

318 FORUM

WE'VE GOT YOU COVERED!



318 FORUM



WE GET AROUND

318 Forum magazine is published bi-weekly in the Northwest Louisiana region. Established in 1988, 318 Forum is the largest print publication in the region and is locally owned. The magazine includes community news, politics, lifestyle and entertainment. All 25 issues feature a health and wellness section and 12 issues a year include home-related features. Our demographic reach is the best in the city based on direct mail reach and strategic rack placement around Shreveport-Bossier.

Circulation: 16,822

318 Forum is distributed by rack in high-income areas of Shreveport, Louisiana, by display rack in more than 250 locations. These include high-traffic locations and branded locations such as Brookshire's Grocery stores, Thrifty Liquor, Walk Ons Sports Bar, Super One and many hospitals and business parks as well as restaurants and retail. Our readers are out-and-about shopping, dining and working.

MARKET/OVERVIEW



Shreveport-Bossier City is in the center of the designated "Ark-La-Tex," and has a metropolitan area of 440,933. Positioned strategically in the Northwest corner of the state, we are a destination for East Texas as far away as

Dallas and throughout Southern Arkansas. We are a destination city with attractions, riverboat gaming, fairs, festivals and markets throughout the year. Shreveport has a population of 199,311 and Bossier City a population of 68,234.

OUR PARTNERS

Greater Shreveport Chamber of Commerce
Young Professionals Initiative Top 40 Under Forty
Shreveport Regional Arts Council
Shreveport-Bossier Convention & Tourist Bureau
Better Business Bureau Torch Awards

Shreveport Little Theatre
ATHENA Awards: Outstanding Women
Give for Good
Sci-Port Discovery Center
Robinson's Rescue



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Search keywords "Shreveport Forum"

2024 ADVERTISING RATES (cost per insertion)

*All ad rates are gross rates, color rates are net.

| SIZE | OPEN <small>(cost per insertion)</small> | 3X <small>(cost per insertion)</small> | 6X <small>(cost per insertion)</small> | 12X <small>(cost per insertion)</small> | 25X <small>(cost per insertion)</small> | COLOR |
|---------------------------------------|---|---|---|--|--|--------|
| 1/16 | \$ 175 | \$ 151 | \$ 136 | \$ 121 | \$ 99 | \$ 40 |
| 1/8 | \$ 325 | \$ 273 | \$ 258 | \$ 242 | \$ 180 | \$ 85 |
| 3/16 | \$ 520 | \$ 442 | \$ 416 | \$ 390 | \$ 320 | \$ 85 |
| 1/4 | \$ 625 | \$ 557 | \$ 523 | \$ 489 | \$ 430 | \$ 115 |
| 3/8 | \$ 970 | \$ 815 | \$ 776 | \$ 737 | \$ 690 | \$ 115 |
| 1/2 | \$ 1275 | \$ 1143 | \$ 1086 | \$ 1029 | \$ 890 | \$ 165 |
| Jr. | \$ 1310 | \$ 1205 | \$ 1161 | \$ 1116 | \$ 1059 | \$ 165 |
| 3/4 | \$ 1725 | \$ 1492 | \$ 1425 | \$ 1358 | \$ 1290 | \$ 285 |
| Full | \$ 1925 | \$ 1662 | \$ 1581 | \$ 1500 | \$ 1425 | \$ 285 |
| Inside front Page 3 Inside back | COVERS SUBJECT TO AVAILABILITY | | | | | |

OUR BEST RATE!

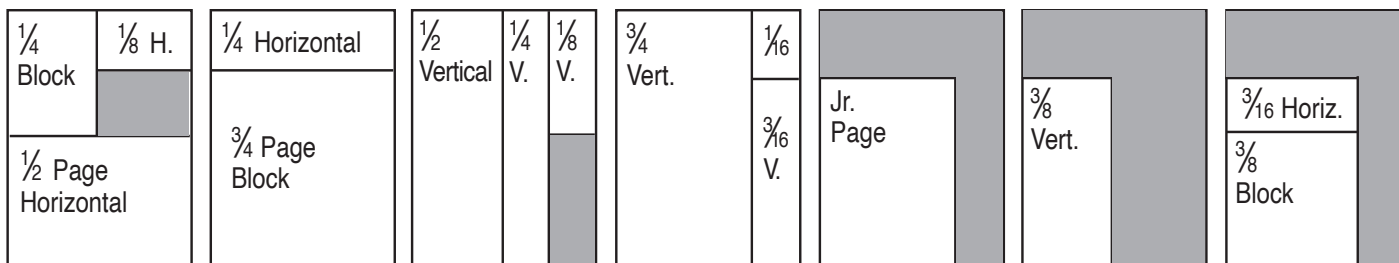
EVERY ISSUE



WRAP IT UP! WANT TO BE ON FRONT COVER? NOW YOU CAN! **Outer Belly Wrap:** 2- sided Front and Back \$3155
21.25" x 5.375" with .5" margin and .25" bleed (note: will be folded in half and saddle-stitched to cover)

