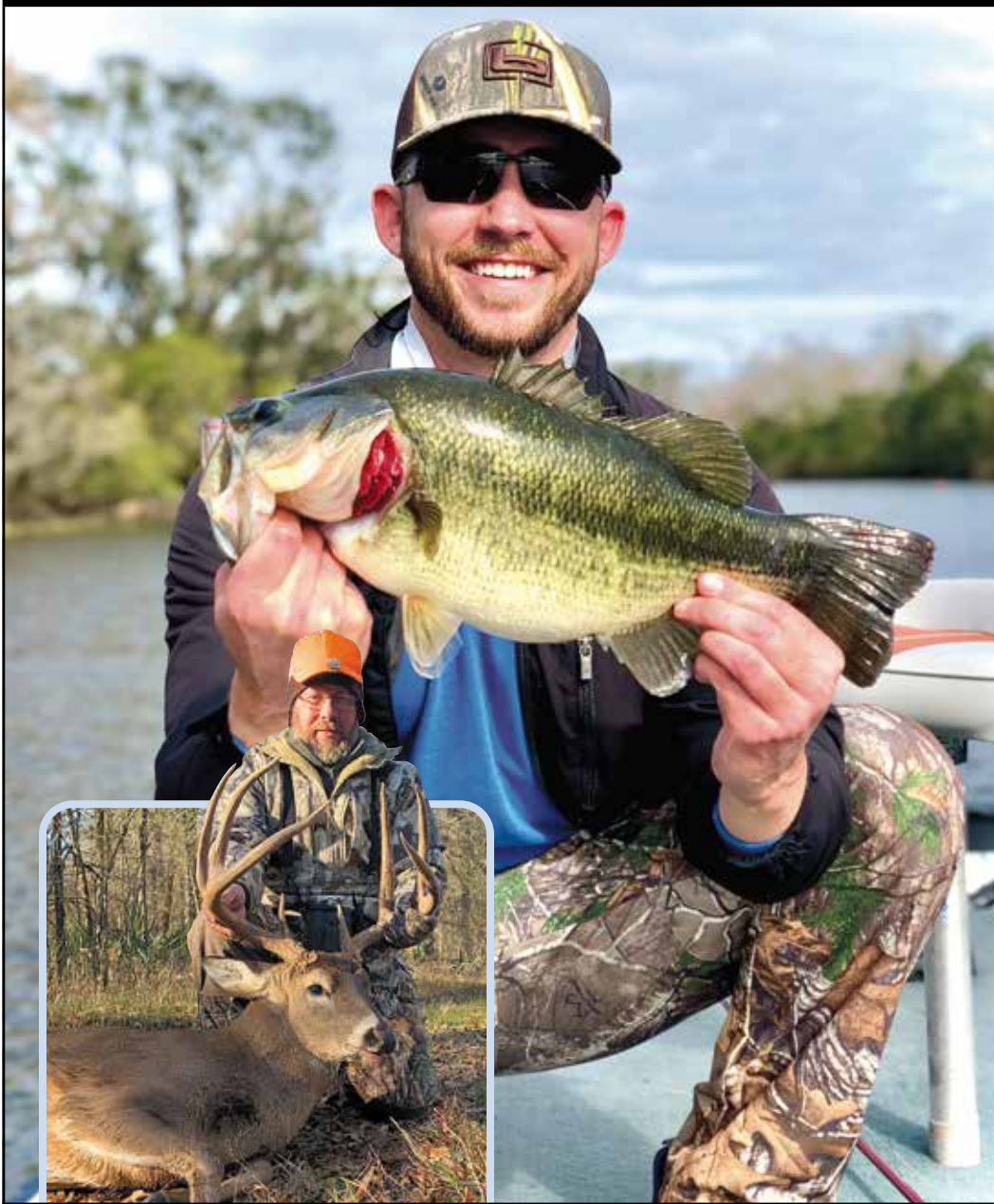




Louisiana
SPORTSMAN
2024 MEDIA KIT
IN THE FIELD SINCE 1981... LITERALLY



“Sportsman is the staple of Excel Boat’s print advertising campaign. No other fishing and hunting publication reaches the core of our market better than they do.

