

## DIGITAL



## EVENTS



## PRINT

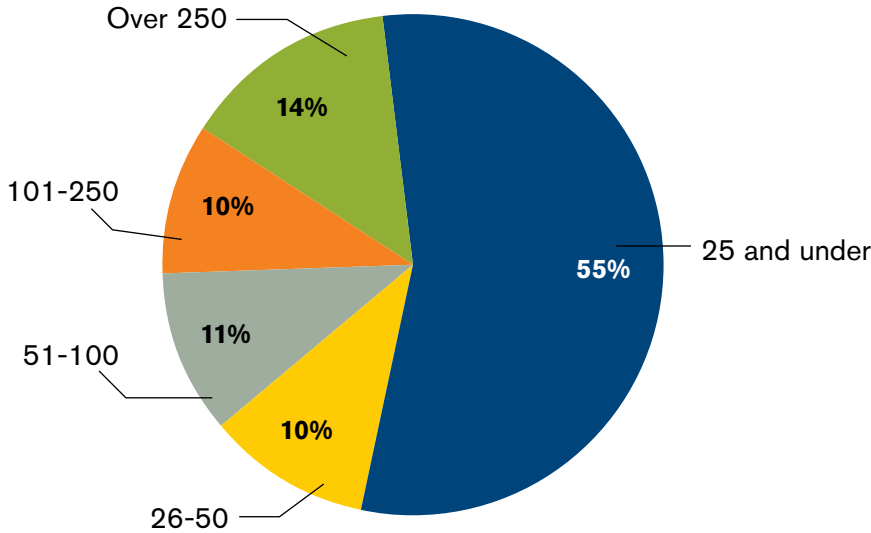


# GREATER BATON ROUGE Business Report

2017 MULTIMEDIA GUIDE

Research conducted by  
SCI Research 2014

NUMBER OF EMPLOYEES IN LOCAL WORKFORCE



71%

see their business increasing  
in the next 2 years

25%

see their business staying  
the same in the next 2 years

76%

of our subscribers are in top management

91%

readers influence purchasing  
decisions for their company

**Subscribers influence buying decisions  
for the following services:**

- Accounting..... 34%
- Advertising & PR..... 38%
- Banking ..... 28%
- Education/Training Programs..... 26%
- Financial Investments ..... 25%
- Health Benefits ..... 23%
- Internet/Telephone Access..... 28%
- Legal Services..... 26%
- Office Technology/Equip ..... 31%
- Property/Casualty/Liability Insurance .. 22%
- Real Estate/Site Selection..... 23%
- Acquisitions & Mergers..... 15%
- Construction/Design/Engineering..... 23%

- Owner/partner/CEO/Chairman..... 30.2%
- President/CCO..... 5%
- CFO..... 1.5%
- VP..... 5.5%
- Manager/Department Head..... 9.4%
- Other Top Management..... 12.1%
- Professionals (Attorneys, Physicians,  
CPAs, Engineers, etc)..... 11.8%

4.72

average number of readers  
per copy of *Business Report*

49,088

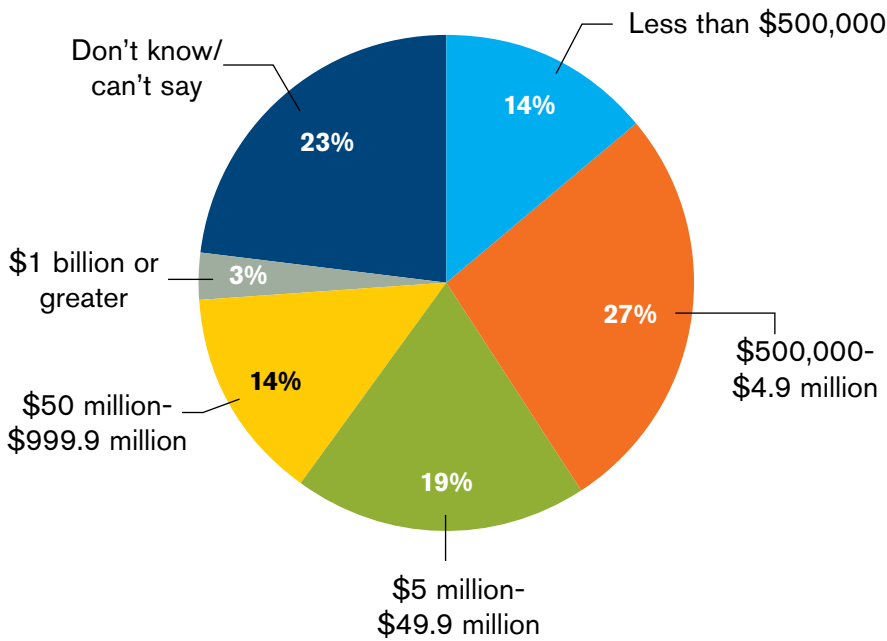
**Total readership**

\*Circulation Verification Audit, 2014

**“I’ve been in business for 30 years. I relate to this  
publication because it’s all business. I love it!”**

Business Report readers rate *Business Report* as their **NO. 1** source of local business news!

