



Effective 01-01-10

Open Display rate - \$7.00

net per column inch.

13 consecutive weeks or more

Net rate for space per week:

4 inches.....	\$5.84
6 inches.....	\$5.78
10 inches.....	\$5.72
20 inches.....	\$5.66
30 inches.....	\$5.60
63 inches.....	\$5.54
126 inches.....	\$5.38

Phone (225) 343-2540 • Fax: (225) 344-0923
 Editorial e-mail: cmacy@thewestsidejournal.com
 Advertising e-mail:
advertising@thewestsidejournal.com

Color Rates-net

Black plus one color - \$150
 Process color - \$250









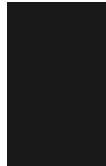

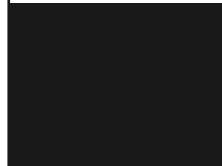
PRE-PRINTED INSERTS RATES

Cost per thousand	National	Retail
Up To 4 pg tab	\$65.00	\$55.00
8 pg tab	\$75.00	\$60.00
12 pg tab	\$80.00	\$65.00
16 pg tab	\$85.00	\$70.00
20 pg tab	\$90.00	\$75.00

All inserts must be quarter folded or
 \$20 per 1000 for us to fold

Subscription Rates

One year in parish -	\$28.
Two years in Parish-	\$52.
One year out of Parish or state-	\$42.

1 Col. X 4" 	2 Col. X 2" 	2 Col. X 3" 	2 Col. X 4" 	2 Col. X 5" 	2 Col. X 7.5 or 1/8 page" 
3 Col. X 5" 	3 Col. X 7" 	3 Col. X 10.5" or 1/4 page 	3 Col. X 21" or 1/2 page 	6 Col. X 10.5" or 1/2 page 	6 Col. X 21" or full page 