Bayou Beat

Bringing that 'Southern Love' to your daily news coverage

WEB ADVERTISING RATES

AD	SIZE	PRICE
• Leaderboard Homepage (1)	728 x 90	$1,000/Month
• Leaderboard Article Page	728 x 90	$750/Month
• Wide Skyscraper *(Article pages only)* (2)	160 x 600	$500/Month
• Half Page *(Article pages only)* (3)	300 x 600	$800/Month
• Large Rectangle Home (4)	336 x 280	$500/Month
• Large Rectangle Article	336 x 280	$350/Month

MORE ADVERTISING OPPORTUNITIES

- Native Ads *(Content created by you that is featured as sponsored content)*
- Editorial Sponsorship Article *(Content created by us to promote and advertise your business in a news-style format)*
- Pre-Roll *(Video ad beore news content plays 15, 30, 60 sec.*
- Social Media *(Instagram or Facebook Ads)*

INTRODUCTORY SPECIAL

ALL RATES ARE MONTHLY WITH 3 MONTH COMMITMENT

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ADVERTISING RATES

AD	SIZE	PRICE
Front Page Top Headline	9.75 x 8 in.	$2,500/Month
Back Full Page	9.75 x 14 in.	$2,000/Month
Center Spread *(Double Truck)*	20.5 x 14 in.	$2,250/Month
Front Page Banner	9.75 x 2 in.	$1,250/Month
Inside Cover Pg. 2 Full Page	9.75 x 14 in.	$1,500/Month
Inside Cover Pg. 2 Half Page	6.75 x 14 in.	$750/Month
Inside Cover Pg. 2 Quarter Page	4.75 x 14 in.	$650/Month
Additional: Pg. 3 - End of Edition Full Page	9.75 x 14 in..	$1,250/Month
Additional: Pg. 3 - End of Edition Banner	9.75 x 2 in.	$750/Month
Additional: Pg. 3 - End of Edition Half Page *(Vertical or horizontal)*	9.75 x 6.5 in.	$625/Month
Additional: Pg. 3 - End of Edition Quarter Page	4.75 x 14 in.	$325/Month
Additional: Pg. 3 - End of Edition Eighth Page	4.75 x 3.25 in.	$175/Month
Additional: Pg. 3 - End of Edition Classified Display	2.3 x 3.25 in.	$125/Month

Specs

- Design can be provided if needed at a charge
- Prices are for full color ads *(No price change if black and white ads are provided)*
- Banner and Half page sizes will only be placed bottom of page
- Package deals available for print and web together

Deadlines

- Ads must be sent by third week of the month.
- All text info, photos for ad building should be provided in a timely fashion, by third week of the month

Materials Required

- Please provide high res PDF CMYK files when sending ads, 300 dpi.
- All black type should be K *(Black only)*
- Web ads should be RGB format

FREE

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May 2022 Volume 1, Issue 2

Front Page
9.75 x 8 in.

HEADLINE

SUB HEADLINE

INSIDE THIS EDITION

SCAN ME TO SUBSCRIBE

Front Page Banner
9.75 x 2 in.

Full Page (No Bleed)
9.75 x 14 in.

“Classified”
Display
2.3 x 3.25 in.

1/8
Page
4.75 x 3.25 in.

Quarter
Page
4.75 x 6.25 in.

Half
Page Vertical
4.75 x 14 in.

Banner
9.75 x 2 in.

Half Page
9.75 x 6.25 in.