

Louisiana Advocates

Advertising insertion order

See rate card for complete specifications and pricing. Printer-ready display ads should use 300-line screen and CYMK color system. All display ad positions offer full color. Your display ad file should be

saved as a high-resolution PDF file with all fonts included or a high-resolution TIF file. LAJ can design your ad for you. Additional charges may apply. Your payment should accompany this order.

Space requested

- 1/8 page — 3.625" x 2.34" (*width by height*)
- 1/4 page horizontal — 7.5" x 2.34"
- 1/4 page vertical — 3.625" x 4.84"
- 1/2 page horizontal — 7.5" x 4.84"
- 1/2 page vertical — 3.625" x 9.847"
- 3/4 page horizontal — 7.5" x 7.347"
- 3/4 page vertical — 5.562" x 9.847"
- Full-page, no bleed — 7.5" x 9.847"
- Back over — 8.5" x 11" plus 0.125-inch bleed allowance
- Classified ad (*Ad copy should be sent on a separate sheet or e-mailed to info@lafj.org. All classified ads follow a standard format.*)

Frequency

- Single insertion
- Three times (Save 10 percent on display ads)*
- Six times (Save 15 percent on display ads)*
- Nine times (Save 20 percent on display ads)*
- Twelve times (Save 25 percent on display ads)*
- Other, please specify _____

* Three-, six-, and nine-time commitments must be completed in a twelve-month period; twelve-time commitments must be completed within eighteen months.

For multiple insertions, please specify the months (with year) you want your ad to appear

OR Please publish my ad on a monthly basis until further notice.

Total due (per insertion) \$ _____

Payment information

Name _____ Company _____

Street or P.O. Box _____

City, State and ZIP _____

Phone _____ Fax _____

E-mail address _____ Website _____

Please bill me.

Please charge my credit card.

VISA MasterCard American Express

Card number _____ Expiration date _____

Signature _____