SPREAD IT OUT! SPREAD YOUR AD ACROSS TWO FULL PAGES WITH A DOUBLE TRUCK: 2 Full facing pages \$2500

MODULAR AD SIZES

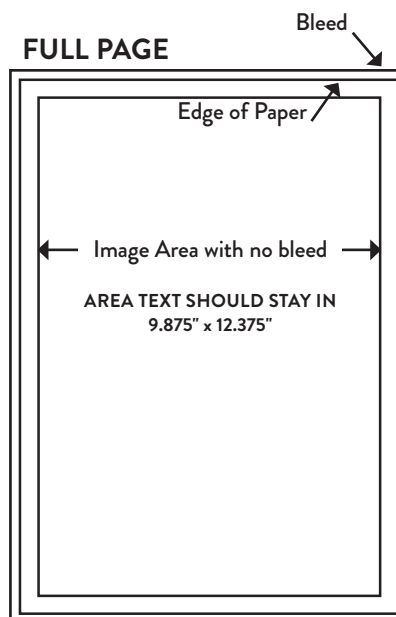


DIMENSIONS

INCHES (W X H)

| | | |
|------------------|---|--|
| Full Page | Paper Size Area for Copy w/ Bleed | 10.625" x 13.125" 9.875" x 12.375" 11.125" x 13.625" |
| 3/4 Page | Block Vertical | 9.875" x 9.234" 7.365" x 12.375" |
| Jr. Page | | 7.365" x 9.234" |
| Half Page | Horizontal Vertical | 9.875" x 6.105" 4.854" x 12.375" |
| 3/8 Page | Block Vertical | 7.365" x 6.105" 4.854" x 9.234" |
| 1/4 Page | Horizontal Vertical Block | 9.875" x 2.97" 2.34" x 12.375" 4.854" x 6.105" |
| 3/16 Page | Horizontal Vertical | 7.365" x 2.97" 2.34" x 9.234" |
| 1/8 Page | Horizontal Vertical | 4.854" x 2.97" 2.34" x 6.105" |
| 1/16 Page | | 2.34" x 2.97" |

FULL PAGE



ART FORMAT AND GUIDELINES:

Artwork must be CMYK and at least 300dpi. Artwork is reproduced at 85-line screen. Artwork provided on any magnetic medium must be formatted for Macintosh. Artwork that cannot be output due to incorrect formats, missing data or on any media other than a CD-R/RW is not the responsibility of the publisher, and the publisher accepts no responsibility for unpublished materials.

Notes:

- Black text should always be 100% black to assure crisp, clear print. Do not use rich black (4 color black).
- The maximum total ink coverage (TIC) should be 240%. Also applies to TAC.
- Black and white photos should be converted to grayscale.
- Black and white logos should also be black or grayscale.
- Use 300 line screen for images.
- All images should be converted to CMYK (RGB files will not print properly).
- **DO NOT** use spot color (Pantone colors). The CMYK conversion will not match spot color.

• Internet/web graphics (72dpi gif, jpeg, etc.) are unacceptable for printing. Adobe InDesign, Adobe Photoshop and Adobe Illustrator are the only acceptable programs for artwork and page layout. Color artwork should allow for a 20% dot gain.

318 FORUM



ADVERTISE

INSERTS (Net rates)

\$65 per 1,000 for less than 10,000.

\$52 per 1,000 for 15,000 or more.

Partial insertions may be divided by zones but not by location. Customer insert artwork needed eight days prior to publish date, to be printed at *Baton Rouge Press.

INSIDE/BACK Cover Rates and Position Requests

Guaranteed positions are an additional 10% and are subject to layout guidelines and availability of space. Position requests must be approved by the publisher and are not guaranteed.

AGENCY COMMISSIONS

A 15% discount of gross rates is allowed to recognized advertising agencies for invoices paid within 30 days of receipt of invoice. No discount is allowed for invoices past 30 days. Color charges are non-commissionable. The agency and the advertiser are jointly and severally liable for complying with all the terms of the advertiser's contract, including payment for all advertising. Should an agency default in payment of advertisements, the balance

due becomes the direct responsibility of the advertiser. Camera-ready art is required from all agencies. 318 Forum does not provide layout services for advertising agencies, except in instances where commission is waived by agency for production of artwork. All proofs must be signed by an agency representative or by the advertiser. Approval by either party renders the advertisement and subsequent insertion acceptable. Errors not detected by either party are the responsibility of the agency and advertiser and not the publisher, and the cost of the ad is due the publisher.

POLITICAL ADVERTISING

All political advertising, including advertising for candidates, bond issues, referenda and political causes, are billed at the 12-time rate and payable in advance. All political advertising must carry the legend: "Paid for by _____."

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