



Louisiana Press Association  
404 Europe St. | Baton Rouge, LA 70802  
225.344.9309 | [www.lapress.com](http://www.lapress.com)

Name  
Publication  
Address  
City, State Zip

Re: Active Membership

Thank you for your interest in becoming an Active Member in the Louisiana Press Association. LPA represents newspapers, news websites, magazines, specialty publications, and the people who publish them in every parish.

Active Membership in LPA offers many benefits including:

- Opportunities to participate in professional enhancement seminars/webinars
- Receive our newsletters to keep you updated on industry news.
- If part of the working press, eligibility for a photo Press ID card, recognized by the Louisiana State Police as the official press card in this state.
- Get members-only access to our media law guide, opportunity to ask questions through Legal "Hotline."
- Benefit from LPA's strong lobbying representation on publishing, reporting and advertising issues
- Have your publication listed in LPA's directory
- Boost revenues by benefitting from our advertising sales representation.

Your annual dues are equal to the cost of a full-page ad at your publication's local open rate. Enclosed you will find an application to be submitted to the LPA Board for review. Please return your application and payment for dues. Your dues payment will be held pending approval of your application. If for some reason you are not approved, your check will be returned to you. Dues will be prorated the following year depending upon when the application is approved (example, if membership accepted in June, the following year your dues will be 50% of the normal annual total).

If you have any questions, please feel free to contact me at (225) 344-9309 ext. 106 or via email at [mike@lapress.com](mailto:mike@lapress.com).

Sincerely,



Mike Rood  
General Manager



**Louisiana Press Association**

404 Europe Street, Baton Rouge, LA 70802  
Phone: 225.344.9309 Fax: 225.344.9344  
www.lapress.com

**ACTIVE MEMBERSHIP APPLICATION**

Newspaper \_\_\_\_\_

Mailing Address \_\_\_\_\_

Physical Address \_\_\_\_\_

Publisher \_\_\_\_\_ Email \_\_\_\_\_

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

General Email \_\_\_\_\_ Website \_\_\_\_\_

Year Established \_\_\_\_\_ Frequency \_\_\_\_\_

**Circulation Information**

Paid Print \_\_\_\_\_ Paid Online \_\_\_\_\_ Total Paid Circulation \_\_\_\_\_

**Advertising Information**

Cost of one full page at the local open rate \$ \_\_\_\_\_

**Active Membership Requirements**

**Newspaper**

- Must be published in an office physically located in the State of Louisiana for a period of two (2) years and in that same period has been published at regular intervals of not less than weekly.
- Possesses a periodical permit; has been originated and published for the dissemination of current news and intelligence of a varied, broad and general public interest, including regular news coverage of local public meetings and events, and is not devoted to the interests of, or published for the entertainment or instruction of, or has a circulation restricted to, any particular sect, denomination, labor, or fraternal organization, or other special group or class of citizens; has not been published primarily for advertising purposes.
- The newspaper has not contained more than 75% advertising in more than one-half (1/2) of its issues in any given year.
- The newspaper has maintained a general paid circulation to bona fide paying subscribers within the State of Louisiana; and has not been sold at a price so slight or small as not to be considered real or substantial in comparison to what might reasonably be expected.

**Publication**

- A Louisiana publication statutorily eligible to be selected as an official journal of a Louisiana public body.

Members agree to participate in the LPA Ad Service and to adhere to its policies. Please see the attached brochure.

**Please return the following with your application:**

- The three (3) latest issues of your publication.
- A recent copy of your USPS "Statement of Ownership, Management and Circulation" (USPS Form #3526) or an audit report from a recognized auditing entity
- Payment of \$ \_\_\_\_\_ (cost of a full-page ad at local open rate)

**I certify that my statements above are correct and complete to the best of my knowledge.**

Signature of Publisher \_\_\_\_\_

Date \_\_\_\_\_