



A New Look At Your Ad Dollar

Circulation vs. Target Marketing

There are many good publications with large circulations. Why should you advertise in the *LABI Enterprise*?

It is not uncommon to assume that your advertisement will be noticed in any publication. And it is reasonable to equate a larger circulation with increased effectiveness. But the truth is, some publications target readers who may not be the most receptive audience for your advertisements. And many publications suffer from “skip readers” who flip through a magazine quickly because of a limited need for the information.

The *LABI Enterprise* offers a highly targeted market of business decision makers who need the information appearing in every issue. On average, businesses are paying over \$370 annually to belong to LABI and receive these publications.

Additionally, the limited number of advertisers enhance the visibility and prestige of each advertiser.

LABI Enterprise Issues

Every issue of the *LABI Enterprise* is packed with specific articles to attract business readers. These articles include:

- The Legislative Voting Record
- Legislative Preview
- Legislative Wrap-Up
- Business Success Profiles
- Environmental Issues
- Workforce Development Issues
- Education Issues
- Workers Compensation Issues
- Annual Meeting Issue
- Small Business Issues
- Court Watch

Contact your LABI representative for an Editorial Calendar to determine which issues may suit your advertising plan.



- a unique type of magazine
- a targeted way to advertise
- a new look at business



Your firm may now advertise its products and services to a highly targeted audience of approximately 6,000 Louisiana business decision makers. The *LABI Enterprise*, the flagship publication of the Louisiana Association of Business and Industry, is a high-quality four-color business magazine. The *LABI Enterprise* will provide your firm an excellent opportunity to showcase your company’s products and services.

Your advertisement will reach CEOs, business owners, plant managers and key personnel throughout the Louisiana business community. This elite audience of readers is comprised of people with both *personal* and *business* purchasing power.

LABI publications already enjoy a high readership and “pass along” factor. Members join LABI to obtain the valuable legislative, business and compliance information in the pages of each issue. Placing your ad in the *LABI Enterprise* virtually guarantees it will be read... and that’s what you’re really after.

Now see how your advertising dollars can benefit from being alongside this valuable business information.



Affordable Advertising

The **LABI Enterprise** offers low advertising rates and extremely attractive multiple insertion rates. Now businesses of all sizes can reach a highly targeted market at an affordable cost.

These attractive advertising rates allow your business to reach a highly respected and important audience of business buyers. **LABI Enterprise** readers include some of Louisiana's most influential businesspeople. People just like you.

LABI Enterprise advertisers enjoy exclusivity. Each issue contains a limited number of advertisements. Readers are not fighting hundreds of advertisements to find the articles and information.

A Targeted Audience

The primary readers of the **LABI Enterprise** are in many different business sectors and industries. Though their positions may vary, they have one thing in common: the power to make buying decisions for their firms.

Audience by Industry

Agriculture & Forestry	2%
Oil, Pipeline & Field Services	10%
Manufacturing	17%
Transportation	9%
Wholesale Trade	9%
Retail Trade	10%
Finance, Insurance & Real Estate....	12%
Service Industry	27%

LABI Enterprise Advertising Rates

	<u>One Insertion</u>	<u>Two Insertions</u>	<u>Three Insertions</u>	<u>Four Insertions</u>	<u>Five Insertions</u>
Four Color					
Inside Front Cover	\$2,500	\$2,400	\$2,300	\$2,200	\$2,100
Inside Back Cover	\$2,300	\$2,200	\$2,100	\$2,000	\$1,900
Outside Back Cover	\$2,800	\$2,500	\$2,400	\$2,300	\$2,200
Two-Page Spread	\$3,200	\$3,000	\$2,900	\$2,800	\$2,600
Full Page	\$2,000	\$1,900	\$1,800	\$1,700	\$1,600
Half Page	\$1,500	\$1,400	\$1,300	\$1,200	\$1,100
Two Color					
Full Page	\$1,500	\$1,400	\$1,300	\$1,200	\$1,100
Half Page	\$1,200	\$1,100	\$1,000	\$ 900	\$ 800
Black & White					
Full Page	\$1,000	\$ 925	\$ 875	\$ 825	\$ 800
Half Page	\$ 500	\$ 475	\$ 425	\$ 400	\$ 350

Mechanical Information:

Publication Size	8.5 ²	x	11 ²
Bleed Size	8.75 ²	x	11.25 ²
Full Page	7.5 ²	x	9.875 ²
Half Page	7.5 ²	x	4.625 ²

Required Material:

Four -Color & Two-Color Advertising

Film: 133 or 150 line offset negative film, right reading emulsion side down.

Proofs: 4-color and 2-color advertising, in which the advertiser is specifying color (including ads with PMS colors built out of process), must be accompanied by a color proof to verify color separations.

Black & White Advertising

Black & white ads must be accompanied by either a velox or blueline proof.

Mail Materials & Correspondence To:

LABI
3113 Valley Creek Drive
Baton Rouge, Louisiana 70808

Phone: (225) 928-5388
Fax: (225) 929-6054

Make Checks Payable To:

LABI Service Corporation
P.O. Box 80258
Baton Rouge, Louisiana 70898-0258