News	Local & National News
Sports	Sports	Sports	Sports	Sports	Sports	Sports
Obituaries	Obituaries	Obituaries	Obituaries	Obituaries	Obituaries	Obituaries
Opinion	Opinion	Opinion	Opinion	Opinion	Opinion	Opinion
Classified	Classified	Classified	Classified	Classified	Classified	Classified
Weather	Weather	Weather	Weather	Weather	Weather	Weather
Entertainment & TV Grid	Entertainment & TV Grid	Entertainment & TV Grid	Entertainment & TV Grid	Entertainment & TV Grid	Entertainment & TV Grid	Entertainment & TV Grid
Life at Home	Life	Life	Life	Life	Life	Life
Sunday Funnies & Puzzles	Jambalaya Comics & Puzzles	Jambalaya Comics & Puzzles	Jambalaya Comics & Puzzles	Jambalaya Comics & Puzzles	Jambalaya Comics & Puzzles	Jambalaya Comics & Puzzles
Sunday Talk	Face to Face	Market Summary	Market Summary	Market Summary	Market Summary	Market Summary
Letters to the Editor		Business	Health	Scene		Church Directory
Outdoor		Shop Local	Food	Eats & Treats		Religion
			Coloring Corner			TV Times (Home Delivery Only)
			Outdoor			

# AUDIENCE

Distribution, Market &  
Demographic Information



## ADULTS IN LAKE CHARLES MARKET AREA

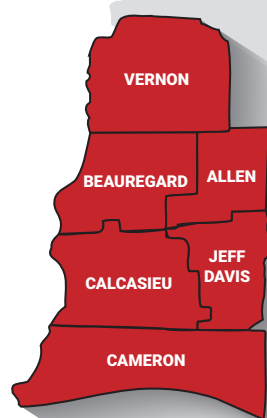
Calcasieu, Cameron, Jefferson Davis,  
Vernon, Beauregard, Allen Parishes

# 256,186

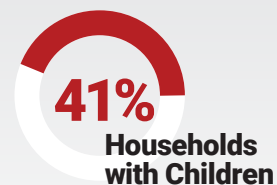
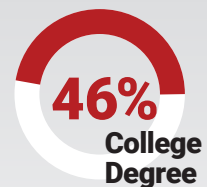
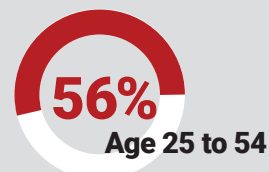


## AMERICAN PRESS READERS

# 54,000 DAILY



### DEMOGRAPHIC INFORMATION



## HOUSEHOLD READERSHIP FACTS



\* BASED ON SURVEY OF LAKE CHARLES, LA AREA, PULSE RESEARCH 2017

# AD SPECS + RATES

## Print Advertising Rates and Specifications

### PRINTING SPECIFICATIONS

The American Press is offset printed from electronic paginated pages using 110 line screen. All digital photos should be a minimum of 161 dpi and cropped to actual run size. Quality of supplied artwork, electronic ads and photos do significantly impact the quality of the printed product. The American Press uses Macintosh Format Equipment. When submitting a press-ready ad requiring no extra work on or before deadline, it must meet all of the following criteria:

- Adobe PDF is the preferred ad format.
- PDF ads can be sent to us by e-mail at [ads@americanpress.com](mailto:ads@americanpress.com).
- All PDF files must be created using Adobe PDF Preset PDF/X-1a:2001 or PDF/X-1a:2003. All fonts in the PDF must be embedded to ensure reproduction.
- PC/Windows ads should be sent as Acrobat PDF files.
- All color print ads should use appropriate CMYK values. No RGB, Lab, Pantone or other spot color methods accepted.
- The press screen line ruling is 110.
- The American Press cannot be responsible for improperly prepared submissions.

### MECHANICAL MEASUREMENTS

The American Press uses a 50" web press. The full image area (below folio) is 11.75" wide and 21.5" tall. ROP ads are measured using a 6-column format and Classified advertising uses a 10-column format. Column width specifications in inches are detailed below:

COLUMNS	RUN OF PAPER	CLASSIFIED
1	1.85"	1.113"
2	3.83"	2.295"
3	5.81"	3.477"
4	7.79"	4.659"
5	9.77"	5.841"
6	11.75"	7.023"
7		8.205"
8		9.387"
9		10.569"
10		11.75"
Double Truck	24.25"	24.25"

\* Ads measuring more than 19" will be charged at 21.5"

### AMERICAN PRESS DEADLINES

PUBLICATION	DEADLINE
SUNDAY	4pm - Wednesday
MONDAY	4pm - Thursday
TUESDAY	Noon - Friday
WEDNESDAY	4pm - Friday
THURSDAY	4pm - Monday
FRIDAY	4pm - Tuesday
SATURDAY	4pm - Wednesday
LIFE AT HOME	Noon - Tuesday
LIFE	Noon - Tuesday
MAJOR HOLIDAYS	24 hours in advance of above deadlines

### SMART PACKAGES

**13/13** Ad published weekly for 13 consecutive weeks. 1 print ad FREE! Package includes Be Found & Be Seen, 1 Sponsored Content Article and 10,000 Digital Banner ads monthly.