– Dave Reynolds
National Sales Manager,
Excel Boats

DIGITAL

Age

- 26% 18-34
- 25% 35-44
- 20% 45-54
- 17% 55-64
- 11% 65+

Gender

- 26% Female
- 74% Male

DIGITAL AUDIENCE

2,937,346

Page Views Per Month on
louisianasportsman.com

446,880

Visits Per Month on
louisianasportsman.com

53,000

Louisiana Sportsman Magazine
E-newsletter Subscribers
43% Average Open Rate

- 130,000** Facebook
- 7,186** Twitter
- 18,000** Instagram

WEBSITE ANALYTICS

Average Time Per Visit: **2.5+ mins.**

Average Pages Visits: **6.6**

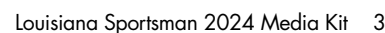
For Returning Visitors: **10.32**

Top States:

TX (19%), LA (18%), IL (7%),
FL (4%), MS (4%), AL (3.5%)
Visits from all 50 states

- 77%** Mobile
- 19.6%** Desktop
- 2.9%** Tablet

- [Hunting/Fishing Regulations](#)
- [Sportsman of the Month](#)
- [Sportsman Showcase](#)
- [Sportsman Astro Tables](#)
- [Sportsman Tide Guide](#)
- [Hunting/Fishing Scrapbook](#)
- [Sportsman Classifieds](#)





WEBSITE ADS

Run-of-site display ads on louisianasportsman.com

4 CPM (CPM = Cost Per 1,000 Impressions)

NEWSLETTER TAKEOVER

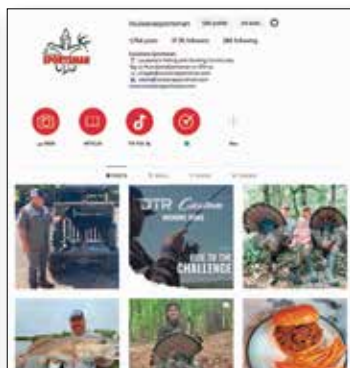
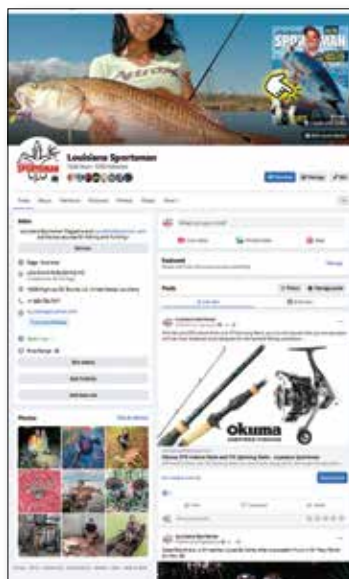
Be front and center of the Louisiana Sportsman newsletter. Newsletter takeovers includes two (2) 630x180 banner ads.

\$390 Per Takeover

CUSTOM E-BLAST

Reach over 50,000 email subscribers with your own custom message.

\$1,500 Per 7-Day Campaign



CO-BRANDED SOCIAL CAMPAIGN

Partner your brand with the established media source Louisiana Sportsman and reach our custom audience on Facebook/Instagram.

SPONSORED CONTENT

Share your story! The sponsored content package includes a dedicated article with up to three backlinks, your content integrated with louisianasportsman.com editorial features on the homepage (new products tab), promotion in e-newsletters and social media. (all content is subject to editorial approval)

\$2,000 Per Article
(all content is subject to editorial approval)

PRODUCT REVIEW (Must be approved by editor)

Your product, in print and digital (2 Month Minimum)

Package Includes:

- Product review in Louisiana Sportsman (125 words & 1 image)
- Review posted on our social media platforms
- Product review featured within the New Products section of our homepage with outbound link
 - review and link remain active and search-able after the 2-month contract

\$749/mo

PRINT RATES & SPECS







PRINT RATES

AD SIZE	12X	9X	6X	3X	1X
Spread	\$2,558	\$2,695	\$2,832	\$2,970	\$3,244
Full	\$1,458	\$1,537	\$1,610	\$1,687	\$1,839
1/2 Page	\$782	\$823	\$865	\$906	\$989
1/4 Page	\$437	\$461	\$485	\$508	\$556

Premium Positions

AD SIZE	12X	9X	6X	3X	1X
Back Cover	\$2,917	\$3,111	\$3,306	\$3,500	\$3,889
Inside Front	\$2,857	\$3,047	\$3,238	\$3,428	\$3,809
Inside Back	\$2,710	\$2,890	\$3,071	\$3,252	\$3,613
Cover Slicks	\$2,438	\$2,600	\$2,763	\$2,925	\$3,250
Center Slicks	\$2,438	\$2,600	\$2,763	\$2,925	\$3,250

PRINT AD SPECS (Inches)

