

PRE-PRINTED INSERT RATE APPLIES TO THE ABBEVILLE MERIDIONAL & THE SHOPPER'S EXPRESS

Abbeville Meridional full circulation is 3800 The Shopper's Express is 11,904

Deadline 5 - Days Prior in House Local Non-Commissionable Rate

INSERTIONS PER YEAR-ALL RATES ARE NET

TAB SIZE	48 or more wks	36 to 47 wks	24 to 47 wks	12 to 23 wks	11 wks or less
Single	\$55.00	\$56.00	\$58.00	\$60.00	\$62.00
4 Pg Tab	\$57.00	\$58.00	\$60.00	\$62.00	\$64.00
8 Pg Tab	\$59.00	\$60.00	\$62.00	\$64.00	\$66.00
12 Pg Tab	\$60.00	\$62.00	\$64.00	\$66.00	\$68.00
16 Pg Tab	\$62.00	\$64.00	\$66.00	\$68.00	\$70.00
20 Pg Tab	\$64.00	\$66.00	\$68.00	\$70.00	\$72.00
24 Pg Tab	\$67.00	\$69.00	\$71.00	\$73.00	\$75.00
28 Pg Tab	\$72.00	\$74.00	\$76.00	\$78.00	\$80.00
32 Pg Tab	\$77.00	\$79.00	\$81.00	\$83.00	\$85.00
36 Pg Tab	\$82.00	\$84.00	\$86.00	\$88.00	\$90.00
40 Pg Tab	\$87.00	\$89.00	\$91.00	\$93.00	\$95.00
44 Pg Tab	\$92.00	\$94.00	\$96.00	\$98.00	\$100.00

Over 44 pages based on weight. Call for price. Zoning accepted at \$10 per thousand extra. All inserts require \$100 minimum order.

All inserts should be half folded for inserting. Any pre-prints not half folded will be billed an additional \$10 per thousand.

**Pre-prints need to be sent to 318 North Main, Abbeville, LA
Accepted Monday thru Friday 9:00 AM till 5:00 PM**

Classified Advertising • 3 Newspapers • 19,000 Homes • 40,000 Readers

Place your ad at any of these locations. One call does it all.

- Abb. Meridional...Sun., Tues.-Fri. • Advantage...Wed. • Kaplan Herald...Wed.

Deadlines for Classified Line Ads & Display Ads are as follows:

Page:	Deadline:
Tuesday	Monday 2PM
Wednesday	Tuesday 2PM
Thursday	Wednesday 2PM
Friday	Thursday 2PM
Sunday	Friday 2PM

Garage Sales

Up to 20 words - 2 days - \$10.00. Kaplan - \$5.00
Prepayment required.
Deadline: Wed. before 11 a.m.

Service Directory Ads

The advertisement will run at least 1 month. Updates in the advertisement can be made as needed. Your advertisement will reach over 44,000 people, many of whom are looking for a service like yours. Don't miss your prospective customers. STARTING AT \$65 per month.

Wheels & House Deals Ads

Take a picture of what you are selling, bring, mail or email the picture to us along with the ad. It will run 5 weeks everyday and twice a week with a photo of your item! It will also be published in the Advantage. Pet Deals \$30.00 per month. House Deals & Wheels Deals \$70.00 per month.

ADVERTISING ~ RATES ~

RATES EFFECTIVE: JANUARY 1, 2016

Abbeville Meridional

"The Voice of Vermilion Parish"

Website: www.vermiliontoday.com

PUBLISHED TUESDAY THROUGH FRIDAY AND SUNDAY



SHOPPER'S Express

*"Abbeville Meridional & Shopper's Express,
Reaching More Than 40,000 Readers"*

PUBLISHED WEDNESDAY TMC



318 N. Main Street • P.O. Box 400 • Abbeville, LA 70510
Ph. (337) 893-4223 • FAX (337) 898-9022 • Email For Ads Only: advertising@vermiliontoday.com

KATHY CORMIER - GENERAL MANAGER • kathy.cormier@vermiliontoday.com

EMERAL GUIDRY - Sales Representative • emeral.hebert@vermiliontoday.com

CARLA FREDERICK - Sales Representative • carla.frederick@vermiliontoday.com

GENERAL INFORMATION

Advertising copy received will be subject to the acceptance, revision or rejection of the publisher, and every copy produced in-house becomes the property of the *Abbeville Meridional*.

