

THE  
LOUISIANA  
WEEKLY  
SINCE 1925

# MEDIA KIT 2012

THE NEWSPAPER THAT HAS BEEN BRINGING YOU NEWS THAT MATTERS FOR 87 YEARS!



*“The fact that the Black Press has been there as a beacon of truth and a beacon of hope, even today when you watch CNN, when you read the Post, the Times and USA Today, the truth is that if you want it like it is and like you feel it, you open the pages of the Black Press.”*

—Marc Morial  
National Urban League CEO and former Mayor of New Orleans

# OUR HERITAGE



**F**OR MORE THAN 80 YEARS *THE LOUISIANA WEEKLY* HAS BEEN THE #1 news source for African-American readers in South Louisiana. In 1925, *The Louisiana Weekly* founders — C.C. Dejoie, Sr. and O.C.W. Taylor — dared to create a communication vehicle that offered African-American readers a perspective that was sensitive to their unique positions in life. This communication vehicle remains viable today with the original family of owners at the helm of operations.

Recently, *The Louisiana Weekly* expanded its reach to include news for Louisiana's emerging multicultural community. *The Louisiana Weekly* now provides a written forum to advance **Justice, Freedom** and **Equality** to **All** members, of **All** communities, at **All** times. The result: **NEWS THAT MATTERS — TO ALL!**

THE LOUISIANA WEEKLY



**75%**  
of our readers are college educated

We services a multicultural readership. Our dominant reach is within the African-American, middle class consumer market.

**Future Purchasing Plans:**  
Our readers plan to purchase the following in the next 12 months:

- Entertainment: 80%
- Medical: 78%
- Electronics: 75%
- Telecommunications: 69%
- Education: 69%
- Bank/Finance: 67%
- Automotive: 58%
- Home: 49%

www.louisianaweekly.com

**Our readership profile:**

- Average Age: 56 years
- Education: College or above: 75%
- Post Graduate: 27%
- Income, Household Average: \$40,000
- 25% above \$50,000
- 12.5% above \$75,000
- Home Ownership: 61%
- Number of people in household: 2.5

**Average Reading Habits:**

- Time readers spend with each issue: 50 minutes
- Readers pick up the same issue: 2.4 times
- Readers keep an issue: 6 weeks
- 92% read each issue "cover to cover."
- Average of 3 people read each copy.

**Our readership focuses on the following sections:**

- Opinions & Editorial 94%
- Political 93%
- Heart and Health 91%
- Religious 87%
- BusinessScope 84%
- Real Estate Sale Notices 56%

Source: Lillian Y. Fok, Ph.D.,  
Professor at University of New Orleans, 2004

Our readership is comprised of decision-makers and trendsetters within the African-American community.

Our readers are discerning, action-oriented leaders of the community. They are always in search of an advantage and are committed to personal growth. The greater community respects and accepts the information that our readers pass along.

Educate the few and they will educate the masses.

# OUR READERS



**EDITORIAL** — Provides weekly opinions from the editor and editorial board of *The Louisiana Weekly*, as well as letters to the editor.

**OP-ED** — From the affects of Rap on society, to the effects of the War in Iraq, local and nationally-syndicated columnists such as Earl Ofari Hutchinson, Bill Fletcher, the Rev. Jessie Jackson and James Clingman offer commentary on the State of the Union, Order of the World. For the past 25 years our op-ed section has also carried a column written by the political leaders of New Orleans. Beginning with the first administration of Ernest “Dutch” Morial, through the

Barthelemy years and the terms of Marc H. Morial, to the present administration of federal, state and local representatives, each week, readers of *The Louisiana Weekly* know firsthand what is on the mind of the government representatives — unedited and without sound bites.

**POLITICAL** — Offers coverage of politics on the local, state and national levels, as well as conservative and liberal events and ideologies. *The Louisiana Weekly’s* features include “Inside Political Track” and a commentary by widely-recognized political insider, Christopher Tidmore.