 Spread Live 15.5 x 9.75 Trim 16.5 x 10.75 Bleed 17.25 x 11.5	 Full Page Live 7.25 x 9.75 Trim 8.25 x 10.75 Bleed 9 x 11.5	 4x5 1/2 Page Horiz. 7.25 x 4.7944
 3x7 1/2 Page Vert. 5.3958 x 6.4979	 2x5 1/4 Page Vert. 3.5417 x 4.7944	 2x10 1/2 Page Vert. 3.5417 x 9.75

DEADLINES

January:	12/14/2022	July:	6/21/2023
February:	1/18/2023	August:	7/19/2023
March:	2/15/2023	September:	8/23/2023
April:	3/22/2023	October:	9/20/2023
May:	4/19/2023	November:	10/18/2023
June:	5/24/2023	December:	11/15/2023

* All offered discounts apply only on payment made within 30 days

FILE FORMAT

- Required format for ADS (Cover and Interior pages). PDF/X-1a format is the required format for ad submission. All ads must be created to the exact size specifications listed on the rate card. Ads that bleed require .375" of bleed space on all sides. Cover ads must bleed .50"
- **TOTAL INK LIMITS**
Total ink limit for newsprint (interior pages) is 240%; for cover positions 300%
- **DIGITAL FILE SUBMISSION FOR**
In-House Services (additional charges may apply) Images/scans should be 300dpi in CMYK. Logos should be supplied in .EPS format. Type should be converted to outlines or fonts provided. We also accept packaged InDesign documents (CS 2023).
- **ELECTRONIC TRANSMISSIONS**
Camera ready (press ready) ads may be submitted via e-mail. Please send ads to traffic@lasmag.com. For FTP information, please contact your sales representative.

PAPER SPECS

Interior pages are printed on a web offset press, 32# newsprint. Cover is printed on 80# enamel stock.

GENERAL POLICY

All advertising insertions, orders, contracts and materials are subject to approval by publisher. No cancellation of space orders will be accepted after space closing deadline. Contracts with ad cancellations prior to completion will be short rated to the lowest earned rate. Rebate of credit earned by reaching a higher frequency discount level will be applied to the advertiser's account. This credit may be carried forward into the next year's advertising cycle. All contracts and insertion commitments must be made in writing:
No verbal agreements will be honored.

FOR MORE INFORMATION

Advertise with us at 985-758-7217 or sales@lasmag.com



Louisiana Publishing, Inc

14236 Highway 90, P.O. Box 1199, Boutte, LA 70039-1199
800-538-4355, louisianasportsman.com

Display Ads	Rate	Info
728 x 90 Leaderboard	4 CPM Range	Run of Site
300 x 250 Medium Rectangle	4 CPM Range	Run of site
300 x 600 Half Page	4 CPM Range	Limited Placements
320 x 50 Mobile Leaderboard		
630 x 180 Partition		
High Impact	Rate	Info
Page Takeover (Five ad sizes)	4 CPM	Exclusive Placement
Business Directory	Rate	Info
Bronze	\$25/mo	Business Directory Listing + 2 free classifieds
Silver	\$100/mo	Business Directory Listing + 30 free classifieds
Gold	\$200/mo	Business Directory Listing + 60 free classifieds
Platinum	\$300/mo	Business Directory Listing + unlimited classifieds
Extras	Rate	Info
Geographic Targeting	4 CPM Range	Inquire for availability
Content Targeting	4 CPM Range	Inquire for availability

DIGITAL SPECS
(Pixels)

Standard Interactive Advertising Bureau Guidelines (www.iab.net).
All units launch new browser
Accepted file formats: .fla, .jpg, .gif, .swf, .png, .html
Maximum load size not to exceed 30k
Animation length not to exceed 15 seconds

DIGITAL RATES
(Net)

Bundle (Discount)

Package A - Full page print ad + 200,000 digital impressions & Facebook ad \$1,995. (\$1458, \$200, \$300)

Package B - Half page print ad + 200,000 digital & Facebook ad \$1,295. (\$700 \$200 \$300)

Package C - Qtr page print ad + 200,000 digital & Facebook ad \$855. (\$350, \$200, \$300)

Package D - Full page print ad + 200,000 digital impressions Facebook ad + newsletter Ad. (\$2,500)

DIGITAL SPECS
(Pixels)

Website

300x250, 300x600, 320x50, 630x180, 728x90

Newsletter Takeover

Two 630x180 + URL

Custom E-Blasts/Affiliate
Social Media

1080x1080 Instagram + URL

1200x630 Facebook + URL

File Format

JPEG, PNG, GIF, 72 dpi

FOR MORE INFORMATION

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sales@lasmag.com



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