2013 TOTAL GROSS SALES OR REVENUES FOR COMPANY'S LOCAL OPERATIONS



9 out of 10

*Business Report* subscribers consider themselves loyal readers

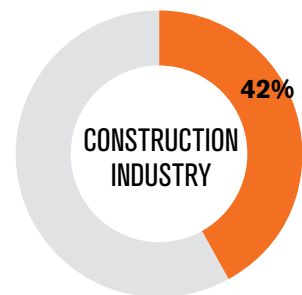
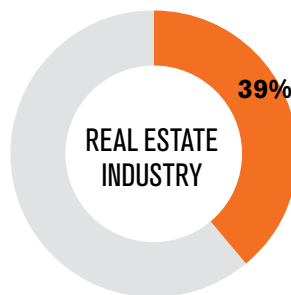
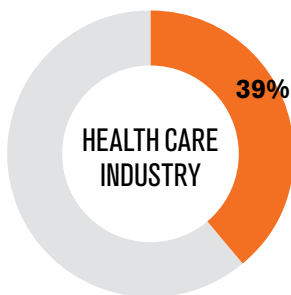
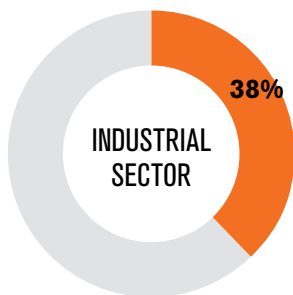
89%

readers rate *Business Report* as excellent or very good

52%

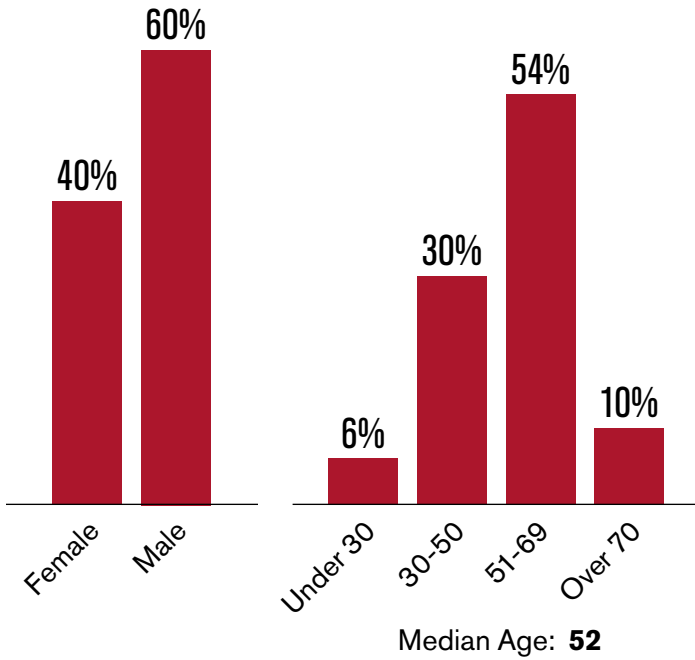
sit on one or more business or nonprofit boards of directors

DO BUSINESS IN OR WITH THE FOLLOWING INDUSTRIES



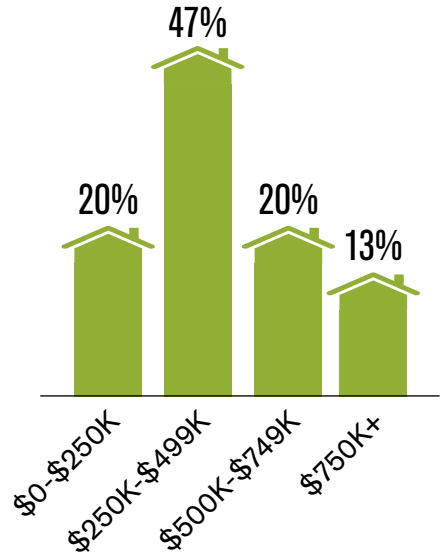
**“The *Business Report* is my ‘go to’ for business news in the greater Baton Rouge area.”**