**BUSINESS** — Includes business and finance news vital to the economic growth of varying minority communities. Also profiles minority-owned businesses, as well as the accomplishments of African-American

icans, Latin-Americans and women in the industry — both locally and nationally. This section features “The Wall Street In the Black Exchange,” which is comprised of black-owned publicly traded companies. The weekly listings encourage readers to not only invest, but to invest in their communities.



**LIVING** — Debutante, wedding, anniversary, club, sorority and fraternity news in and around New Orleans’ African-American community.

**RELIGION** — Columns by Fr. Ledoux and current events happening in and around the New Orleans church community.

**HEART and HEALTH** — Section provides the latest news, studies, treatment and diseases specifically infecting and affecting people of color.



**W**E’RE ONLY AS GOOD AS THE PEOPLE WHO BRING US THE NEWS. *THE LOUISIANA WEEKLY’S* STAFF OF WRITERS GO ABOVE AND BEYOND THE CALL OF DUTY TO BRING OUR READERS NEWS THAT’S RELEVANT, USEFUL AND OF INTEREST — NEWS THAT MATTERS! AND WE HAVE THE ACCOLADES TO PROVE IT.

**EDMUND LEWIS**

Edmund Lewis is the quintessential African-American conscious of *The Louisiana Weekly*. He provides cogent perspectives on the plight of African Americans in South Louisiana. Edmund recently gained national acclaim by winning the prestigious Phillip Randolph Award for civil rights commentary with his article “War Is Not The Answer.”

**MARC MORIAL**

Former mayor of the City of New Orleans, Marc Morial feels *The Louisiana Weekly* is so effective in reaching the community that he has continued to communicate with readers through regular columns, even after taking office as president of the National Urban League.

**FATHER LEDOUX**

Father LeDoux is a true reformer in the community. He is a timeless priest who pastored one of New Orleans’ oldest churches in the historical Tremé area pre-Katrina. Father LeDoux was responsible for estab-

lishing the city’s first gospel, Catholic mass. This mass is not only a mainstay in the community, but a frequent tourist attraction to New Orleans visitors as well. Father LeDoux has provided a moral compass for readers of *The Louisiana Weekly* for more than 10 years now.

**CHRIS TIDMORE**

Chris Tidmore—Louisiana’s definitive political insider—is a New Orleans native whose ancestral ties to New Orleans date back to the earliest settlers. Every Louisianian loves political gossip. This is why Chris’ contribution is a must-read throughout the political world of Louisiana.

**ANDRE PERRY, Ph.D.**

is Associate Dean of the College of Education and Human Development & Chief Executive Officer of the Capital One-University of New Orleans Charter School Network. Through his weekly newspaper column in *The Louisiana Weekly*, Perry provides political commentary on K-16 leadership and governance in Louisiana.

# OUR REACH

In addition to mail subscriptions, *The Louisiana Weekly* is available throughout metropolitan New Orleans, including these areas: Avondale, Chalmette, Gretna, Harvey, Jefferson, Kenner, Marrero, Metairie, New Orleans, River Ridge, St. Bernard, Westwego.

Some of our convenient locations include: **Gretna Bus Terminal, Wal-mart** on Behrman Highway, **Walkertown Bus Station, Piggly Wiggly**, 909 Westbank Expressway, **Wagners Meat**, 2100 Airline Highway, and the following **Winn-Dixie** stores: 3001 Highway 90, 3300 Paris Rd., 2112 Belle Chasse Hwy, 3645 Lapalco, 3623 Jefferson Hwy., 2104 Williams Blvd., 4041 Williams Blvd., 4627 Westbank Expwy., 5969 Lapalco Blvd., 211 Veterans Memorial Blvd., 4600 Chef Menteur Hwy., 3008 Holiday Dr., 5400 Tchoupitoulas St., 8601 Jefferson Hwy., 1070 Westbank Expwy.



