

La LOUISIANE

THE MAGAZINE OF THE UNIVERSITY OF LOUISIANA AT LAFAYETTE



The University of Louisiana at Lafayette has printed and distributed more than 1 million copies of *La Louisiane*, its award-winning magazine.

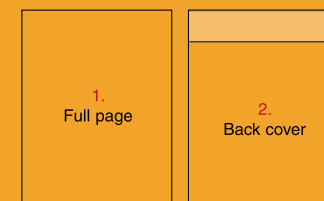
Through engaging photography and writing, *La Louisiane* reflects the people and events that make UL Lafayette a center of learning, research and economic development. It tells the stories of academic and athletic achievement, innovative research and community service.

Home of Louisiana's Ragin' Cajuns®, UL Lafayette also preserves and promotes Acadiana's distinctive Cajun and Creole cultures.



MODULAR AD RATES

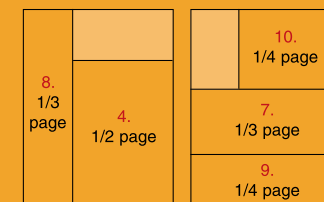
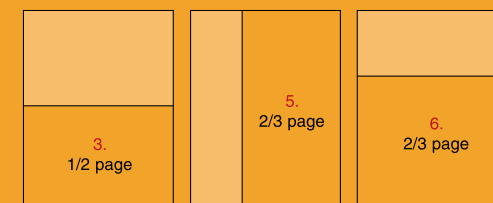
	1x	2x
Back Cover	\$2,600	2,600
Inside Back	2,200	2,100
Full page	1,900	1,600
Two-thirds page	1,200	1,000
Half page	1,000	850
Third page	700	600
Quarter page	600	500



MODULAR AD SIZES

La Louisiane uses the modular ad concept for its ad sizes.

1. Full page (non-bleed) 7.5" w x 9.87" h
2. Back cover (bleed) 8.5" w x 8.85" h
3. Half page (block) 7.5" w x 4.75" h
4. Half page (vertical) 4.92" w x 7" h
5. Two-thirds page (block) 7.5" w x 6.25" h
6. Two-thirds page (vertical) 4.92" w x 9.5" h
7. Third page (horizontal) 7.5" w x 3.125" h
8. Third page (vertical) 2.33" w x 9.5" h
9. Quarter page (horizontal) 7.5" w x 2.3" h
10. Quarter page (square) 4.92" w x 3.5" h



GENERAL CONDITIONS

All advertisements must be provided to *La Louisiane* camera ready, in digital files with 350 dpi resolution. File formats: pdf, tiff, eps or Mac-format InDesign document files.

The publisher reserves the right to border all ads, except full-page and full-bleed ads.

Because the magazine is mailed at the U.S. Postal Service's non-profit rate, its publisher cannot accept advertising for travel, insurance or credit cards. The magazine does not accept "advertorials." It does not accept political advertising, such as ads for candidates for public office or ads for bond issues, referenda and political causes. The publisher also reserves the right to refuse any advertising it deems inappropriate.

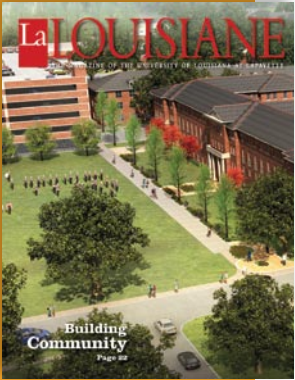
PUBLICATION SCHEDULE

La Louisiane: the Magazine of the University of Louisiana at Lafayette is published twice a year, during the Spring and Fall academic semesters.



Publisher: University of Louisiana at Lafayette
Office of Communications and Marketing
P.O. Box 41009
Lafayette, LA 70504-1009

Director: Aaron Martin
La Louisiane editor: Kathleen Thames
Telephone: (337) 482-6397
Fax: (337) 482-5908
Email: LaLouisiane@louisiana.edu



La Louisiane is published by UL Lafayette's Office of Communications and Marketing. It is archived and available online at louisiana.edu/lalouisiane

Distribution and Circulation

About 75,000 copies of the magazine are mailed to:

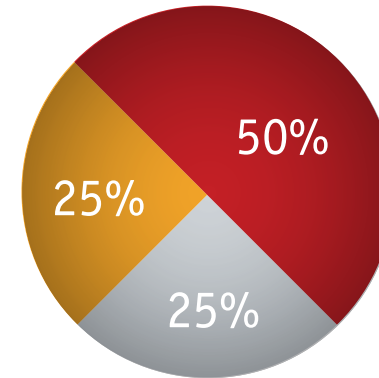
- UL Lafayette alumni;
- current UL Lafayette students;
- donors;
- members of the Louisiana Legislature;
- local community and government leaders;
- the Louisiana Board of Regents;
- the Board of Supervisors of the University of Louisiana System;
- local media; and
- principals and guidance counselors at each high school in the state.

Additional copies are distributed at about a dozen high-traffic locations on campus.

Readers share *La Louisiane* with others

After each issue is distributed, *La Louisiane* surveys 400 readers whose names are randomly selected from its mailing list. One of the questions we ask is: "What did you do with your copy of the magazine when you finished reading it?" A majority of readers tell us they either keep the publication — or pass it on to a friend or relative.

For more information, contact *La Louisiane's* advertising director Renée Ory at (337) 296-5506 or via email at reneeory@louisiana.edu



Distribution of Readership

50% Acadiana

Acadia, Evangeline, Iberia, Lafayette, St. Landry, St. Martin, St. Mary and Vermilion parishes

25% Elsewhere in Louisiana

25% Elsewhere in the United States

Reach the Right People

Our readers are alumni, students, state and community leaders and friends of the university. Most of our readers hold college degrees and earn higher-than-average incomes.