SUBSCRIBER DEMOGRAPHICS

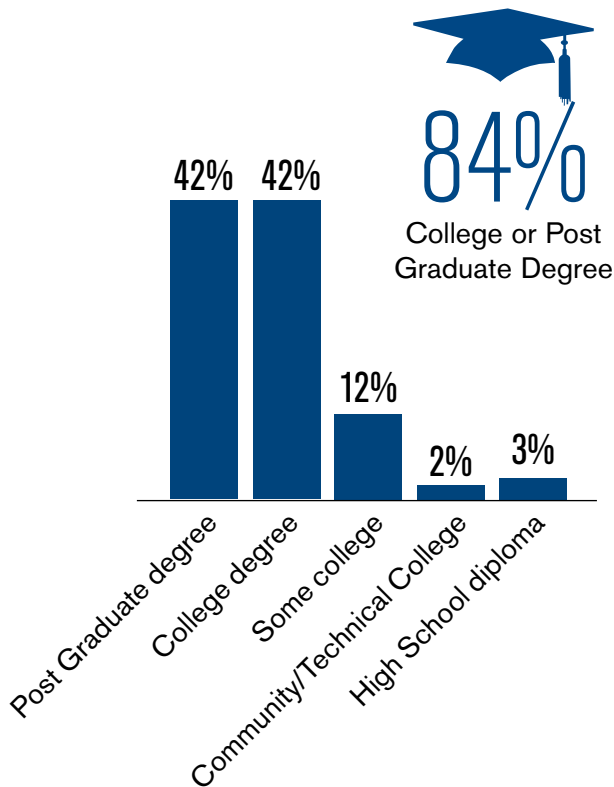


**93%**  
of *Business Report* subscribers are homeowners

Average home value: \$462,355  
Median home value: \$525,000

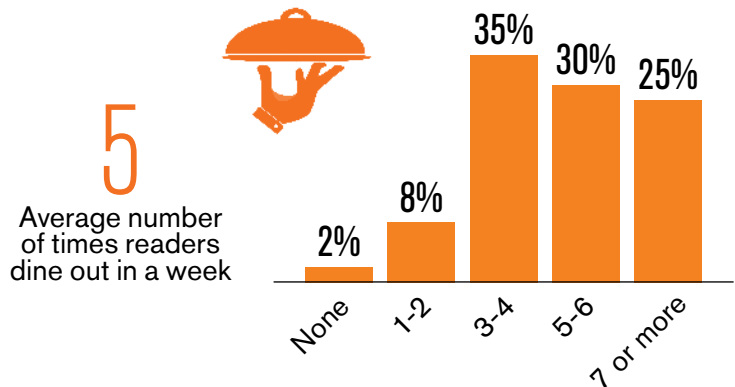


TIME SPENT READING BUSINESS REPORT



**2 out of 3**  
*Business Report* subscribers spend 45 minutes or longer reading *Business Report*

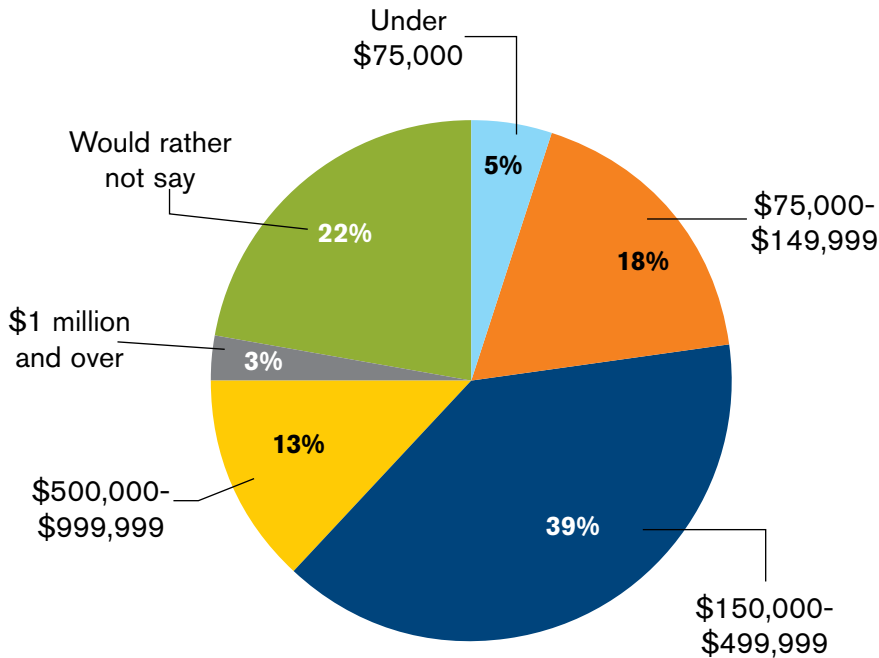
**7 out of 8**  
*Business Report* subscribers spend 30 minutes or more reading *Business Report*