**T**he Louisiana Weekly — an official journal of the State of Louisiana — features “News That Matters” to the multicultural communities of the world.

Pre-Katrina and pre-Rita we provided a broad spectrum of information from Current Events and Sports to Entertainment and Community Activities to Hispanic Interests.

Post-Katrina and post-Rita we are working along with our fellow Louisianians to regain our sense of place in a city that has lost its footing.

Currently, while still providing general news of interest to our readers, we are concentrating on the rebirth, recovery and rebuilding of the entire Gulf Coast of the United States. Post-Katrina we have found it necessary to regroup and focus most of our efforts and resources on the day-to-day information that is important to our readers, as we work to recover, while also providing “news that matters” beyond the rebuilding effort.

Every Monday readers are immersed in news and information relevant to their everyday lives, the community and the world as a whole.



## Check out our ... ONLINE ADS!

**THE LOUISIANA WEEKLY** YOUR COMMUNITY, YOUR NEWSPAPER.

READ SUBSCRIBE ADVERTISE ABOUT CONTACT

**Hurricane Katrina**  
The October 24, 2005 issue was our first hard copy edition since Hurricane Katrina changed all our lives. But while our lives have drastically been changed, our spirit, determination and commitment to providing "a voice to advance justice, freedom and equality to all members of all communities at all times" could not be more evident.

**Download The Louisiana Weekly**  
Click here to view full versions of the latest issues of The Louisiana Weekly as PDF files.

**Declining black media ownership is a 'national disgrace', says FCC commissioner**  
By George E. Curry, NNPA Editor-in-Chief

**A Thrill of Hope**  
By Edward W. Lewis, Editor

**The Saint in the St. Bernard Housing Development**  
By Dr. Andre M. Perry, Contributing Columnist

**Recent poll says Blanco faces hurdles getting reelected**  
By Christopher Tidmore, Political Columnist

**FEMA tells Oxford students to return financial assistance**

**The decline of the black family is greatly exaggerated**  
Housing Project Coming Down  
By Christopher Tidmore, Political Columnist

**Why you should read Jimmy Carter's Book on the Middle East**  
By Bill Hooper Jr., NNPA Columnist

**Civil Sheriff Judicial Announcements**

**Read FAST ISSUES**

**Your 300x250 RECTANGULAR Ad Here**

**Make a difference in your community. Advertise or subscribe in your community newspaper, The Louisiana Weekly.**

**Your 728x90 BANNER Ad**

**Celebrating 81 years of service to the Greater New Orleans community.**

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**Skyscraper**  
Rotates with other ads on the home page and run of the site; 160w x 600h pixels; Animation allowed  
File weight: 25kb non-animated, 35kb animated

**Rectangle**  
Rotates with other ads embedded in articles (NOT on home page); 300w x 250h pixels; Animation allowed  
File weight: 20kb non-animated, 30kb animated

**Tile Ad**  
Rotates with other ads on the same page and run of site; 160w x 200h pixels; Animation allowed  
File weight: 20kb non-animated, 30kb anim

File types allowed: GIF

**THE LOUISIANA WEEKLY** 85 years of 'news that matters' Since 1925

**How 9/11 led to an attack on immigrants**  
By Michelle Lewis, Contributing Writer

**Effort afoot to take away the poor's right to vote**  
By Chris Adams

**Hospital saga continues as board approves scaled back plan**  
By Christopher Tidmore

**State's dairy operations shrink while milk consumption sags**  
By Susan Beaton

**Music icon, Wardell 'Creole Beethoven' Quezergue dies**  
By Elizabeth Wickard

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Over the years our editorials have ranged from thought-provoking, to humorous, informative to empowering. Topics have included the war in Iraq, police brutality, Black history and culture, political corruption, crime, racism, bigotry and Katrina and Rita recovery efforts.

We encourage our readers to actively seek solutions to the problems highlighted in The Louisiana Weekly rather than wait for elected officials to solve them.

