

Advisor Publications

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*“Quality Advertising Isn’t Expensive It’s Priceless!”
Southern Louisiana’s Free News & Information Publication*

2004 Display Ad Rates

Ad Size	Open Rates	Repeat Rates
Full Page (Back) 10” X 15” w/color	\$ 729.95	2 or more \$ 629.95
Full Page 10” X 15	\$ 629.95	2 or more \$ 529.95
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Quarter Page 4 ¾ “ X 7”	\$ 189.95	2 or more \$ 159.95
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Business Card 3” X 2”	\$ 129.95	2 or more \$ 99.95

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Insert rates \$70.00 Per Thousand**

The Bayou Advisor is a free news, information and high quality advertising publication. The paper is direct mailed, carrier delivered to the homes, distributed online and also distributed free on the newsstands at over 250 high traffic locations throughout Houma, Humphrey’s, Ashland, Crozier, Bayou Cain, Bayou Blue, Bayou Vista, Bertrandville, Berwick, Schriever, Thibodaux, Labadieville, Chackbay, Gibson, Patterson, Morgan City, Amelia, Supreme, Lafourche, St Charles, Raceland, Kraemer, Des Allemands, Boutte, Paridis, Chacahoula, Cocodrie, Theriot, Dulac, Gray, Grand Callou, Chauvin, Montegut, Bourg, Lockport, Matthews, Gheens, Clotilda, Larose, Cut Off, Galliano, Golden Meadow, Leeville, Port Fourchon, Grand Isle, Belle River, Donner, Choctaw, Napoleonville, Pierre Part, Plattenville, Plaincourville,

Total Circulation 20,000. Over 64,000 Readers.

Business Profiles Review 2004 “Advertorials”

The 2004 Business Profiles Review is a continuing series of published information on local business and professional people. As an editorialized forum for Southern Louisiana’s business and professional community. This section is vital for our readers insight and awareness of the area’s outstanding services. Our intent is to provide a unique opportunity for local firms to take an active part in presenting themselves in a conservative yet highly visible “Profile” format. For this series to be effective and to ensure its continuation and usefulness, your participation is respectfully encouraged.

Open Rates & Options	Repeat Rates & Options
3 Column w/full color photo \$ 399.95	2 or more \$ 299.95 5+ \$ 249.95
3 Column logo & spot color \$ 349.95	2 or more \$ 249.95 5+ \$ 199.95
3 Column no photo \$ 299.95	2 or more \$ 199.95 5+ \$ 149.95

Toll Free Phone/ Fax • 1-866-388-7525

Mailing Address/ P.O. Box 903 • Larose, LA 70373

E-Mail: info@advisorpublications.info