SOURCE: SCI Research 2014

**“Business Report just keeps getting better with every issue.  
My favorite source of Baton Rouge news.”**

TOTAL HOUSEHOLD INCOME



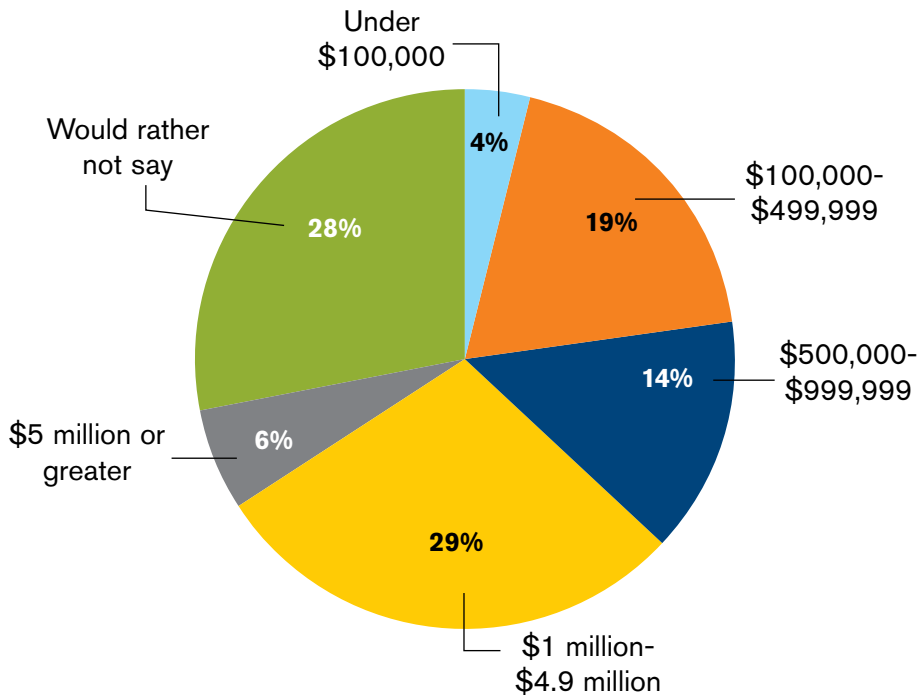
77%

of readers contacted a company because of an advertisement in *Business Report*

*Business Report* subscribers' Median Income: **\$162,500**

2008-2012 Census Median Income: **\$48,274**

HOUSEHOLD NET WORTH



1 out of 3

readers plan on buying or leasing a new car within the next 12 months



1 out of 10

readers plan on buying or leasing a fleet of cars for their company

SOURCE: SCI Research 2014

**“Love the *Business Report* and the *Daily Report*...  
KEEP UP THE GREAT WORK!”**

## NATIONAL AWARDS FROM THE ALLIANCE OF AREA BUSINESS PUBLICATIONS

Each year, AABP honors the recipients of its Editorial Excellence Awards. The winners are selected by judges from the acclaimed Columbia School of Journalism at the University of Missouri.

In our industry, these awards are the benchmark for recognizing the highest level of performance and service in business journalism, photography and design.



2016

**FIRST PLACE**  
Best Scoop

**SECOND PLACE**  
Best Bylined Commentary  
Best Use of Multimedia  
Best Local Coverage of a National Business/Economic

2015

**FIRST PLACE**  
Best Investigative Reporting  
Best Feature  
Best Overall Design  
Most Improved Publication

**THIRD PLACE**  
Best Cover  
Best Recurring Feature  
Best Special Section Design

2014

**FIRST PLACE**  
Best Front Page  
Best Overall Design

**SECOND PLACE**  
Best Feature Layout

**THIRD PLACE**  
Best Daily E-mail

2013

**FIRST PLACE**  
Best special section design

**SECOND PLACE**  
Best newspaper (overall)\*  
Best explanatory journalism  
Best personality profile

**THIRD PLACE**  
Best feature  
Best bylined commentary

2012

**FIRST PLACE**  
Best newspapers\*\*  
Best design  
Best by-lined commentary

**THIRD PLACE**  
Best personality profile



**2017 SPECIAL FOCUS CALENDAR**

*In addition to the regular news stories, features and columns, each bi-weekly issue includes a special focus section.*

**Space Reservation Deadline:** 8 business days prior to issue date • **Camera Ready Art Deadline:** 6 business days prior to issue date