Modular Size	INCHES	SIZE 1	SIZE 2	Discount	Monthly (3)	Weekly (13)
1/25th	5.00	1 x 5.00	2 x 2.50	-46.36%	<b>\$500.00</b>	\$115.38
1/13th	10.00	1 x 10.00	2 x 5.00	-46.62%	<b>\$800.00</b>	\$184.62
1/8th	16.00	1 x 16.00	2 x 8.00	-47.99%	<b>\$1,135.00</b>	\$261.92
1/6th	21.00	3 x 7.00	4 x 5.25	-49.14%	<b>\$1,400.00</b>	\$323.08
1/5th	27.00	3 x 9.00	4 x 6.75	-50.07%	<b>\$1,715.00</b>	\$395.77
1/4th	33.00	3 x 11.00	4 x 8.25	-50.94%	<b>\$2,020.00</b>	\$466.15

**26/26** Ad published weekly for 26 consecutive weeks. 2 print ads FREE! (1 per quarter). Package includes Be Found & Be Seen, 2 Sponsored Content Articles and 10,000 Digital Banner ads monthly.

Modular Size	INCHES	SIZE 1	SIZE 2	Discount	Monthly (6)	Weekly (26)
1/25th	5.00	1 x 5.00	2 x 2.50	-50.73%	<b>\$460.00</b>	\$106.15
1/13th	10.00	1 x 10.00	2 x 5.00	-51.79%	<b>\$725.00</b>	\$167.31
1/8th	16.00	1 x 16.00	2 x 8.00	-52.92%	<b>\$1,030.00</b>	\$237.69
1/6th	21.00	3 x 7.00	4 x 5.25	-53.95%	<b>\$1,270.00</b>	\$293.08
1/5th	27.00	3 x 9.00	4 x 6.75	-54.96%	<b>\$1,550.00</b>	\$357.69
1/4th	33.00	3 x 11.00	4 x 8.25	-56.01%	<b>\$1,815.00</b>	\$418.85

**26/52** Ad published every other week for 52 consecutive weeks. 2 print ads FREE! (1 per half) Package includes Be Found & Be Seen, 4 Sponsored Content Articles and 10,000 Digital Banner ads monthly.

Modular Size	INCHES	SIZE 1	SIZE 2	Discount	Monthly (12)	Weekly (52)
1/25th	5.00	1 x 5.00	2 x 2.50	-51.99%	<b>\$265.00</b>	\$61.15
1/13th	10.00	1 x 10.00	2 x 5.00	-52.92%	<b>\$394.00</b>	\$90.92
1/8th	16.00	1 x 16.00	2 x 8.00	-54.02%	<b>\$542.00</b>	\$125.08
1/6th	21.00	3 x 7.00	4 x 5.25	-54.99%	<b>\$659.00</b>	\$152.08
1/5th	27.00	3 x 9.00	4 x 6.75	-55.98%	<b>\$795.00</b>	\$183.46
1/4th	33.00	3 x 11.00	4 x 8.25	-56.98%	<b>\$924.00</b>	\$213.23



# LOCAL RETAIL

## Print Advertising Rates and Specifications

### PRINT AD RATES

#### LOCAL RETAIL Annual Dollar Volume

Invest more, pay less. When you make an annual advertising commitment, you will earn significant discounts off the open rate.

##### 2018 ALL ADS IN COLOR

ANNUAL DOLLARS	MONDAY TUESDAY	WEDNESDAY SATURDAY	SUNDAY
Open	\$26.32	\$28.28	\$30.25
Non-Profit	\$18.43	\$19.80	\$21.18
\$3,000	\$21.85	\$23.48	\$25.11
\$5,000	\$20.79	\$22.35	\$23.90
\$7,500	\$20.53	\$22.07	\$23.60
\$10,000	\$20.26	\$21.78	\$23.29
\$15,000	\$20.00	\$21.50	\$22.99
\$20,000	\$19.74	\$21.22	\$22.69
\$25,000	\$19.48	\$20.93	\$22.39
\$30,000	\$19.21	\$20.64	\$22.08
\$40,000	\$18.95	\$20.36	\$21.78
\$50,000	\$18.69	\$20.08	\$21.48
\$100,000	\$18.43	\$19.80	\$21.18

Above rates available with a twelve month contract for a specified dollar amount. All advertising placed with the American Press is applied toward annual dollar volume agreements.