Our constant goal is to engage our readers, to get them to think constructively about the plight of communities of color.

We celebrate the contributions and accomplishments of New Orleanians and everyone committed to uplifting humanity.

When you're looking for "News that matters," whether it's education, health, housing, current events, politics, finances, world news, business—you'll find it here in The Louisiana Weekly.

# OUR PUBLICATION

# CONTACT US

## THE LOUISIANA WEEKLY

P.O. Box 8628  
New Orleans, LA 70182  
504-282-3705 O  
504-282-3773 F  
[www.louisianaweekly.com](http://www.louisianaweekly.com)

### OUR STAFF

RENETTE DEJOIE-HALL, *Executive Editor*  
EDMUND W. LEWIS, *Editor*  
VALENTINE PIERCE, *Graphic Designer*  
JIM HALL, *Circulation*  
DAVID BAKER, *Web and Associate Editor*  
CHRISTOPHER DEJOIE HALL, *Marketing and Web Associate*  
CHARLES SILER, *Contributing Cartoonist*

To send inquiries concerning the history of *The Louisiana Weekly*, obtain archival information or directions to our office, contact us at 504-282-3705 or via E-mail at [rdh@louisianaweekly.com](mailto:rdh@louisianaweekly.com).

For comments concerning news stories appearing in the *The Louisiana Weekly*, or if you have an interesting idea for a news story, contact [edmund@louisianaweekly.com](mailto:edmund@louisianaweekly.com) or [rdhlaweekly@louisianaweekly.com](mailto:rdhlaweekly@louisianaweekly.com).

Submit business and finance related articles or questions to [rdh@louisianaweekly.com](mailto:rdh@louisianaweekly.com).

Entertainment or music inquiries should be sent to [edmund@louisianaweekly.com](mailto:edmund@louisianaweekly.com).

For information regarding display advertising, contact [rdh@louisianaweekly.com](mailto:rdh@louisianaweekly.com).

Advertisers should send ad copy, along with insertion orders to [rdh@louisianaweekly.com](mailto:rdh@louisianaweekly.com).

All files should be sent as PDF's (with fonts embedded). For maximum results, please fax a hard copy of the ad — in addition to the PDF file — to 504.282.3773.

*The Louisiana Weekly* has membership in the following associations:

- Louisiana Press Association (LPA)
- Louisiana Black Publishers Association (LBPA)
- National Newspaper Publishers Association (NNPA)
- Associate member of Associated Press (AP)
- National Newspaper Association (NNA)
- New America Media (NAM)

Photos courtesy of: The Associated Press, FQFI, and The Louisiana Weekly



# THE LOUISIANA WEEKLY

2215 PELOPIDAS STREET  
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ONLINE

## OUR RATES

### Interactive Web Ads

#### Skyscraper — \$200/week

300w X 600H pixels

#### Banner — \$175/week

680w X 100H pixels

#### Button — \$75/week

300w X 250H pixels

**NOTE:** File types allowed: GIF, JPEG, TIF



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## OUR RATES

DISPLAY CLASSIFIEDS 2012

Rates are quoted on a price-per-column inch (PCI) based on an eight column, standard broadsheet page.

FREQUENCY (weeks)	PCI	Display Classifieds Measured Column Widths	
52	\$12.62	1 .....1.431"	5 .....7.757"
51-26	\$13.20	2 .....3.007"	6 .....9.345"
25-13	\$13.61	3 .....4.583"	7 .....10.917"
12-7	\$14.52	4 .....6.16"	8 .....12.5"
6-1	\$16.50		

### LINE CLASSIFIEDS

Rates: \$3 per line; 3lines/\$9 minimum.

### DEADLINES

Space reservations are due by 5 p.m. on the Wednesday prior to the issue date.  
Artwork is due by 3 p.m. on the Thursday prior to the issue date.

### PUBLICATION SCHEDULE

The Louisiana Weekly is published every Monday.