ISSUE DATE	DEADLINE	FOCUS	TOP LIST(S)	SPECIAL ADVERTISING SECTION
01.03.2017	12.20.2016	Investment & Tax Planning	CPA Firms	
01.17.2017	01.05.2017	Education	Colleges & Universities Private High Schools MBA Programs	Ones To Watch: Educators
01.31.2017	01.19.2017	Healthcare/Wellness & Fitness *Most Expensive Homes	Health clubs & Gyms Medical Spas/Anti-Aging Clinics	
02.14.2017	02.02.2017	Industry	Industrial Construction Firms	
02.28.2017	02.16.2017	Business Resource & Market Fact Book	SBA Lenders Largest Employers Staffing Companies	Profiles: Diversity Leaders
03.14.2017	03.02.2017	*Business Awards	Advertising Agencies	
03.28.2017	03.16.2017	Real Estate	Residential Real Estate Firms Commercial Real Estate Firms	Ones To Watch: Realtors
04.11.2017	03.30.2017	Trends in Health Care	Hospitals Specialty Hospitals After Hours Clinics Outpatient Physical Therapy Clinics	
04.25.2017	04.12.2017	Legal Matters	Law Firms	Profiles: Attorneys
05.09.2017	04.27.2017	*Women in Business	Women-owned Businesses	
05.23.2017	05.11.2017	Business of Sports	Hotels	
06.06.2017	05.24.2017	Wealth Management/Retirement Planning	Financial Investment Firms	Profiles: Financial Advisors
06.20.2017	06.08.2017	Industry	Heavy Equipment Dealers Environmental Engineering Companies	
07.04.2017	06.22.2017	Insurance Report	Human Resources Property & Casualty Insurance Companies Workers Compensation	Ones To Watch: Insurance Agents
07.18.2017	07.06.2017	*Top 100 Private Companies	Top 100 Private Companies	
08.01.2017	07.20.2017	Technology Companies	Telecommunication Companies	
08.15.2017	08.03.2017	Real Estate	Architecture Firms Largest Real Estate Deals	Profiles: Realtors
08.29.2017	08.17.2017	Healthcare/Cancer Awareness	Physician Groups	Ones To Watch: Healthcare Providers
09.12.2017	08.24.2017	*35th Anniversary Issue	Auto Dealers	
09.26.2017	09.14.2017	Industry	Engineering Firms	
10.10.2017	09.28.2017	*Best Places to Work	Office Equipment Dealers	Profiles: Leaders of the Best Places To Work
10.24.2017	10.12.2017	Money & Finance	Banks Credit Unions	Ones To Watch: Bankers
11.07.2017	10.26.2017	Real Estate	Licensed Home Builders Commercial Contractors	
11.21.2017	11.09.2017	*Forty Under 40	MBA Programs	
12.05.2017	11.21.2017	Industry	Top Industrial Projects Manufacturing Companies	
12.19.2017	12.07.2017	Healthcare/Eldercare	Retirement/Assisted Living Centers	President's Forecast Profiles: Physicians

## ADVERTISING SCHEDULES

Size	26x	20x	13x	8x	Open
Full page	\$2,869	\$3,050	\$3,415	\$3,596	\$4,161
3/4 Page	\$2,743	\$2,764	\$3,131	\$3,248	not available
1/2 Page	\$1,982	\$2,069	\$2,323	\$2,436	\$2,789
3/8 Page	\$1,823	\$1,915	\$2,100	\$2,193	\$2,519
1/4 Page	\$1,396	\$1,465	\$1,601	\$1,671	\$1,884
1/8 Page	\$1,100	\$1,145	\$1,237	\$1,283	\$1,425

Rates listed above include color

## PREFERRED POSITIONS

Position	26x	13x	Open
Inside Front Cover	\$3,328	\$3,979	\$4,892
Page 3	\$3,328	\$3,979	\$4,892
Pages 5, 7 or 11	\$3,212	\$3,837	\$4,712
Inside Back Cover	\$3,212	\$3,837	\$4,712
Back Cover	\$3,565	\$4,271	\$5,258
Double Truck	\$5,681	\$6,875	\$8,548
Banner Under Publisher's View	\$1,288	\$1,424	\$1,692
Split Spread	\$3,416	\$3,926	\$4,693

Full-page position guarantee: Rate + placement fee (e.g., opposite a Top List) • Preferred positions cannot be cancelled.

### Issue Dates & Deadlines

*Business Report* is published every 14 days on Tuesdays. The proof deadline and space reservation deadline are 12 days prior to publication date except when this date falls on a holiday. Exact publication dates are supplied upon request.

When a proof is sent to the client, all corrections are to be clearly marked on the proof and returned with the client's signature within 24 hours of receipt to the advertising department or the publisher cannot guarantee to make the changes. Completed material received after set deadlines loses privilege of approval or revision. If no acceptable copy is furnished by materials date under contract, the publisher reserves the right to repeat latest advertisement or to charge for the unused space. **30-day notice required to move or cancel scheduled ads**

### Recognized Agencies

The term agency refers to an individual or group of individuals that makes the media selection, handles the order, coordinates and processes the

space reservation and placement with the publisher under the terms of this rate card, provides the appropriate insertion order and press-ready files (see specifications), furnishes and pre-pays transportation and import charges on all printing materials submitted, processes prompt payment to the publisher and is liable.

### Agency Commissions

A 15% commission will be given to recognized agencies. Commissions will not be given if artwork is not camera-ready. Commissions will not be given on accounts over 90 days past due.

All advertisements are published for the benefit of the advertiser and agency. Each is jointly and severally liable for all charges. Accounts not paid within 30 days of date of invoice shall be considered past due and incur a 1.5% late charge on the balance per month from due date until balance is paid in full.

Clients and their agencies are liable for all collection and attorney fees incurred by the publication.

### Miscellaneous

- *Business Report* reserves the right to refuse any advertisement.
- Incomplete digital files or ads received after deadline will be subject to a \$50.00 fee.
- Preferred placement is 15% of total ad cost.

### Contracts

- Each advertiser will be required to sign a contract. All contracts must be fulfilled within one year of the date on the contract.
- Contracts not completed will be subject to a backrate charge of the difference between contract rate and earned rate.
- Contracts are subject to rate change with 30-day notice by the publisher.
- Contract holders who wish to increase to a larger ad size are entitled to the same frequency rate for that ad size as listed in the existing contract.
- Specified position cannot be guaranteed without full-page position fee.