Local display advertising rates are per column inch on a 6 column format and include full color. Local rates are net and available to any single retail business, firm or individual with fixed and permanent locations in the American Press circulation area selling directly to the public. Advertising regarding property, products or services located outside the American Press circulation area will be charged the national rate (see separate National Rate section of this rate card). The existence of a local representative will not alter this condition.

#### GUARANTEED AD POSITIONING

##### 15% PREMIUM CHARGE

Requirements: Full Color, Minimum ad size of 30 column inches with management authorization.

#### REPEAT AD INCENTIVES

Repeat discounts apply to the exact ad cycle and must be completed within a 14 day period. Discounts exclude Sundays. Non-commissionable. 4" minimum to qualify.

DAY 1	DAY 2 & 3	DAY 4-14
Full Rate	20% Discount	30% Discount

### OPTIMIZATION & SEO

#### Be Found & Be Seen

ORIGAMI	Per Ad
Any Size Ad	\$25.00

Be Found & Be Seen starts with your traditional print ad and with this information, we automatically output digital marketing and high-profile placement on our website. Then we automatically output digital marketing and localized SEO campaigns. We also provide sophisticated monthly reports to show your progress. Additional enhanced packages are also available.

### COMMON AD SIZES (ROP) - 6 COLUMN FORMAT



**FULL PAGE**  
6 columns x 21.5"  
11.75" x 21.5"



**1/2 PAGE HORIZONTAL**  
6 columns x 10.75"  
11.75" x 10.75"



**1/2 PAGE VERTICAL**  
3 columns x 21.5"  
5.81" x 21.5"

**LOCAL OPEN RATE (ROP)**

Mon-Tues	\$3,395.28
Wed-Sat	\$3,648.12
Sunday	\$3,902.25

**LOCAL OPEN RATE (ROP)**

Mon-Tues	\$1,697.64
Wed-Sat	\$1,824.06
Sunday	\$1,951.13

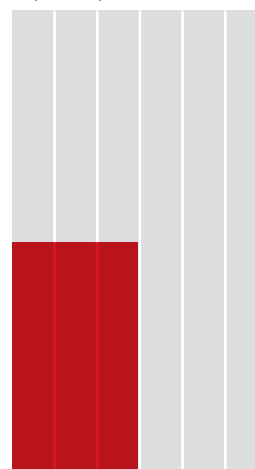
**LOCAL OPEN RATE (ROP)**

Mon-Tues	\$1,697.64
Wed-Sat	\$1,824.06
Sunday	\$1,951.13

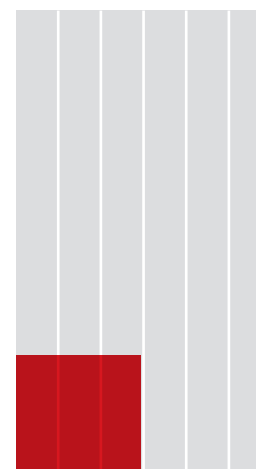
### COMMON AD SIZES (ROP) - 6 COLUMN FORMAT



**1/3 PAGE HORIZONTAL**  
6 columns x 7"  
11.75" x 7"



**1/4 PAGE**  
3 columns x 10.75"  
5.81" x 10.75"



**1/8 PAGE**  
3 columns x 5.5"  
5.81" x 5.5"

**LOCAL OPEN RATE (ROP)**

Mon-Tues	\$1,105.44
Wed-Sat	\$1,187.76
Sunday	\$1,270.50

**LOCAL OPEN RATE (ROP)**

Mon-Tues	\$848.82
Wed-Sat	\$912.03
Sunday	\$975.56

**LOCAL OPEN RATE (ROP)**

Mon-Tues	\$434.28
Wed-Sat	\$466.62
Sunday	\$499.13

# PREMIUM AD SPACE

Premium and Specialty Rates  
and Discounts

## PREMIUM AD POSITIONS

### FRONT PAGE STRIP AD

Full color ad size 6 column x 1.5"

ANNUAL FREQUENCY	MON-TUE	WED-SAT	SUNDAY
1x	\$550	\$600	\$650
2x - 4x	\$500	\$550	\$600
5x - 9x	\$450	\$500	\$550
10x - 12x	\$400	\$450	\$500
13x	\$350	\$400	\$450

### SECTION FRONT STRIP AD

Full color ad size 6 column x 1.5"

ANNUAL FREQUENCY	MON-TUE	WED-SAT	SUNDAY
1x	\$450	\$475	\$500
2x - 4x	\$400	\$425	\$450
5x - 9x	\$375	\$400	\$425
10x - 12x	\$350	\$375	\$400
13x	\$325	\$350	\$375

### BUSINESS BUILDER

Per column inch. Must be locally owned & operated to participate. Non-commissionable. Runs in full color.

EVERY OTHER DAY	\$12.60
EVERY DAY	\$8.75

### SHOP LOCAL

Runs weekly in full color. 13 week commitment. Limited space.

