# LAGNIAPPE

SOMETHING EXTRA FOR MOBILE BAY

**2027**
**PRINT ADVERTISING**

**53,000**
**WEEKLY READERS**

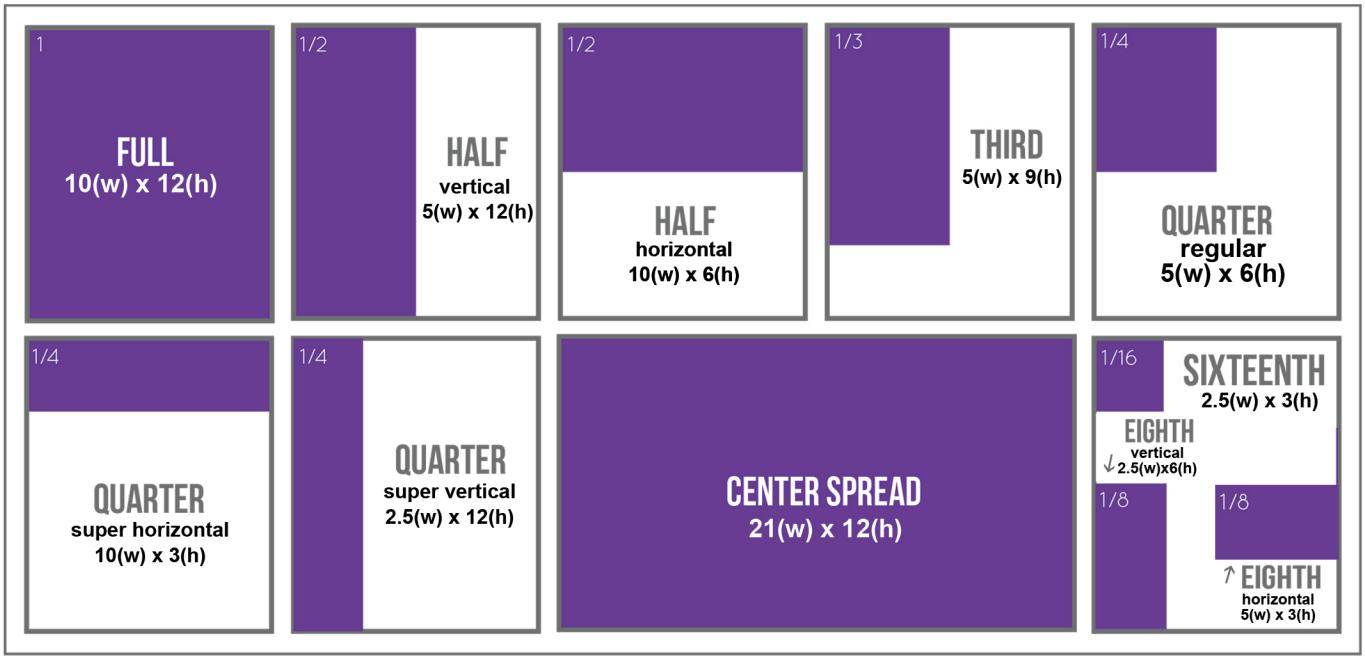
**PUBLISHED WEEKLY ON WEDNESDAY**
Placement Deadline: **Thursday 5 p.m.**
Camera Ready Ad Deadline: **Friday 12 p.m.**

## ADVERTISING RATES – *All rates are net. All pages are color*

| SIZE | 1X | 4X | 6X | 12X | 26X | 52X |
|---|---|---|---|---|---|---|
| FULL PAGE | $2093 | $1907 | $1724 | $1630 | $1483 | $1360 |
| 1/2 PAGE | $1046 | $954 | $863 | $816 | $743 | $681 |
| 1/3 PAGE | $819 | $746 | $689 | $651 | $603 | $553 |
| 1/4 PAGE | $524 | $493 | $432 | $408 | $374 | $344 |
| 1/8 PAGE | $296 | $268 | $258 | $244 | $229 | $210 |
| 1/16 PAGE | $157 | $144 | $138 | $132 | $123 | $114 |
| | | | | | | |
| **PREMIUM PLACEMENT** | **1X** | **4X** | **6X** | **12X** | **26X** | **52X** |
| CENTER SPREAD (2 FULL PAGES) | $4814 | $4386 | $3965 | $3749 | $3411 | $3128 |
| BACK COVER | $2407 | $2193 | $1983 | $1875 | $1706 | $1564 |
| INSIDE FRONT (PAGE 2) | $2407 | $2193 | $1983 | $1875 | $1706 | $1564 |