Prices effective December 1, 2016



## MODULAR AD SIZES

**DOUBLE TRUCK BLEED**  
 20" x 12" trim plus 0.125" bleed  
 live area 0.25" inside trim  
 0.5" gutter

**FULL PAGE**  
 8.875" x 10.875"

**FULL PAGE BLEED**  
 10" x 12" trim plus 0.125" bleed  
 live area 0.25" inside trim

**1/2 VERTICAL**  
 4.25" x 10.5"

**1/8 HORIZONTAL**  
 4.25" x 2.25"

**3/4 VERTICAL**  
 6.5625" x 10.5"

**3/4 HORIZONTAL**  
 8.875" x 7.875"

**BANNER** 8.875" x 1"

**1/4 PAGE**  
 4.25" x 5.0"

**1/2 HORIZONTAL**  
 8.875" x 5.0"

**3/8 VERTICAL**  
 4.25" x 7.875"

3/8 ads are limited per issue

**1/4 HORIZONTAL**  
 8.875" x 2.25"

## PRINT PRODUCTION SPECIFICATIONS

*Business Report* is created in Adobe InDesign CC. It is web printed at 133 lpi linescreen on 43# offset with 60# matte cover and is stitched and trimmed at press.

### Camera Ready Ads

PDF high-resolution, print-quality files are the preferred format. Otherwise, only Adobe InDesign, Illustrator, and Photoshop CC (or earlier, with supporting images and fonts), EPS, TIFF, or PDF files are accepted. All files should be built in process color (CMYK) with high-resolution scans in place at 100% and no less than 300 dpi, 133-line screen. Ads not conforming to color specifications will be converted to CMYK. *Business Report* is not responsible for color shift to files that must be converted to CMYK. *Business Report* reserves the right to include a hairline border around any borderless ad.

### Images/Scans

All images/scans should be process CMYK, 300 dpi, and saved as a TIFF or EPS file.

### Ad Creation

Ad creation includes type with one logo and one image at a charge of \$95.00. Creation of ads includes one round of proofing changes.

An additional \$25 will be charged per round of changes after initial proofing.

An additional \$50 will be charged for ad materials received after deadline.

An additional \$50 will be charged for custom images and photo retouching.

Art will be held at *Business Report* for one year from date of use.

All advertising materials produced, designed or created by the *Business Report*, including layouts and proofs, shall remain the property of the *Business Report* and shall be for exclusive use in the *Business Report* or related publications. All available copyright and intellectual property protections shall apply. Any advertising materials produced, designed or created by the *Business Report* may be purchased by the client for unlimited use for an additional fee.

**Trim:** 10" x 12"

**Bleed:** add .125" bleed to all four sides of trim. Keep live art .25" inside of trim.

**2017 TRENDS IN HEALTH CARE**



**2017 BUSINESS RESOURCE & MARKET FACTBOOK**



If you do business in the dynamic health care sector (or want to), this sponsorship is an ideal vehicle to spotlight your company's products and services. Position yourself as a leader in the Capital Region's vital health care market.

This special pull-out section in *Business Report's* April 14th issue will offer news about the latest trends in health care. Readers will find a fascinating blend of facts, figures, industry trends and challenges.

Copies of the Trends in Health Care Magazine will be distributed to health care institutions.

**SPONSORSHIP OPPORTUNITY**

As one of four sponsors you will receive:

- One full-page four-color ad in a premium position
- Inside Front, Page 3, Inside Back, and Back Cover Positions
- Sponsors have first right of renewal next year
- 350-word introductory sponsor's message with a photo of your CEO
- 100 copies of the supplement to distribute to your clients and new prospects at trade shows or during seminars and corporate events

**Publication Date: April 12 , 2017**

**Space Reservation Deadline: March 31, 2017**

**SPONSORSHIP OPPORTUNITY**

As one of four category-exclusive sponsors, this is what you will receive:

- \$4,892** Full Page Preferred Position in the Business Resource & Market Factbook
- \$2,100** Your company logo on the front cover of the Business Resource & Market Factbook (including reprints) in recognition of your sponsorship
- \$2,100** Introductory message on Sponsor Page together with photo of CEO
- \$4,100** 100 copies of the Business Resource & Market Factbook to distribute to your clients and new prospects at trade shows or during seminars and corporate events
- \$3,700** 2,000 extra copies distributed to regional chambers of commerce, economic development centers, and small business agencies to use year-round

**\$17,092 TOTAL VALUE**

**Publication Date: May 10, 2017**

**Space Reservation Deadline: April 28, 2017**

**SPONSORSHIP/PREFERRED POSITIONS RATES\***

Back Cover	\$5,600
Inside Front Cover / Page 3 / Inside Back Cover	\$5,400

\*Sponsorship rates include color and are net.