2 COL. X 2" 1 AD PER WEEK	\$104/WEEK
---------------------------	------------

Includes 1 full page story, with photos, on your local business.

### FACE TO FACE

Must be locally owned & operated to participate. Runs weekly in full color. 13 week commitment. Limited space.

4" AD - 1 AD PER WEEK	\$95.00/WEEK
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Includes one feature story with photo and two regular stories.

6" AD - 1 AD PER WEEK	\$151.00/WEEK
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Includes two feature stories with photo and two regular stories.

### REAL ESTATE SHOWCASE

2.25" x 3" House listing with house photo and realtor photo

SUNDAY	\$39.00
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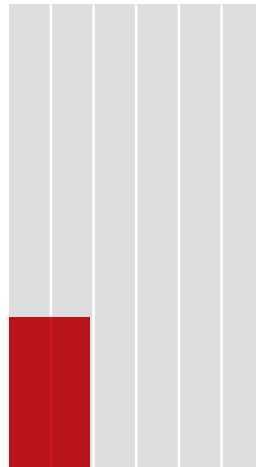
## NATIONAL/GENERAL ROP

### NATIONAL/GENERAL ROP ADVERTISING

Per column inch. Gross & commissionable.

	MON & TUE	WED-SAT	SUN
Black/White	\$34.50	\$34.50	\$37.25
Color	\$36.27	\$36.27	\$39.02

## COMMON AD SIZES (ROP) - 6 COLUMN FORMAT



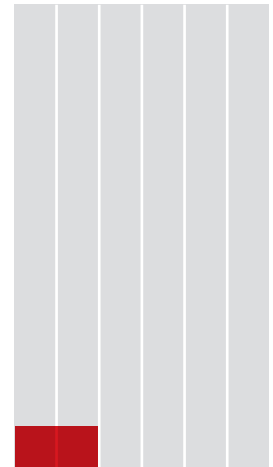
**1/9 PAGE**  
2 columns x 7"  
3.83" x 7"

LOCAL OPEN RATE (ROP)	
Mon-Tues	\$368.48
Wed-Sat	\$395.92
Sunday	\$423.50



**1/16 PAGE**  
2 columns x 4"  
3.83" x 4"

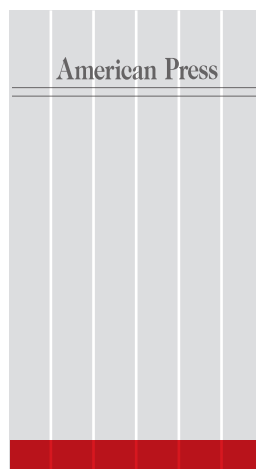
LOCAL OPEN RATE (ROP)	
Mon-Tues	\$210.56
Wed-Sat	\$226.24
Sunday	\$242.00



**BUSINESS CARD**  
2 columns x 2"  
3.83" x 2"

LOCAL OPEN RATE (ROP)	
Mon-Tues	\$105.28
Wed-Sat	\$113.12
Sunday	\$121.00

## PREMIUM AD SIZES (ROP) - 6 COLUMN FORMAT



**FRONT PAGE STRIP AD**  
6 columns x 1.5"  
11.75" x 1.5"

SINGLE-RUN RATE	
Mon-Tues	\$550.00
Wed-Sat	\$600.00
Sunday	\$650.00



**SECTION FRONT STRIP**  
6 columns x 1.5"  
11.75" x 1.5"

SINGLE-RUN RATE	
Mon-Tues	\$450.00
Wed-Sat	\$475.00
Sunday	\$500.00



**FRONT PAGE EAR TAG**  
3" x 2"  
Top-right, above nameplate

SINGLE-RUN RATE	
Mon-Tues	\$425.00
Wed-Sat	\$450.00
Sunday	\$475.00



# PREMIUM AD SPACE

Premium and Specialty Rates  
and Discounts

## PREMIUM AD POSITIONS

### SPADEA WRAP

A free standing broadsheet, folded vertically and wrapped around the newspaper section. It is the equivalent of two full page ads in full color with premium positioning.

	MON-TUE	WED-SAT	SUN
(Front)	\$3,522.27	\$3,785.43	\$4,048.58
(Inside)	\$3,086.02	\$3,331.18	\$3,562.75

### FRONT PAGE STICKY NOTES

3" x 3" Square or Circle. Sticky note ads are printed on glossy white background paper with full adhesive on the back side. Deadline is two weeks prior to publication date. Various shapes are available at \$2 more per thousand.

WEEKDAY	FULL RUN	CPM
1x Year	\$1,560.00	\$65.00
6x Year	\$1,416.00	\$59.00
12x Year	\$1,272.00	\$53.00
24x Year	\$1,104.00	\$46.00

Based on a full run circulation of 24,000. Quantities less than 20,000 add \$10 cpm.