### COLOR COST (NET)

\$150<sup>00</sup> 1 spot color  
\$300<sup>00</sup> 2 spot colors  
\$450<sup>00</sup> Full color

### DIGITAL SPECIFICATIONS

#### ALLOWED FILE TYPES:

- PDF files (with all fonts embedded)
- EPS
- TIFF
- Illustrator
- PhotoShop
- Quark XPress

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#### COLOR SETTINGS:

CYMK  
Line Screen: 120  
DPI: 200+

**ACCEPTABLE MEDIA:** CDs, 100 and 250 zip disks.



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**FREE-STANDING INSERTS - FSI's 2012**

## OUR RATES

Rates are quoted on a cost-per-thousand (CPM) basis.

### NET CPM

<u>Sheets (pgs)</u>	<u>Cost (\$)</u>
1-8	60
9-16	70
17-24	80
25-32	90

### DEADLINES

Preprinted insertion orders and materials are due two weeks before insertion date.

### PUBLICATION SCHEDULE

The Louisiana Weekly is published every Monday.

### INSERTION DELIVERY INFO

#### ADDRESS:

Signature Offset\*  
2610 Lakeview RD  
Hattiesburg, MS 39401  
(601) 544-4445  
FAX (601) 544-4779

\* Subject to change, please check with your representative before actually having inserts delivered



# THE LOUISIANA WEEKLY

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LOCAL 2012

## OUR RATES

### NON-PROFIT

FREQUENCY	52X	51-26X	25-13X	12-7X	6-3X	2-1X
PCI	\$11.48	\$12.00	\$12.38	\$13.20	\$15.00	\$16.50
FULL	694.31	801.36	904.73	1047.82	1285.20	1517.67
3/4	553.28	635.04	713.65	823.28	1006.43	1185.03
2/3	530.38	604.80	675.95	776.16	945.00	1108.80
5/8	515.31	585.90	653.20	748.44	909.56	1065.49
1/2	426.71	483.84	538.16	615.38	746.55	873.18
1/3	313.40	352.80	389.97	443.52	535.50	623.70
1/4	242.29	272.16	300.28	340.96	411.08	478.17
1/8	124.76	139.86	154.04	174.64	210.26	244.28
1/16	67.04	74.88	82.20	92.93	111.60	129.36
BUSINESS CARD	34.44	38.40	42.10	47.52	57.00	66.00

#### CONDITIONS OF ACCEPTANCE FOR NON-PROFIT DISCOUNT PRICES

- 1) Advertising prices for non-profit organizations require full payment to be postmarked within 10 business days of invoice date.
- 2) If payment is not postmarked within 10 business days from invoice date, non-profit discount is revoked and full price—respective of standard frequency discounts—is due.
- 3) Non-Profit discounts are limited to charitable organizations as defined by the United States Internal Revenue Code 501(c)(3); the following organizations are excluded from this offer: private foundations; hospitals; health-care systems; research labs; political, labor or fraternal organizations, non-profit lobbyist groups or any group registered as a lobbyist.

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LOCAL 2012

## OUR RATES

### STANDARD

FREQUENCY	52X	51-26X	25-13X	12-7X	6-3X	2-1X
PCI	\$13.25	13.86	14.28	15.28	17.32	19.53
FULL	1,669.50	1,746.36	1,799.28	1,925.28	2,182.32	2,460.78
3/4	1,245.50	1,302.84	1,342.32	1,436.32	1,628.08	1,835.82
2/3	1,113.00	1,164.24	1,199.52	1,283.52	1,454.88	1,640.52
5/8	1,043.44	1,091.48	1,124.55	1,203.30	1,363.95	1,537.99
1/2	834.75	873.18	899.64	962.64	1,091.16	1,230.39
1/3	556.50	582.12	599.76	641.76	727.44	820.26
1/4	417.38	436.59	449.82	481.32	545.78	615.20
1/8	208.69	218.30	224.91	240.66	272.79	307.60
1/16	106.00	110.88	114.24	122.24	138.56	156.24
BUSINESS CARD	53.00	55.44	57.12	61.12	69.28	78.12
	FREE FULL COLOR	FREE FULL COLOR	2 FREE SPOTS COLORS	1 FREE SPOT COLOR		