All copy is accepted on a "run-of-the-paper" basis and given the best possible position in accordance with the make-up rules of the newspaper with the exception of: purchase of premium pages or guaranteed space.

SPECIAL SERVICES

Creative advertising layouts for a single advertisement or for entire campaigns are available from our staff of computer design artists at NO CHARGE when placed in any of our products.

Statewide results! Our staff can place your professionally designed ad in any or all of our 40 sister papers and TMC products across the state of Louisiana. Complete listing and rates available upon request.

CREDIT & BILLING

Theresa Milliman - Bookkeeping

Terms are net due 30 days of month following publication. Volume discounts and agreements are subject to cancellation on past due accounts. Local rates are noncommissionable. Advertising which requires payment in advance includes unestablished credit accounts, political, going-out-of-business, bankruptcy ads, transient ads (including, but not limited to, carnivals, circuses, swap meets, flea markets and similar road shows). We accept MasterCard and Visa.

PUBLISHER'S LIABILITY FOR ERROR

The Publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The Publisher's liability for other errors or omissions in connection with an advertisement is

**Birthdays • Memorials
Congratulations**
\$7.50 an Inch
Online Advertising
Call for Options and Pricing

strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement.

INDEMNIFICATION

The advertiser and/or advertising agency agrees to defend and indemnify the Publisher against any and all liability, loss, or expense arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy, resulting from the publication of the advertiser's advertisement.

OPTIONS! OPTIONS!

The *Abbeville Meridional* can target your business message to any of these groups of readers at very affordable rates.

DEVOTIONAL PAGE

Runs every Friday
\$15 per run. (6 month agreement).

SPECIAL EDITIONS -

Contact your Advertising Representative to find out more about the *Meridional's* numerous special sections & promotions

SERVICE DIRECTORY

Ad runs everyday in the *Abbeville Meridional* and every Wednesday in The Kaplan Herald (three-month minimum)

HOUSE & WHEEL DEALS

House Deals \$70 per month,
Wheel Deals \$70 per month

Ad Dimensions:

Broadsheet:	Tabloid:
6 Column: 10.126*	5 Column: 10.125
5 Column: 8.4106	4 Column: 8.066
4 Column: 6.6951	3 Column: 6.0083
3 Column: 4.9797	2 Column: 3.95
2 Column: 3.2642	1 Column: 1.8917

Classified:

9 Column: 10.126*	4 Column: 4.0479
8 Column: 8.9824	3 Column: 3.2642
7 Column: 7.8387	2 Column: 2.1206
6 Column: 6.6951	1 Column: .977
5 Column: 5.5515	

DISPLAY AD RATES (Local)

All rates are per column inch. All advertising is charged at open rate without a signed contract. Contract rates are as specified below.

Open Rate **\$9.25**

Abbeville Meridional

Annual Bulk Contract in Inches
(must be used within 12-month period)

100 - 300	\$9.00
301 - 500	\$8.80
501 - 700	\$8.60
701 - 1500	\$8.40
1501 - 2999	\$8.10
3000 - 5999	\$7.80
6000 - over	\$7.60

Advantage Shopper's Express

Wednesday TMC. Annual Bulk Contract Rates: \$4.50 an inch plus appropriate *Abbeville Meridional* rate. Requires 1st insertion in the *Abbeville Meridional*.

Annual Bulk Contract in Inches
(must be used within 12-month period)

Open Rate	\$5.25
100 - 300	\$4.75
301 - 500	\$4.50
501 - 700	\$4.25
701 - 1500	\$4.00
1501 - 2999	\$3.75
3000 - 5999	\$3.50

CIRCULATION

Cindy Nicholas - Circulation Director
Established 1856

Single Copy Price 50¢ Sunday \$1.50
Subscription Price Available on request

Serving all of Vermilion Parish

Rates apply to 3800 circulation for The *Meridional* and 11,904 or Wednesday total market coverage.

MULTI - PAPER DISCOUNT

Choose to broaden your reach and increase your market share, advertise in a combination of our 40 sister papers and TMC products and we'll help make it affordable.

Four products (minimum three primary) 5% discount

Six or more products
(minimum four primary) 10% discount

Discounts are off of open rates only.