SUNDAY	FULL RUN	CPM
1x Year	\$1,755.00	\$65.00
6x Year	\$1,593.00	\$59.00
12x Year	\$1,431.00	\$53.00
24x Year	\$1,242.00	\$46.00

Based on a full run circulation of 27,000. Quantities less than 20,000 add \$10 cpm.

### 3" x 2" EAR TAG

Full color ad space, top-right corner of front page.

ANNUAL FREQUENCY	MON-TUE	WED-SAT	SUNDAY
1x - 4x	\$425	\$450	\$475
5x - 8x	\$375	\$400	\$425
9x - 12x	\$325	\$350	\$375
13x	\$275	\$300	\$325

## PUT YOUR ADVERTISING MESSAGE OUT FRONT

The collage features several advertisements and articles from the American Press. At the top left, a headline reads "Innovative, modern, coordinated critical care is here." Below it is an image of a hospital building. To the right, there's a small ad for "DOMINATION BY MCNEESE" and another for "Loans in a new light." Below the hospital image, an article titled "One system. All your healthcare needs backed by the region's largest comprehensive healthcare system - Memorial." is visible. To the right of that, a political article titled "Trump lashes out at San Juan mayor" is shown. Below the hospital article, there's a large ad for "SANTO'S Southern Eatery" featuring a "\$8.99" special. At the bottom, there's a large ad for "HOUSE LEVELING" with "\$800 OFF" and "\$1500 OFF" offers. Other smaller ads and articles are also visible, including one about "Mayors hope to learn lessons from Harvey" and a "BOGO Buy 1 Front Page Ad & Get The 2nd 50% Off" offer.

# CLASSIFIED RATES

## Classified Print Advertising Rates and Specifications

### PRINT AD RATES — CLASSIFIED

#### CLASSIFIED Annual Dollar Volume

Invest more, pay less. When you make an annual advertising commitment, you will earn significant discounts off the open rate.

ANNUAL DOLLARS	MONDAY TUESDAY	WEDNESDAY SATURDAY	SUNDAY
Open	\$15.79	\$16.97	\$18.15
\$3,000	\$13.10	\$14.08	\$15.06
\$5,000	\$12.48	\$13.41	\$14.34
\$7,500	\$12.32	\$13.24	\$14.16
\$10,000	\$12.16	\$13.07	\$13.98
\$15,000	\$12.00	\$12.89	\$13.79
\$20,000	\$11.84	\$12.73	\$13.61
\$25,000	\$11.68	\$12.56	\$13.43
\$30,000	\$11.53	\$12.39	\$13.25
\$40,000	\$11.37	\$12.22	\$13.07
\$50,000	\$11.21	\$12.05	\$12.89
\$100,000	\$11.06	\$11.88	\$12.71

Above rates available with a twelve month contract for a specified dollar amount. All advertising placed with the American Press is applied toward annual dollar volume agreements.

Classified display rates are per column inch on 10 column format and include full color. Classified rates are net and apply only to the classified section of the American Press. Classified advertising rates are available to individuals or a single firm or business with a fixed and permanent location in the American Press circulation area.

#### BUSINESS BUILDER (CLASS)

Per column inch. Must be locally owned & operated to participate. Non-commissionable. Runs in full color.

EVERY OTHER DAY	\$8.30
EVERY DAY	\$5.70

#### CLASSIFIED LINE RATE (non-commissionable)

3 lines minimum. Discounts available for larger sizes or frequency.

	DAILY
VOLUNTARY	\$4.53
COMMERCIAL	\$8.24
EMPLOYMENT	\$8.55

#### REPEAT AD INCENTIVES

Repeat discounts apply to the exact ad cycle and must be completed within a 14 day period. Discounts exclude Sundays. Non-commissionable. 4" minimum to qualify.

DAY 1	DAY 2 & 3	DAY 4-14
Full Rate	20% Discount	30% Discount

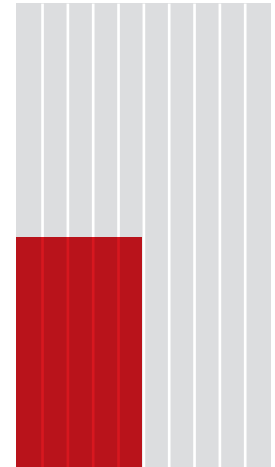
### COMMON AD SIZES (CLASS DISP) - 10 COLUMNS