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PCI	\$15.53	\$16.35	\$16.77	\$17.75	\$19.41
FULL	939.25	1,091.85	1,225.55	1,409.00	1,785.33
3/4	748.47	865.24	966.71	1,107.07	1,394.03
2/3	717.49	824.04	915.64	1,043.70	1,304.35
5/8	697.10	798.29	884.83	1,006.43	1,253.40
1/2	577.25	659.23	728.99	827.51	1,027.18
1/3	423.97	480.69	528.26	596.40	733.70
1/4	327.76	370.82	406.76	458.48	562.50
1/8	168.77	190.56	208.66	234.83	287.37
1/16	90.70	102.02	111.35	124.96	152.17
BUSINESS CARD	46.59	52.32	57.02	63.90	77.64

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PCI	\$17.00	18.00	18.45	19.52	22.42
FULL	2,142.00	2,268.00	2,324.70	2,459.50	2,824.92
3/4	1,606.50	1,700.00	1,743.50	1,844.64	2,118.69
2/3	1,428.00	1,512.00	1,549.80	1,639.70	1,883.28
5/8	1,338.75	1,417.50	1,452.95	1,537.20	1,765.58
1/2	1,071.00	1,134.00	1,162.35	1,229.76	1,412.46
1/3	714.00	756.00	774.90	819.85	941.64
1/4	535.50	567.00	581.20	614.88	706.23
1/8	267.75	283.50	290.60	307.44	353.12
1/16	133.96	141.75	145.30	153.72	176.55
BUSINESS CARD	68.00	72.00	73.80	78.00	89.70

FREE FULL COLOR



FREE FULL COLOR



2 FREE SPOTS



1 FREE SPOT



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- \$300<sup>00</sup> 2 spot colors
- \$450<sup>00</sup> Full color

#### E-MAIL: [rdh@louisianaweekly.com](mailto:rdh@louisianaweekly.com)

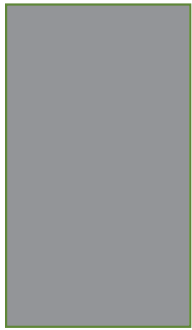
Up to 10MB allowed by E-mail.  
 If files are larger than 10 MB,  
 please notify [rdh@louisianaweekly.com](mailto:rdh@louisianaweekly.com) before sending.

**FTP:** Contact The Louisiana Weekly for username and password.  
 (Not presently available)

**ACCEPTABLE MEDIA:** CDs, 100 and 250 zip disks.



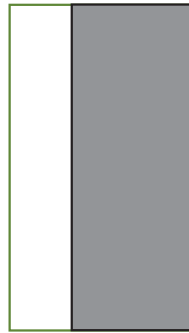
# THE LOUISIANA WEEKLY AD SPECIFICATIONS



**Full Page**  
12.5" x 21"  
6 col. x 21"



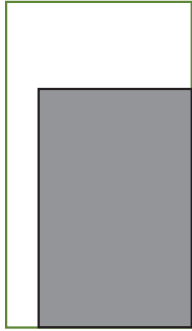
**3/4 Page**  
12.5" x 15.75"  
6 col. x 15.75"



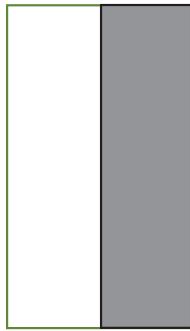
**2/3 Page Vertical**  
8.2" x 21"  
4 col. x 21"



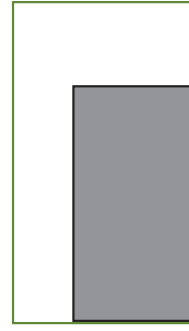
**2/3 Page Square**  
12.5" x 14"  
6 col. x 14"



