



LPA
Marketing Service

**2019 Louisiana Digital Ad Network
Media Kit**

Influence, Trust, & Scale in One Simple Buy

25+MM

unique visitors
per month

60+

renowned LA
news sites

.18%

Average CTR in
LPA's News Site
Network

Brand-safe
& trusted
environments

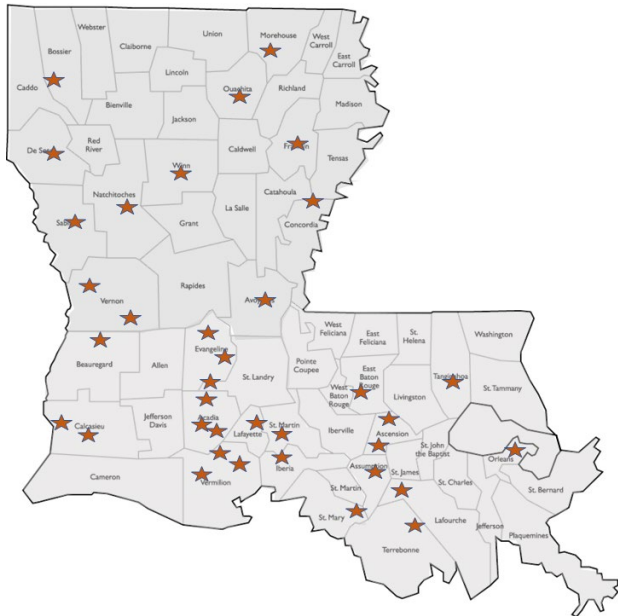
Proven
high ROI
audiences

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Unifying Louisiana News Sites

★ News Site Network Package

- Desktop & Mobile Display Ads
- Ads positioned on **HOME & NEWS**
- **CPM starting at \$4.75**



Louisiana News Sites

Publisher	Website	Zone	Publisher	Website	Zone
Alexandria Town Talk	www.thetowntalk.com	North	LaPlace L'Observateur	www.lobservateur.com	Southeast
Bastrop Daily Enterprise	www.bastropenterprise.com	North	Morgan City Daily Review	www.stmarynow.com	Southeast
Bossier Press Tribune	www.bossierpress.com	North	New Orleans Advocate	www.theadvocate.com/new_orleans	Southeast
Bunkie Record	www.avoyellestoday.com	North	New Orleans Louisiana Weekly	www.louisianaweekly.com	Southeast
Cottonport Leader	www.avoyellestoday.com	North	New Orleans Times Picayune	www.nola.com	Southeast
Ferriday Concordia Sentinel	www.hannapub.com/concordiasentinel	North	Pierre Part Bayou Journal	www.bayoujournal.com	Southeast
Ft. Polk Guardian	www.thefortpolkguardian.com	North	Plaquemine Post South	www.postsouth.com	Southeast
Mansfield Enterprise	www.mansfieldenterprise.com	North	Port Allen Westside Journal	www.thewestsidejournal.com	Southeast
Many Sabine Index	www.thesabineindex.com	North	Slidell Independent	www.slidell-independent.com	Southeast
Marksville Weekly News	www.avoyellestoday.com	North	Thibodaux Daily Comet	www.dailycomet.com	Southeast
Minden Press Herald	www.press-herald.com	North	Abbeville Meridional	www.vermiliontoday.com	Southwest
Monroe News-Star	www.thenewsstar.com	North	Acadiana Advocate	www.theadvocate.com/acadiana	Southwest
Natchitoches Times	www.natchitochestimes.com	North	Basile Weekly	www.evangelinetoday.com	Southwest
Rayville Richland Beacon Leader	www.richlandtoday.com	North	Church Point News	www.acadiaparishtoday.com	Southwest
Ruston Daily Leader	www.rustonleader.com	North	Crowley Post Signal	www.acadiaparishtoday.com	Southwest
Shreveport Times	www.shreveporttimes.com	North	DeRidder Beauregard News	www.beauregarddailynews.net	Southwest
West Monroe Ouachita Citizen	www.ouachitacitizen.com	North	Eunice News	www.eunicetoday.com	Southwest
Winnfield Winn Parish Enterprise	www.winnparishenterprise.com	North	Gueydan Journal	www.vermiliontoday.com	Southwest
Winnsboro Franklin Sun	www.franklinsun.com	North	Jennings Daily News	www.jenningsdailynews.net	Southwest
Arabi St. Bernard Voice	www.thestbernardvoice.com	Southeast	Kaplan Herald	www.vermiliontoday.com	Southwest
Baton Rouge Advocate	www.theadvocate.com	Southeast	Lafayette The Daily Advertiser	www.theadvertiser.com	Southwest
Belle Chasse Plaquemines Gazette	www.plaqueminesgazette.com	Southeast	Lake Charles American Press	www.americanpress.com	Southwest
Boutte St Charles Herald Guide	www.heraldguide.com	Southeast	Leesville Daily Leader	www.leesvilledailyleader.com	Southwest
Denham Springs Livingston Parish News	www.livingstonparishnews.com	Southeast	New Iberia Daily Iberian	www.iberianet.com	Southwest
Donaldsonville Chief	www.donaldsonvillechief.com	Southeast	Opelousas Daily World	www.dailyworld.com	Southwest
Franklin Banner Tribune	www.stmarynow.com	Southeast	Rayne Acadian Tribune	www.acadiaparishtoday.com	Southwest
Gonzales Weekly Citizen	www.weeklycitizen.com	Southeast	St Martinville Teche News	www.techetoday.com	Southwest
Hammond Daily Star	www.hammondstar.com	Southeast	Sulphur Southwest Daily News	www.sulphurdailynews.com	Southwest
Houma Courier	www.houmatoday.com	Southeast	Ville Platte Gazette	www.evangelinetoday.com	Southwest

The LPA Advantage

The Louisiana Digital Network offers precision within the most coveted statewide inventory, ultimately maximizing ROI.

Accurate

reports detail impressions,
click thru rates, viewability
& conversion metrics

Advanced

conversion tracking +
retargeting opportunities

Unmatched

optimization
with optional A/B testing

Contact Us

For advertising information, please contact:

Kenny Shutt, Marketing Service Manager | Digital Network Manager

Email: kenny@lapress.com

Phone: 225.344.9309 Ext 102

Mobile: 225.978.8278

Gary Miller, Multimedia Consultant

Email: gary@lapress.com

Phone: 225.344.9309 Ext 111

Mobile: 225.773.6056

Louisiana Press Association
404 Europe St., Baton Rouge, LA 70802

lapressads.com