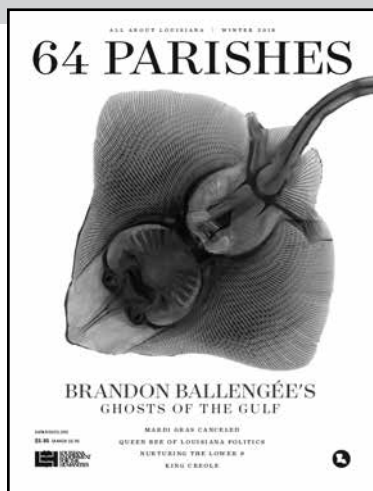


# 64 Parishes

Individual Ad

CULTURE/HISTORY/FOOD/EDUCATIONAL



64 Parishes is the premier magazine of Louisiana history and culture. Published by the Louisiana Endowment for the Humanities and formerly known as *Louisiana Cultural Vistas*, 64 Parishes is a quarterly magazine whose staff believes that Louisianans from every corner of our state have something to say. Our mission is to work with writers, artists, photographers, and culture bearers to tell stories that explore our past, reflect on our present, and imagine our future. Our readers are educated and engaged locals, tourists, and Louisianans living outside the state who are eager to experience and preserve the unique cultures and traditions of Louisiana.

## Added Value

- Full page buy: 585x150 banner in three 64 Parishes weekly e-newsletters
- 1/2 page buy: 585x150 banner in one 64 Parishes weekly e-newsletter

## Ad Specs

### Full page ad -

Bleed 8.5"w x 11.125"h

Non bleed 7"w x 9.625"h

### 1/2 page ad - 7"w x 4.75"h

### 1/4 page ad - 3.375"w x 4.75"h

- Press-quality PDF with minimum resolution of 300 DPI
- Fonts embedded or converted to outlines

## Media/Delivery

Email ad materials to [tiffany@louisianatravelassociation.org](mailto:tiffany@louisianatravelassociation.org), emails must specify program and company name in the subject line.

## Ad Representative

Lauren Noel  
Noel@leh.org



## Issue

Winter 2019/2020

(December–February)

Spring 2020 &amp; 2021

(March–May)

Summer 2020

(June–August)

Fall 2020

(September–November)

Winter 2020/2021

(December–February)

## Market/Circulation

Louisiana, Texas, Mississippi  
72,000

## LTA Member Rate

Full page \$1,860

1/2 page \$1,140

1/4 page \$780

## Space & Materials Deadlines

Winter 2019/2020

October 10, 2019

Spring 2020

January 10, 2020

Summer 2020

April 10, 2020

Fall 2020

July 10, 2020

Winter 2020/2021

October 10, 2020

Spring 2021

January 10, 2021

# Contract & Reservation Form 2

## RESEARCH OPPORTUNITIES

### ADARA Impact Campaign

\_\_\_ Option 1 \$9,000 \_\_\_ Option 2 \$13,000 \_\_\_ Option 3 \$19,000 \$ \_\_\_