**2017 BEST PLACES TO WORK**



**WIN THE WAR FOR TALENT!**

Be a part of *Business Report's* Best Places to Work issue with a message to attract new talent to your company. This special report will feature the second annual list of the best places to work in the greater Baton Rouge area and will be inserted in the October 13 issue. Additionally, winners will be announced and the insert with your ad message will be distributed to attendees of the Louisiana Business Symposium in October.

Don't miss your chance to be represented!

**Issue Date:** October 11, 2017

**Deadline:** September 29, 2017

**PREMIUM POSITIONS RATES\***

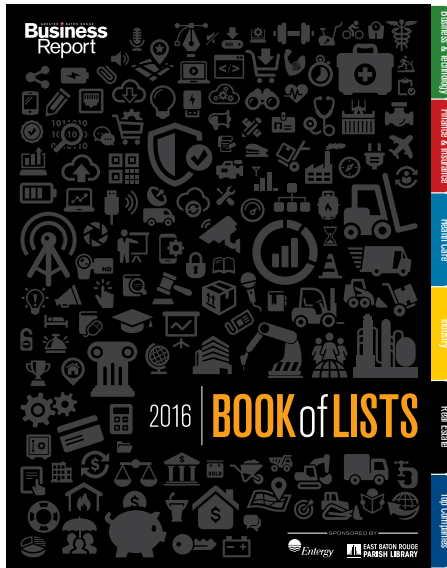
Inside Front Cover	\$4,300
Page 3	\$4,300
Page Opposite Introduction	\$4,300
Page Opposite Table of Contents	\$4,300
Page Opposite List (Best Places To Work)	\$4,300

**DISPLAY RATES\***

Full Page	\$4,161
Half Page	\$2,789
1/4 Page	\$1,884

\*Rates include color.

**BOOK OF LISTS**



**SPONSORSHIP OPPORTUNITIES**

**COVER SPONSOR - \$8,250 net investment**

- Logos on the cover of the Book of Lists
- Two full-pages, full-color
- 50 copies of the Book of Lists
- First right of renewal
- CEO photo and message on sponsor page
- Industry exclusive

**TAB SECTION SPONSOR - \$6,475 net investment**

Business Service & Technology Tab

Finance & Insurance Tab

Health Care Tab

Industry Tab

Real Estate Tab

Top Public & Private Companies Tab

- Full-page, full-color glossy ad on front of tab page extending from the book and identifying the section
- Full-page, full-color ad on the back of the tab
- Logo on the back of the tab
- First right of renewal
- 50 copies of the Book of Lists
- Sponsorship mention in Table of Contents

**LIST SPONSOR - \$4,161**

- Full-page ad, premium positioning across from the list of your choice (based on availability)
- 5 copies of Book of Lists (retail value of \$40 per book) for internal use of to give to your top clients
- First right of renewal next year

Sponsorships and premium positions adjacent to lists are available on a first-come basis