PICKUP RATE

The *Meridional* allows a 25% discount on 2nd insertion of ads within 7 days of the 1st run. Offer good only on Tuesday, Thursday or Friday. (No copy changes). Discount available open rate only.

CLASSIFIED AD RATES

CLASSIFIED DISPLAY AD RATE

Open Rate **\$9.25**

NATIONAL ADVERTISING RATES

\$10.60 Net . . . The *Abbeville Meridional*
\$5.50 Net The Shopper's Express

15% Commission *only* is allowed to advertising agencies. Electronic transmissions or disk must be provided with written insertion order.

COLOR

COLOR RATES (Net)

1 Color	\$25.00
2 Colors	\$50.00
Process	\$125.00

DEADLINES

DISPLAY ADS (LOCAL AND NATIONAL)

Tuesday Paper	10 AM Friday
Wednesday Paper	10 AM Monday
Thursday Paper	10 AM Tuesday
Friday Paper	10 AM Wednesday
Sunday Paper	10 AM Thursday

CLASSIFIED DEADLINE

2:00 p.m. the day before publication except for Sunday publication 2 p.m. Friday.

2016 ADVERTISING RATES

The Kaplan



Gateway to Acadiana's Coastal Wetlands

Kathy Cormier/PUBLISHER • Judy T. Mire/MANAGING EDITOR • June Guidry/SALES & BOOKEEPING

219 NORTH CUSHING AVENUE • KAPLAN, LOUISIANA 70548

(337)643-8002 • MONDAY THRU FRIDAY 8AM - 5PM

DEADLINE FOR ADVERTISING AND NEWS COPY- FRIDAY 12 NOON

ADVERTISING OPEN RATES IS \$5.50 PER COLUMN INCH

ANNUAL AGREEMENT

20" to 59" in Calendar Month	\$5.40
60" to 99" in Calendar Month	\$5.30
100" to 299 in Calendar Month	\$5.20
150" to 299" in Calendar Month	\$5.10
300" and over in Calendar Month	\$5.00

COLOR

One Color	\$25.00
Two Colors	\$50.00
Full Color	\$75.00

NATIONAL ADVERTISING RATE: \$6.50 PER COLUMN INCH

PRE-PRINTED INSERTS

Single to 4 Page Insert	\$100.00 FLAT
6 Pgs to 28 Pgs Insert	\$150.00 FLAT
Over 28 Pages	\$200.00 FLAT

PAID CIRCULATION 1100

The GUEYDAN JOURNAL



The Duck Capital
Of America

311 Main Street • P.O. Drawer 536 • Gueydan, LA 70542

Angie Leger-Advertising Sale Representative

Cell 337-458-3084 • FAX 337-536-9997

Deadline: Friday - 12:00 Noon VermillionToday.com

All digital ads are to be emailed to kathy.duncan@crowleytoday.com

Advertising Rates

RATES
EFFECTIVE
JAN. 1,
2016

RATES • DISCOUNTS • SPECIAL SERVICES OPEN RATE
\$6.25

*Annual Agreement - Single Paper

20" to 59" in Calendar Month	\$4.75
60" to 99" in Calendar Month	\$4.30
100" to 149" in Calendar Month	\$4.10
150" to 299" in Calendar Month	\$3.85
300" & over in Calendar Month	\$3.70

* Multi-Paper Discount

Choose to broaden your reach and increase your market share. Advertise in a combination of our 32 sister papers and TMC products and we'll help make it affordable.
• Complete Listing & Rates Available Upon Request.

* National Advertising:

\$7.50 per column inch

* Preprinted Inserts:

\$150.00 per insertion:

.04-.09 oz. \$200; .10 oz. and over \$275.00.

* Personal Classified Line Ads:

\$5.00 for the first 10 words and 10¢ for each additional word per insertion.

* Business Line Ads:

Only \$12.00 for the first 25 words and 10¢ for each additional word per insertion.

* Reader Regional Buy, Internet:

Add a border, bold headline, grabber for \$2 or logo for only \$3 per ad per insertion.
Photos are \$5 per ad per insertion.

* Color:

One Color	\$75
Two Colors	\$150
Full Color	\$225

WHAT MAKES A GOOD AD?

A good ad...