**FULL PAGE**  
10 columns x 21.5"  
11.751" x 21.5"



**1/2 PAGE**  
10 columns x 10.75"  
11.751" x 10.75"



**1/4 PAGE**  
5 columns x 10.75"  
5.841" x 10.75"

**LOCAL OPEN RATE (CL-DISP)**

Mon-Tues	\$3,394.85
Wed-Sat	\$3,648.55
Sunday	\$3,902.25

**LOCAL OPEN RATE (CL-DISP)**

Mon-Tues	\$1,697.43
Wed-Sat	\$1,824.28
Sunday	\$1,951.13

**LOCAL OPEN RATE (CL-DISP)**

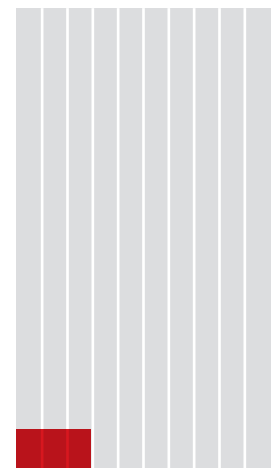
Mon-Tues	\$848.71
Wed-Sat	\$912.14
Sunday	\$975.56



**1/8 PAGE**  
4 columns x 6.5"  
4.659" x 6.5"



**1/22 PAGE**  
2 columns x 5"  
2.295" x 5"



**BUSINESS CARD**  
3 columns x 2"  
3.477" x 2"

**LOCAL OPEN RATE (CL-DISP)**

Mon-Tues	\$410.54
Wed-Sat	\$441.22
Sunday	\$471.90

**LOCAL OPEN RATE (CL-DISP)**

Mon-Tues	\$157.90
Wed-Sat	\$169.70
Sunday	\$181.50

**LOCAL OPEN RATE (CL-DISP)**

Mon-Tues	\$94.74
Wed-Sat	\$101.82
Sunday	\$108.90



# PREPRINTS

Preprint Rates, Shipping, Delivery,  
and Receiving Information

## DELIVERY

We must have preprints in house 7 days prior to publication date. Preprints should be securely bound on pallets or in boxes not to exceed 60".

DELIVER ALL PREPRINTS TO OUR FACILITY:

**4900 HWY. 90 EAST,  
LAKE CHARLES, LA 70615  
337-494-4040**

## RECEIVING HOURS

**MON. - FRI. 8 AM - 4:30 PM & 9 PM - 2 AM**  
**SATURDAY 9 PM - 2 AM**

## PREPRINTS

### PREPRINTED INSERTS

PAGES	DAILY	SUNDAY
SINGLE SHEET	\$45.00	\$45.00
4 TAB / 2 STD	\$47.00	\$47.00
8 TAB / 4 STD	\$62.00	\$62.00
12 TAB / 6 STD	\$67.00	\$67.00

Rates based on cost per thousand inserted. Broadsheet (standard) size pages are equal to two tab pages (4 broadsheet rate is the same as 8 tab). Zoning available Wednesday through Sunday with a minimum quantity of 8,000 daily and 15,000 Sunday. Charges based on circulation at the time of insertion. Preprint frequency contract discounts available. Preprint dollars apply to dollar volume contracts.

Deadline for reservation, scheduling, delivery and cancellation is ten days prior to insertion.

Please contact your account executive for other packaging requirements and distribution options.

Monday & Tuesday	Full Run Required
Wednesday - Saturday	8,000 Minimum
Sunday	15,000 Minimum

## PRINT & DELIVER

### SINGLE SHEET PRINT & DELIVER

Base price is for 8.5" x 11" printed and inserted on WHITE uncoated 60lb stock. Cost per thousand.

	CPM
<b>BLACK</b> One side only	\$65
<b>BLACK</b> Front and back	\$70
<b>COLOR</b> One side only	\$92
<b>COLOR</b> Front and back	\$106
<b>11 X 17</b> Folded to 8.5 x 11 (4 page tab) Glossy full color	\$215
<b>COLORED PAPER</b>	add \$8 per thousand*
<b>ASTROBRIGHT PAPER</b>	add \$12 per thousand**
<b>GLOSS PAPER</b>	add \$30 per thousand
<b>BLEED COPY</b>	add \$15 per thousand

### SHIPPING INFORMATION QUANTITY

Audit prepared by Alliance for Audited Media.