*For guaranteed placement on any other page, please add a 15% premium to contract rate. Subject to approval.*

**DESIGN SPECS – PDF or JPEG format – CMYK color, 300 dpi resolution**. Ad dimensions in inches.




**PRE-PRINTED INSERTS**
Customer provides **23,000 pre-printed inserts** to be placed in Lagniappe. Reservation deadline is two weeks prior to publication.

All inserts must be shipped to:
Baton Rouge Press, 2621 E Perdue Ave,
Baton Rouge LA 70814, 225-275-8429.

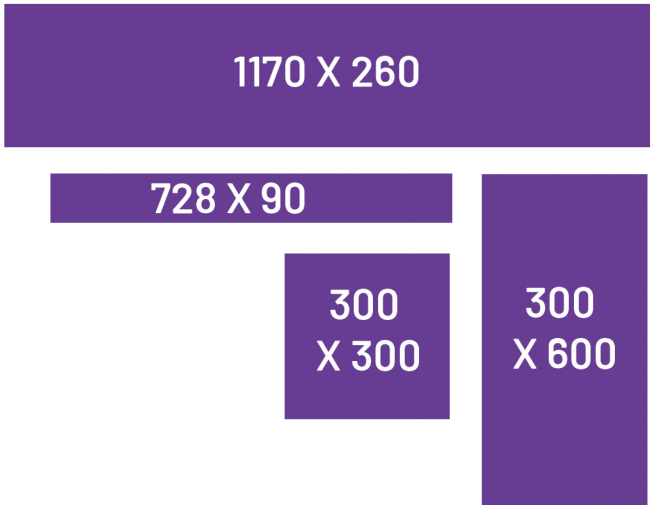
| SIZE | RATES PER INSERTION |
|---|---|
| SINGLE SHEET | $1035 |
| 4-8 PAGES | $1265 |
| 10+ PAGES | CUSTOM QUOTE |

# LAGNIAPPEMOBILE.COM

**2027**
**DIGITAL ADVERTISING**

Advertise your business on Mobile's dynamic news website reaching 60,000 monthly unique visitors. With breaking news updates, Lagniappe readers are driven back to the site multiple times per day. And while they may come for news and sports, they stay for commentary, a robust calendar of events and local lifestyle content.

| SIZES | RATES PER WEEK |
|---|---|
| 1170 X 260 - TOP BANNER | $200 |
| 728 X 90 - BOTTOM ANCHOR | $250 |
| 300 X 600 | $150 |
| 300 X 300 | $125 |




*Ad dimensions in inches.*

# SOCIAL MEDIA

## Meta Managed Partnership Ads

**Meta Follows**
*76K+ followers*




| RATES PER WEEK | |
|---|---|
| STANDARD | $125 |
| MODERATE | $150 |
| AGGRESSIVE | $200 |

- Collaboratively market on Meta's ad distribution platform.
- Single image, video or carousel ads.

# NEWSLETTERS

Reach highly engaged e-blast subscribers with ads in timely newsletters from Lagniappe.







| RATE PER WEEK | |
|---|---|
| NEWSLETTERS | $500 |

*Ad appears in a minimum of one email blast each day for seven days.*

# PODCAST

**LAGNIA-POD PODCAST**

Advertise a :30 second commercial **(provided by client)** on Lagniappe's award-winning weekly podcast, Lagnia-POD. Lagniappe's publishers and reporters discuss the hottest local topics.

| RATE PER SPOT | |
|---|---|
| :30 COMMERICAL | $50 |