- ...WORKS LIKE A GOOD SALES PERSON telling potential customers what a product will do for them.
- ...SELLS A PRODUCT'S BENEFITS rather than its features. People decide what to buy based on what the product will do for them, not what ingredients it has.
- ...PROMOTES THE NAME of the store while it visually creates an image for the store.
- ...ATTRACTS A READER'S EYE. Using the basic principals of design as they relate to layout: proportion, balance, contrast, movement and unity.
- ...SELLS ANSWERS TO CONSUMER'S CURRENT NEEDS. Advertising sells to people's wants, not just their needs. People need a car but want a Mercedes. They need clothing but they want Polo.

The Abbeville Meridional

2016 Special Editions Agenda

January: Health & Fitness Edition, Super Bowl Page & Bridal Edition

February: Planning For Tomorrow, Newcomers Edition & Basketball Playoff

March: Spring Car Care & Home Improvement Edition

April: VOILA!

May: Graduation Edition & Memorial Day Page

June: Summer Fun & Safety Edition, Mens Edition & Bridal Page

July: 4th Of July Edition & Back to School

August: Football Edition & Shrimp Page

September: Fall Edition, Football Contest, Honor Roll For School Year & National Police Officer Appreciation Page

October: 4-H Edition & Women's Edition

November: Giant Omelette Edition, Veterans Edition, Football Playoff Edition, Christmas Checks, Small Business Page & Christmas Gift Guide

December: Christmas Greetings & College Football Page

Once A Month Specials: Chamber Page, Tax-Time Page, Hurricane Page, Tailgating Page, Turkey Giveaway Page, Grocery Giveaway Page

The Kaplan Herald

2016 Special Editions Agenda

January: Honor Roll Of Business Page & KHS Boys & Girls Basketball Page

February: Mardi Gras Page

March: Spring Bazaar Page

April: Easter Coloring Contest, Cosmetology Page & Merchant Stroll Page

May: Graduation Edition & KHS Girls Baseball Team Page

June: Hurricane Page

July: Kaplan Pride Edition & Hurricane Page

August: Football Edition, Football Contest & Hurricane Page

September: Fall Stroll Page, Football Contest & Hurricane Page

October: Hurricane Page, Football Contest & Homecoming Page

November: Football Contest, Football Playoff Page & Turkey Giveaway Page

December: Ham Giveaway & Christmas Greetings

VermilionToday.com

Abbeville Meridional

The GUEYDAN JOURNAL

Kaplan Herald



2016 ONLINE ADVERTISING

1 Ad Unit: Marquee
 Dimensions: 468 x 60
 Placement: Top Right of every page

2 Ad Unit: Half Page
 Dimensions: 300 x 600
 Placement: Right rail of every inside page

Open Rate	30 Day	6 Month	12 Month
\$10.00 CPM	\$500	\$400 mo.	\$350 mo

3 Ad Unit: Leaderboard
 Dimensions: 728 x 90
 Placement: Top of every inside page;
 bottom of every page

4 Ad Unit: Large Rectangle (Big Box)
 Dimensions: 300 x 250
 Placement: 3 positions on every page, 2 on right rail

Open Rate	30 Day	6 Month	12 Month
\$7.00 CPM	\$350	\$315 mo.	\$250 mo

Design Deadlines:

- All online ads must be turned in to the newspaper 72 hours prior to campaign launch with the exception of rich media which needs to be turned in 8 business days prior to campaign launch.

Camera Ready Deadlines:

- All camera ready online ads must be turned in to VermilionToday.com 24 hours prior to campaign launch.

Ad Design

VermilionToday.com can develop a creative advertising message & develop an online marketing strategy that will meet your business needs.

Please provide us with your linking URL, logo & a clear concept of what your goal is for your online advertising.

General Guidelines

- VermilionToday.com reserves the right to edit, reject, revise or cancel an online ad at anytime.
- All ad links must be live links.
- Banners must be designed so that interaction with the ad only occurs if the user's mouse is over the ad.
- All rich media ads must be submitted with a GIF/JPG version.

Call your account executive for mobile app sponsorship as low as \$175 per month..



To advertise contact your sales representative:

Abbeville Meridional (337) 893-4223

Gueydan Journal (337) 536-6016

Kaplan Herald (337) 643-8002

or email advertising@vermiliontoday.com