### AirDNA Solutions

\_\_\_ Option 1 \$4,200 \_\_\_ Option 2 \$840 \_\_\_ Option 3 \$2,850 \$ \_\_\_

### Audience Segmentation Analysis & Profile

\_\_\_ \$6000 \$ \_\_\_

### STR Report

\_\_\_ \$1,000 \$ \_\_\_

## LTA PROMOTES

### TV

#### Gray Media TV Promotion

\_\_\_ Option 1 \$6,350 \_\_\_ Option 2 \$9,000 \$ \_\_\_

\_\_\_ Option 3 \$13,000 \_\_\_ Option 4 \$17,000

### OTT Targeting

\_\_\_ Option 1 \$2,950 \$ \_\_\_

## MAGAZINE

### CULINARY

#### Bon Appétit

\_\_\_ May 2020 \_\_\_ May 2021 \$ \_\_\_

\_\_\_ 1/8 page \$1,875 \_\_\_ 1/4 page \$3,750 \_\_\_ 1/2 page \$7,500

#### Food Network

\_\_\_ April 2020 \_\_\_ Oct 2020 \_\_\_ April 2021 \$ \_\_\_

\_\_\_ 1/8 page \$2,875 \_\_\_ 1/4 page \$5,750 \_\_\_ 1/2 page \$11,500

#### Louisiana Kitchen

\_\_\_ Jan/Feb 2020 \_\_\_ Mar/Apr 2020 \_\_\_ May/June 2020 \$ \_\_\_

\_\_\_ July/Aug 2020 \_\_\_ Sept/Oct 2020 \_\_\_ Nov/Dec 2020

\_\_\_ Jan/Feb 2021 \_\_\_ Mar/Apr 2021 \_\_\_ May/June 2021

\_\_\_ 1/6 page \$680 \_\_\_ 1/4 page \$1,122 \_\_\_ 1/3 page \$1,360

\_\_\_ 1/2 page \$2,040 \_\_\_ 1/2 spread \$3,672 \_\_\_ 1/2 page jr. \$2,210

\_\_\_ 2/3 page \$2,380 \_\_\_ Full page \$3,400

**\*Make note if you have multiple buys for discounted rates** \_\_\_\_\_

## CULTURE

### 64 Parishes

\_\_\_ Winter 2019/2020 \_\_\_ Spring 2020 \$ \_\_\_

\_\_\_ Summer 2020 \_\_\_ Fall 2020

\_\_\_ Winter 2020/2021 \_\_\_ Spring 2021

\_\_\_ 1/4 page \$780 \_\_\_ 1/2 page \$1,140 \_\_\_ Full page \$1,860

### Oxford American

\_\_\_ Spring 2020 \_\_\_ Summer 2020 \_\_\_ Fall 2020 \$ \_\_\_

\_\_\_ December 2020 \_\_\_ Spring 2021 \_\_\_ Summer 2021

\_\_\_ 1/3 page \$1,475 \_\_\_ 1/2 page \$1,811 \_\_\_ 2/3 page \$2,290

\_\_\_ Full Page \$3,066

## LIFESTYLE

### AARP, The Magazine

\_\_\_ Apr/May 2020 \_\_\_ Oct/Nov 2020 \$ \_\_\_

\_\_\_ Apr/May 2021

\_\_\_ 1/8 page \$2,313 \_\_\_ 1/4 page \$4,625 \_\_\_ 1/2 page \$9,250

### Garden & Gun

\_\_\_ Feb/Mar 2020 \_\_\_ Oct/Nov 2020 \$ \_\_\_

\_\_\_ 1/4 page \$6,625 \_\_\_ 1/2 page \$13,250

\_\_\_ Feb/Mar 2021

\_\_\_ 1/4 page \$6,800 \_\_\_ 1/2 page \$13,600

### Houstonia Magazine

\_\_\_ March 2020 \_\_\_ May 2020 \_\_\_ July 2020 \$ \_\_\_

\_\_\_ October 2020 \_\_\_ March 2021 \_\_\_ May 2021

\_\_\_ 1/6 page \$1,875 \_\_\_ 1/3 page \$3,200 \_\_\_ 1/2 page \$4,600

\_\_\_ 2/3 page \$5,450 \_\_\_ Full page \$7,800

If minimum participation requirements are not met for any program, LTA has the right to cancel that program.

Participants will be notified. The rates reflected are for LTA members. Non-members may participate in any LTA program at a rate increase of 20%.

Please complete and sign this contract form.

Contact \_\_\_\_\_

Business \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Billing E-mail \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

If you are an **advertising agency**, please complete the top section on behalf of your client and the bottom section for your agency.

Contact \_\_\_\_\_

Business \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Billing E-mail \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

### PAYMENT INFORMATION

Check (made payable to LTA) \_\_\_ Bill Me \_\_\_

Credit Card: Circle Type of Card

Master Card Visa American Express Discover

Amount to charge \$ \_\_\_\_\_

Card # \_\_\_\_\_

Expiration date: \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_

Billing address for card: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_