<b>SUNDAY</b>	<b>27,000</b>
<b>DAILY</b>	<b>24,000</b>



# DIGITAL

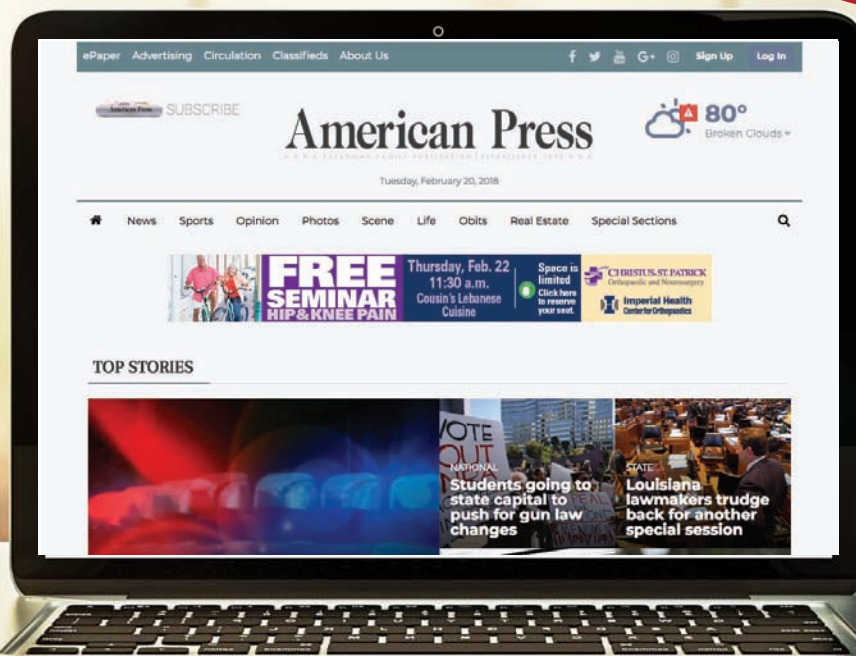
Web Advertising Rates  
and Specifications

**AMERICANPRESS.COM**

VISITORS KEEP  
COMING BACK!

**80%**

READER RETURN RATE



THE **AMERICAN PRESS** AND **AMERICANPRESS.COM** REACH MORE THAN  
**611,337** PAGE VIEWS IN SOUTHWEST LOUISIANA **EACH MONTH!\***

\*BASED ON REPORTS FROM GOOGLE ANALYTICS FROM JUNE 5, 2016 TO JUNE 5, 2017

## DIGITAL AD RATES

### LOCAL DIGITAL ADVERTISING

Impressions Level / Cost per Thousand. Ad sizes available:  
728 x 90 leaderboard, 300 x 250 rectangle, 300 x 500 skyscraper,  
and 300 x 50 mobile leaderboard.

IMPRESSIONS	CPM
1,000	\$10.00
10,000	\$8.00
20,000	\$6.50
50,000	\$5.00

### SPONSORED CONTENT

500 to 700 word informative online article on your company's  
background, unique offerings, industry trends or similar general  
information to be hosted on americanpress.com.

**FROM \$299/MONTH** Call (337) 494-4037 for more info.

## MOBILE WEB SITE

### Reach readers on cell phones and tablets.

With an average of 150,000 page views per month, our mobile  
website usage is the fastest growing format for Southwest  
Louisiana readers who are accessing their news and advertising.  
Online readers behave and interact with news and ads differently  
depending upon the device they are using. We currently offer four  
online positions in rotation, limited to 12 advertisers.

Ad sizes are 250 pixels deep by 300 pixels wide. We have a huge  
number of options, please consult with your advertising account  
executive to find the solution best suited to your business.

FREQUENCY	PER MONTH
<b>1 month</b>	<b>\$125.00</b>
<b>6 months</b>	<b>\$100.00</b>
<b>12 months</b>	<b>\$75.00</b>

# DIGITAL

## Social Media & eNewsletter Advertising Rates



### SOCIAL MEDIA RATES

#### SOCIAL MEDIA PACKAGE

Including SEO & DEMO targeting with boosted posts. Average reach per post is 6,000 -10,000 targeted locals with Facebook.

PLATFORM	FOLLOWERS	SPONSORED
FACEBOOK	36,000+	3 POSTS PER WEEK
TWITTER	7,500+	3 TWEETS PER WEEK
E-NEWSLETTER	500+	AD ON NEWSLETTER

ALL THREE SERVICES	\$750 PER MONTH
E-NEWSLETTER ONLY	\$300 PER MONTH

### OPTIMIZATION & SEO

#### Be Found & Be Seen

ORIGAMI	Per Ad
Any Size Ad	\$25.00

Origami is automatically added to the price of your print ads. Print Ad Optimization includes 1 Keyword tracked, auto creation of your Business Profile and performance reporting.

We start with your traditional print ad and with this information, we automatically output digital marketing and high-profile placement on our website. Then we automatically output digital marketing and localized SEO campaigns. We also provide sophisticated monthly reports to show your progress. Additional enhanced packages are also available.

WITH **AMERICAN PRESS** FACEBOOK, TWITTER, AND THE E-NEWSLETTER REACH **134,000+** POTENTIAL CUSTOMERS **WEEKLY!**



#### AMERICANPRESS.COM PAGE VIEWS

Home Page	61,660	
Classified	377,213	
Obituaries	61,366	
ePaper	4,804	

\*BASED ON REPORTS FROM GOOGLE ANALYTICS FROM JUNE 5, 2016 TO JUNE 5, 2017

# CALENDAR

2018 Special Sections  
Schedule

## TARGETED SECTIONS

**We deliver the people you want to reach.**

Our targeted and timely sections add more power to your sales message by zeroing in on topical features and specific markets. Many targeted sections offer special pricing, discounts and qualify for co-op support dollars.



