

# LOUISIANA CULTURAL VISTAS

History • Culture • Literature • Arts

**FOR MORE THAN 450 YEARS**, since the discovery of the Mississippi River, Louisiana has produced people with ideas and energy who changed the face of the nation. From Andrew Jackson to Ernest Gaines, a free and open exchange of ideas has been a key ingredient in the building of Louisiana's heritage.

**SINCE IT WAS ESTABLISHED IN 1971**, the Louisiana Endowment for the Humanities has provided the state's residents with thousands of opportunities to celebrate the riches of Louisiana culture. We invite you to become a part of this glorious celebration.

**LOUISIANA CULTURAL VISTAS** celebrates ideas. Exploring the world of ideas is what Louisiana Cultural Vistas magazine is all about: history, literature, philosophy, art — the analysis of our past and future.

**OUR READERS ARE YOUR MARKET.** *Louisiana Cultural Vistas'* attractive editorial environment will showcase your message to an educated and affluent audience of civic leaders, university professors, teachers, and culturally literate residents. Our readers form a prime market with purchasing power. *Louisiana Cultural Vistas* reaches all Louisiana legislators, faculty at every major university, and the top 500 CEOs of Louisiana. *Louisiana Cultural Vistas* is now on the Internet. View past and current issues in their entirety on-line at [www.leh.org](http://www.leh.org). Web viewers may access advertisers' websites through the mere click of a button.

**RESERVE SPACE TODAY.**  
**Call Devin Bambrick today at 504.620.2630 for advertising space in a unique Louisiana publication.**

## AD DIMENSIONS

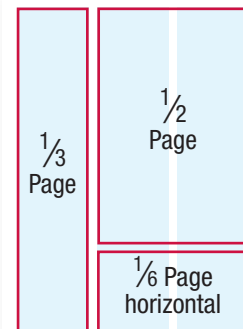
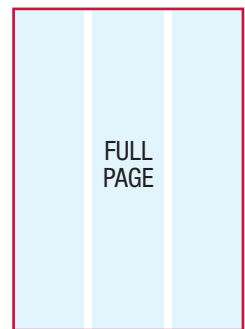
**TRIM SIZE:** 8<sup>1</sup>/<sub>4</sub> in. X 10<sup>7</sup>/<sub>8</sub> in.

**BLEED:** 1/4 in. (9 in. X 11<sup>3</sup>/<sub>8</sub> in.)

**PRINT:** sheet-fed press/enamel stock perfect bound

**MATERIALS:** Advertisements should be supplied in digital format at a resolution of 300 dots per inch (300 dpi).

SPACE	WIDTH	DEPTH
Full page	7 <sup>1</sup> / <sub>2</sub> in.	9 <sup>5</sup> / <sub>8</sub> in.
2/3 page	4 <sup>7</sup> / <sub>8</sub> in.	9 <sup>5</sup> / <sub>8</sub> in.
1/2 page island	4 <sup>7</sup> / <sub>8</sub> in.	7 in.
1/2 page horizontal	7 <sup>1</sup> / <sub>2</sub> in.	4 <sup>3</sup> / <sub>4</sub> in.
1/3 page vertical	2 <sup>3</sup> / <sub>8</sub> in.	9 <sup>5</sup> / <sub>8</sub> in.
1/3 page square	4 <sup>7</sup> / <sub>8</sub> in.	4 <sup>3</sup> / <sub>4</sub> in.
1/6 page vertical	2 <sup>3</sup> / <sub>8</sub> in.	4 <sup>3</sup> / <sub>4</sub> in.
1/6 page horizontal	4 <sup>7</sup> / <sub>8</sub> in.	2 <sup>1</sup> / <sub>2</sub> in.



## AD RATES

### Black and White

SIZE	1x	ANNUAL
Full Page	\$2,600	\$9,180 (\$2,295 per issue)
2/3 Page	\$1,800	\$6,360 (\$1,590 per issue)
1/2 Page	\$1,400	\$4,940 (\$1,235 per issue)
1/3 Page	\$1,000	\$3,520 (\$ 880 per issue)
1/6 Page	\$600	\$2,120 (\$ 530 per issue)

### Color

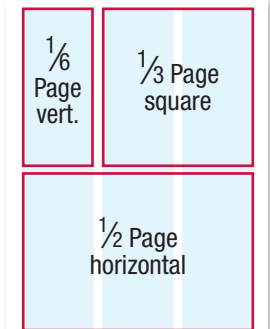
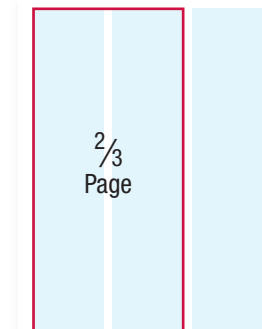
SIZE	1x	ANNUAL
Full Page	\$3,200	\$11,180 (\$2,795 per issue)
2/3 Page	\$2,300	\$8,100 (\$2,025 per issue)
1/2 Page	\$1,900	\$6,700 (\$1,675 per issue)
1/3 Page	\$1,400	\$4,960 (\$1,240 per issue)
1/6 Page	\$1,100	\$2,120 (\$990 per issue)
Inside Cover	\$3,900	\$13,800 (\$3,450 per issue)
Back Cover	\$4,100	\$14,600 (\$3,650 per issue)

All rates are net.

## DEADLINES

Deadlines subject to change. Call (504) 523-4352 for David Johnson, Ext. 113, or Toan Nguyen, Ext. 112.

ISSUE	MATERIALS DUE	DISTRIBUTES
Spring	February 10	March 15
Summer	May 11	June 15
Fall	August 17	September 14
Winter	October 28	December 15



## READER PROFILE

- EDUCATED, SOPHISTICATED & AFFLUENT
- CAREER-ORIENTED & CIVIC MINDED
- COLLECTORS AND FREQUENT TRAVELERS WITH CULTURAL AND HISTORICAL INTERESTS

CIRCULATION ..... 15,000

READERSHIP ..... 50,000

Average readers per copy — 3.2

Median income — \$65,000

Median age — 44.5 (18-34 / 28.9%)  
(35-54 / 47.4%)  
(55 and up / 23.7%)  
(Female / 48.7%)  
(Male / 51.3%)

### EDUCATION:

Post-graduate study — 65%

Undergraduate study — 92%

## GENERAL POLICIES

### PAYMENT:

Payment is due within 30 days of invoice date.

### MAILING INSTRUCTIONS:

Please send all digital files to David Johnson  
Louisiana Endowment for the Humanities  
938 Lafayette Street, Suite 300  
New Orleans, LA 70113  
ph. (504) 523-4352, Ext. 113  
e-mail: johnson@leh.org

### RETENTION OF MATERIALS:

Advertising files will be retained only up to one year,  
unless otherwise specified by the advertiser.

# ADVERTISING RATES



THE MAGAZINE OF



LOUISIANA  
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FOR THE  
HUMANITIES

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