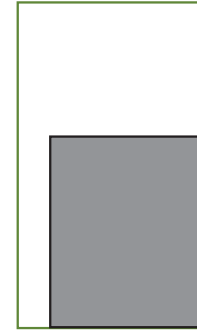
**5/8 Page**  
10.325" x 15.75"  
5 col. x 15.75"



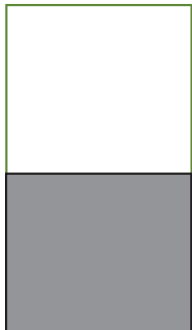
**1/2 Page Vertical**  
6.167" x 21"  
3 col. x 21"



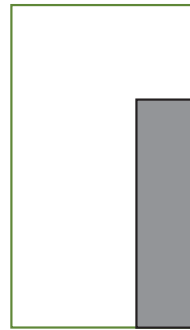
**1/2 Page Vertical**  
8.2" x 15.75"  
4 col. x 15.75"



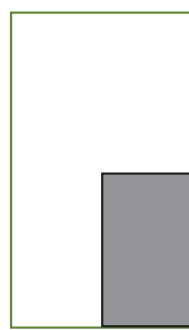
**1/2 Page Square**  
10.325" x 12.65"  
5 col. x 12.65"



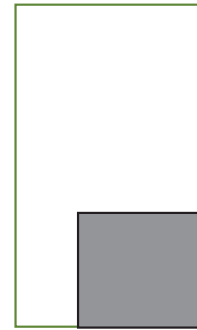
**1/2 Page Horizontal**  
12.5" x 10.5"  
6 col. x 10.5"



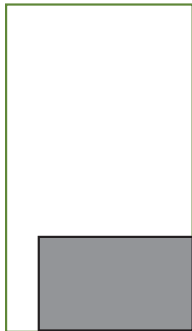
**1/4 Page Vertical**  
4.0" x 15.25"  
2 col. x 15.25"



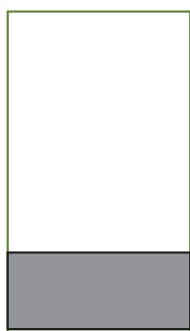
**1/4 Page Vertical**  
6.167" x 10.5"  
3 col. x 10.5"



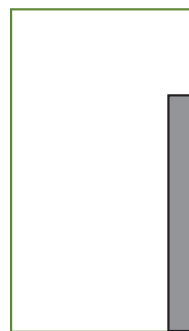
**1/4 Page Horizontal**  
8.2" x 7.75"  
4 col. x 7.75"



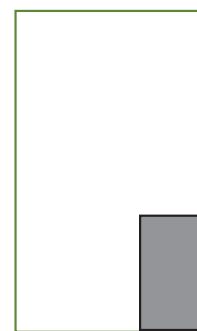
**1/4 Page Horizontal**  
10.325" x 6.25"  
5 col. x 6.25"



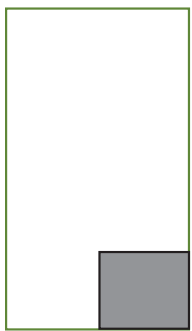
**1/4 Page Horizontal**  
12.5" x 5.25"  
6 col. x 5.25"



**1/8 Page Vertical**  
1.9" x 15.75"  
1 col. x 15.75"



**1/8 Page Vertical**  
4.0" x 7.75"  
2 col. x 7.75"



**1/8 Page Horizontal**  
6.167" x 5.25"  
3 col. x 5.25"



**1/16 Page Square**  
4.0" x 4"  
2 col. x 4"

## STANDARD ADVERTISING UNITS (SAU) MEASURED WIDTHS

1 Column 1.9"	4 Columns 8.278"
2 Columns 4.08"	5 Columns 10.389"
3 Columns 6.167"	6 Columns 12.5"