

L'OBSERVATEUR

TRI-PARISH COMMUNITY NEWSPAPER

Since 1913

Media Information 2009

L'Observateur services St. Charles, St. John the Baptist & St. James parishes and is the official journal for St. John the Baptist Parish. We provide local news as well as effective and affordable avenues for advertisers, from full color display, classified & legals, to internet advertising!

Physical address:
116 Newspaper Drive
LaPlace, LA 70068

Mailing address:
P.O. Box 1010, LaPlace, LA 70069

Email address:
Advertising: lobads@bellsouth.net
Editorial: lobnews@bellsouth.net

web address:
www.lobserveateur.com

Phone number:
985-652-9545

Fax numbers:
Advertising: 985-652-1663
Editorial: 985-652-3885

TOTAL MARKET CIRCULATION:
L'OBSERVATEUR: 26,500
ST. TAMMANY 35,000
BOGALUSA DAILY NEWS 16,900

CIRCULATION AREAS:

Town	Zip
St. John Parish	
Reserve	70084
LaPlace	70068
Garyville	70051
Mt. Airy	70076
St. Charles Parish	
Norco	70079
Destrehan	70047
St. Rose	70087
New Sarpy	70078
Boutte	70039
Hahnville	70057
Luling	70070
Paradis	70080
St. James Parish	
St. James	70086
Edgard	70049
Vacherie	70090
Gramercy	70052
Paulina	70763
Lutcher	70071
Convent	70723
Hester	70743

L'Observateur Office 985-652-9545
www.lobserveateur.com
CLASSIFIED CALL CENTER: 1-877-737-8577

DISPLAY RATES:

Local Display Rate (Wednesday or Saturday)	\$10.50 column in.
Local Display Rate Pick-Up (Same week Wed. or Sat.)	\$6.50 column in.
Local Display Rate (Thursday)	\$4.00 column in.
Total Market Rate (Wed./Thurs. or Sat./Thurs.)	\$14.50 column in.
Local Combined Rate (3 runs)	\$21.00 column in.
National Rate (commissionable)	\$13.00 column in.

BULK CONTRACT RATE:

*Bulk contract rates are based on a 12 month contract term. Same ad in same month pick up rate \$6.50 per column inch. They apply to Total Qualifying Accumulated Inches.

Column In./ Monthly Average	Display (L'Observateur Only)	Combined (Total Market)
15 (1/8 Page)	\$10.10 col.in.	\$12.10 col.in.
32 (1/4 Page)	\$9.63 col. in.	\$11.63 col. in.
64 (1/2 Page)	\$9.26 col. in.	\$11.26 col. in.
129 (1 Page)	\$8.90 col. in.	\$10.90 col. in.
258 (2 Pages)	\$8.40 col. in.	\$10.40 col. in.
516 (4 Pages)	\$7.90 col. in.	\$9.90 col. in.
1032 (8 Pages)	\$7.40 col. in.	\$9.40 col. in.

NON-PROFIT RATE: \$7.75 col. inch

POLITICAL RATE: \$14.50 col. inch

COLOR RATES:

Spot Color= \$95.00
Process Color= \$195.00

CLASSIFIED DISPLAY RATES:

1st run- \$7.50 column inch
2nd run- \$5.25 column inch
3rd run- \$3.00 column inch

PRE-PRINT RATES:

Full Circulation- \$55.00 per thousand
Zoned- \$60.00 per thousand
Minimum- \$250.00
contract rates available.

WEBSITE ADVERTISING ON

www.lobserveateur.com

Home page ads are \$250 mo.
Inside pages are \$200 mo.

Reach over 87,000 subscribers - 234,000 readers with one buy!
Advertise in local community papers,
it's where the locals are looking.