# 2018

 MAY—DECEMBER

### Football Preview

AD DEADLINE:  
Tuesday, August 14  
PUBLISH DATE:  
Thursday, August 23

### Commitment to Caring

AD DEADLINE:  
Friday, August, 31  
PUBLISH DATE:  
Sunday, Sept. 9

### Business & Industry

AD DEADLINE:  
Friday, Sept. 28  
PUBLISH DATE:  
Friday, Oct. 19

### Christmas Gift Guide

AD DEADLINE:  
Tuesday, Nov. 6  
PUBLISH DATE:  
Sunday, Nov. 18

### Letters to Santa

AD DEADLINE:  
Tuesday, Dec. 11  
PUBLISH DATE:  
Friday, Dec. 21

### Honor Roll/Year in Review

AD DEADLINE:  
Tuesday, Dec. 18  
PUBLISH DATE:  
Sunday, Dec. 30

*Call your account executive  
to reserve your place in all  
of the sections that fit  
your business.*

**337-494-4037**



# POLICIES

## Terms, Conditions and Contact Information

### COMMISSION & PAYMENT TERMS

- **Retail rates are non-commissionable & billed net.** All ads are accepted on a "cash in advance" basis unless prior credit is established. Political and "Going Out of Business" advertising also requires advanced payment. Payment is due within 15 days of the statement date. Contact our **Business Office 337-494-4032** with any questions about your advertising bill.
- Some advertising agencies may be granted credit privileges, but the advertiser is ultimately responsible for payment.
- We Accept American Express, Discover, Mastercard, Visa

### RATE POLICIES

- Local retail rates are available to all local advertisers located in our 6 parish service area: **Allen, Beauregard, Calcasieu, Cameron, Jeff Davis, and Vernon.** National/General Advertisers are considered all those outside of our service area parishes.
- We offer a variety of contract options. We must have a signed contract in advance to offer any special contract discounts.
- Ads cancelled by the advertiser/agency less than 48 business hours prior to publication time will be subject to a **cancellation fee of 25%** of the total cost of the ad. Advertising business hours are Monday - Friday 8 am - 5 pm.
- Please contact an advertising Sales Representative before sending any files. We are on the MAC platform.

### AD SEND SET UP

VIA internet or CDR  
Contact AP Adsend 1-800-T-Adsend.  
American Press Address is LACHA

### AD PLACEMENT

American Press will attempt to accommodate any advertiser's request whenever possible. Advertiser can request a first and second choice of placement. Adjustment, re-insertion or a refund will not be made because of the section and/or page position in which an ad has been published. Acceptance of an order does not imply guaranteed ad position. Based on availability, specific locations may be purchased.

### ERRORS & ADJUSTMENTS

- Advertisers should check their ad after the first insertion date. American Press shall not be liable for failure to publish an ad for typo-graphical error(s) in publication. We will gladly submit a letter of correction. Adjustment for errors is limited to the cost of that portion of the ad where the error occurred. We fax or e-mail a proof to avoid these situations.

### CONTRACT/COPY REGULATIONS

- Publisher not liable for ads left out of publications for any general, special or consequential damages.
- All claims for adjustments must be received within 30 days of publication.
- Publisher reserves the right to insert the word "Advertisement" above any ad copy that resembles editorial content.
- **The makeup, composition & photography of American Press advertising is the sole property of American Press** and may not be reproduced without American Press management's written authorization.
- Advertiser is solely responsible for the content of all advertising published at their request or their agent's and shall indemnify, defend & hold harmless the publisher from any claim or lawsuit arising out of the advertisements.
- American Press does not accept ads that contain detrimental information about people. Examples - Insults, alleged wrong doing or give the appearance of taking an editorial position. American Press affirms its position of neutrality with respect to any public issue.

# American Press

## Your Best News and Advertising Source

ALLEN // BEAUREGARD // CALCASIEU // CAMERON // JEFF DAVIS // VERNON

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4900 HIGHWAY 90 EAST Lake Charles, LA 70615  
Main: 337.433.3000 Toll Free: 800.737.2283  
Fax: 337.494.4008  
[www.americanpress.com](http://www.americanpress.com)

## AN AWARD-WINNING TEAM

AWARD-WINNING  
**NEWS**  
**PHOTOGRAPHY**  
**ART**

### AMERICAN PRESS 2017 LOUISIANA PRESS ASSOCIATION AWARDS

- BEST BREAKING NEWS
- BEST REGULAR COLUMN
- BEST FEATURE PHOTOGRAPHY
- BEST SPORTS PHOTOGRAPHY
- BEST SPECIAL SECTION
- BEST BLACK & WHITE AD
- BEST COLOR AD (RETAIL & NON-RETAIL)
- BEST CLASSIFIED SECTION