

1400 North 7th Street West Monroe, LA 71291 Phone: (318) 322-3161 Fax: (318) 325-2285 www.ouachitacitizen.com

GENERAL INFORMATION

The Ouachita Citizen is published every Thursday by SJR Publishing Co., Inc. in West Monroe, Louisiana.

The Ouachita Citizen is the Official Journal for the Ouachita Parish Police Jury, Ouachita Parish School Board, Ouachita Parish Sheriff's Office, City of West Monroe, Town of Sterlington, Monroe/West Monroe Convention & Visitors Bureau, West Ouachita Sewer District No. 5, and Ward 5 Healthcare Foundation.

The Ouachita Citizen is a member of the Louisiana Press Association.

CIRCULATION

Circulation is 5,200. Primary circulation is West Monroe and western Ouachita Parish and North Monroe. Weekly readership is roughly 17,000.

PERSONNEL

Sam A. Hanna Jr	Publisher
Lesley H. Capdepon	General Manager
Heather Kaplan	Graphics/Composition
	& Public Notices
Zach Parker	Staff Writer
Sunny Meriwether	Staff Writer
Matt Reynolds	Sports
Rick Day	Advertising
Sarah Thomas	. Office Manager, Sales

Advertising Rates <u>Display Advertising</u>

Open/Civic Rate: \$5.50 per column inch (net rate) **Commissionable rate:** \$6.50 per column inch Political Rate: \$6.50 per column inch — Political rate is not commissionable and must be paid in advance.

Classified Advertising

5.00 for the first 25 words, 10¢ per additional word. Any ad enclosed in a box will be considered display and charged by the 5.50 per column inch rate.

Classified advertising is typeset in 9 point New Century Schoolbook type with 12 point bold headers.

Public Notice Advertising

Public Notice advertising is charged per square block which is 2 columns x 1 inch. Each block is \$5.00 per square. Contact Heather Rogers.

Website Advertising

\$100 per MONTH Banner Ad \$ 50 per MONTH Button Ad \$250 per MONTH Video commercial

Preprint Insertions

There is a flat rate for inserts of \$375 for the entire circulation of 5,200 copies of *The Ouachita Citizen* No inserts by zone. Mail insertion orders to 1400 North 7th Street, West Monroe, LA 71291 Actual inserts should be shipped to:

Hanna Press 1308 North First Street Ferriday, LA 71334

Color Charges

One color: \$50 local; \$60 National **Two colors**: \$100 local; \$125 National **Process color:** \$150 local; \$175 National

Requests for specific colors should be made one week in advance to ensure the ink is available.

AD DEADLINES Display Deadline

Deadline for display advertising (Tempo & Sports) is **5 p.m. Monday** before publication.

Deadline for display advertising (front section/ general news) is **12 noon Tuesday** before publication.

Classified & Public Notice Deadline

Deadline for classified advertising is 12 noon Monday before publication and Public Notices is 12 noon Tuesday before publication.

MECHANICAL INFO

Ads for *The Ouachita Citizen* are prepared according to NON-SAU measurements.

The	Ouachita	Citizen	is 6	columns	x 21	inch
layout	size:					

1 column	
2 columns	. 3.25 inches
3 columns	. 4.944 inches
4 columns	. 6.6 inches
5 columns	. 8.3 inches
6 columns	. 10 inches

PAYMENT

Payment for all classified and display advertising is required in advance from advertisers who do not have an established charge account that is kept current.

Accounts may be billed only after credit has been established with the Business Manager.

POLICIES

The Ouachita Citizen reserves the right to edit, reject or cancel any advertisement or any part of an advertisement at any time.

The Ouachita Citizen assumes responsibility for no more than one incorrect advertising insertion.

Advertisements set in a type which simulates editorial content, will carry the word "Advertisement."

Position Requests: If you desire a SPECIFIC page or position, it will be guaranteed at a 25% extra charge.

Proofs and newspaper tearsheets will be furnished upon request.

A thirty day notice will be given before any rate change.

All rates/deadlines effective March 1, 2013