**Industrial construction firms**  
Ranked by number of local employees.

RANK	FIRM	ADDRESS	TOP LOCAL OFFICES	# OF LOCAL EMPLOYEES	2016 REVENUE (\$ MIL)
1	Turner Industries Group	8815 Riverchase Blvd., Baton Rouge 70809 (225) 912-9999	Robert Truitt, Thomas Truitt, Billy Galloway	11,493	\$2,001,292,750
2	Performance Contractors	1801 Acme Lane, Baton Rouge 70802 (225) 371-0000	Jeff Allen, Ryan Curran, Brent Ray, John White, Lee Patrick, Mike Lister, Steven Taylor	1,850	\$1,231,000,000
3	CH2M Group	1801 Riverchase Blvd., Baton Rouge 70809 (225) 482-1000	Michael Roberts, Jeff Smith	1,800	\$832,000,000
4	CH2M Hill	1801 Riverchase Blvd., Baton Rouge 70809 (225) 482-1000	Scott Johnson, Mike Moran, Ken Leach, Mike Engquist, Scott Smith	1,300	\$675,000,000
5	CH2M Hill	1801 Acme Lane, Baton Rouge 70802 (225) 371-0000	James Eubank, Tom Wilcox, Craig Searcy	1,000	\$1,010,000,000
6	CH2M Hill	1801 Acme Lane, Baton Rouge 70802 (225) 371-0000	Jeff Pardo	1,000	\$887,000,000
7	CH2M Hill	1801 Acme Lane, Baton Rouge 70802 (225) 371-0000	Clayton Ray	1,100	\$1,220,000,000
8	The Weather Group	1801 Acme Lane, Baton Rouge 70802 (225) 371-0000	James Thomas, Bruce Bost	1,000	\$612,000,000
9	CH2M Hill	1801 Acme Lane, Baton Rouge 70802 (225) 371-0000	Robert Egan, Jim Egan	1,000	\$1,010,000,000
10	CH2M Hill	1801 Acme Lane, Baton Rouge 70802 (225) 371-0000	James Thomas, Scott Brinson, Eric Tracy	900	\$612,000,000
11	Raytheon Construction Co.	1100 Green Park Ave., Baton Rouge 70802 (225) 371-0000	David Black, Peter Wilcox, Bill White, Brad Young, Robert Egan, Jim Egan, John White, Lee Patrick, Mike Lister, Steven Taylor	600	600
12	Energy Industries	P.O. Box 1000, Baton Rouge 70802 (225) 371-0000	David Egan, Bill White, Brad Young, Robert Egan, Jim Egan, John White, Lee Patrick, Mike Lister, Steven Taylor	400	\$612,000,000
13	Morgan	1200 Maple Lane, Baton Rouge 70802 (225) 371-0000	John Morgan, Tom Wilcox	300	\$612,000,000
14	CH2M Hill	1801 Acme Lane, Baton Rouge 70802 (225) 371-0000	James Hill, John White, Scott Bost, Jeff Smith, Bruce Bost	200	\$612,000,000
15	CH2M Hill	1801 Acme Lane, Baton Rouge 70802 (225) 371-0000	James Hill, John White, Scott Bost, Jeff Smith, Bruce Bost	200	\$612,000,000
16	CH2M Hill	1801 Acme Lane, Baton Rouge 70802 (225) 371-0000	James Hill, John White, Scott Bost, Jeff Smith, Bruce Bost	200	\$612,000,000
17	CH2M Hill	1801 Acme Lane, Baton Rouge 70802 (225) 371-0000	James Hill, John White, Scott Bost, Jeff Smith, Bruce Bost	200	\$612,000,000
18	CH2M Hill	1801 Acme Lane, Baton Rouge 70802 (225) 371-0000	James Hill, John White, Scott Bost, Jeff Smith, Bruce Bost	200	\$612,000,000
19	CH2M Hill	1801 Acme Lane, Baton Rouge 70802 (225) 371-0000	James Hill, John White, Scott Bost, Jeff Smith, Bruce Bost	200	\$612,000,000
20	CH2M Hill	1801 Acme Lane, Baton Rouge 70802 (225) 371-0000	James Hill, John White, Scott Bost, Jeff Smith, Bruce Bost	200	\$612,000,000

**YOUR AD HERE**

**PREFERRED POSITIONS RATES:**

Inside Front Cover	\$4,892
Inside Back Cover	\$4,712
Back Cover	\$5,258
Cover Sponsorship	*\$7,300
Page 3, 5, 7, or 9	\$4,712
Tab Section Sponsorship	*\$6,475

**DISPLAY ADVERTISING RATES & SIZES:**

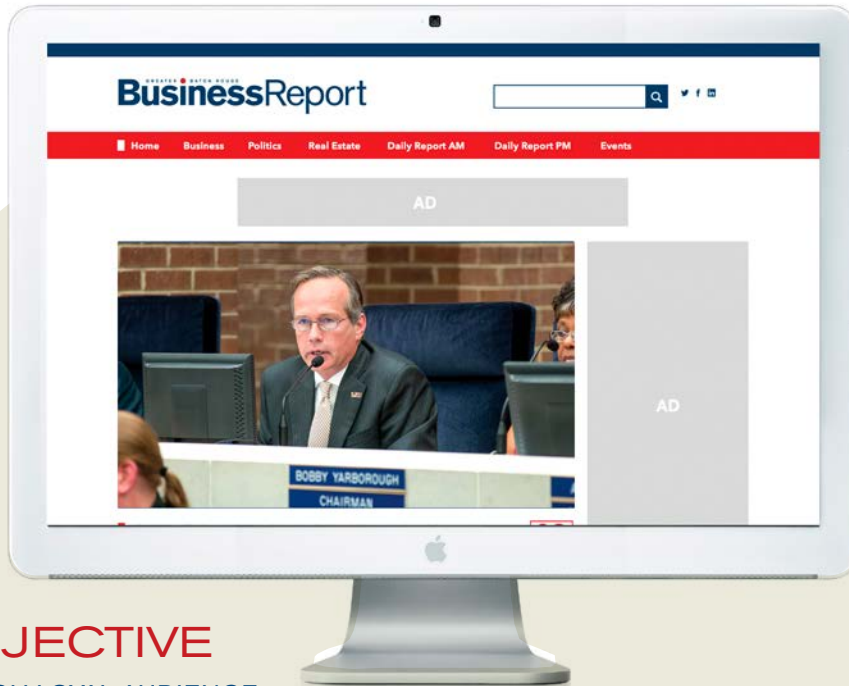
Full Page	8.75" x 12"	\$4,161
Half Page (horizontal only)	8.75" x 5.875"	\$2,789
Quarter Page (block only)	4.25" x 5.875"	\$1,884

\* Cover & Tab Section Sponsorships are NET  
All rates Include Color

**Space Deadline: November 1, 2017**  
**Publication Date: December 27, 2017**

## ONLINE & MOBILE SPONSORSHIPS AVAILABLE

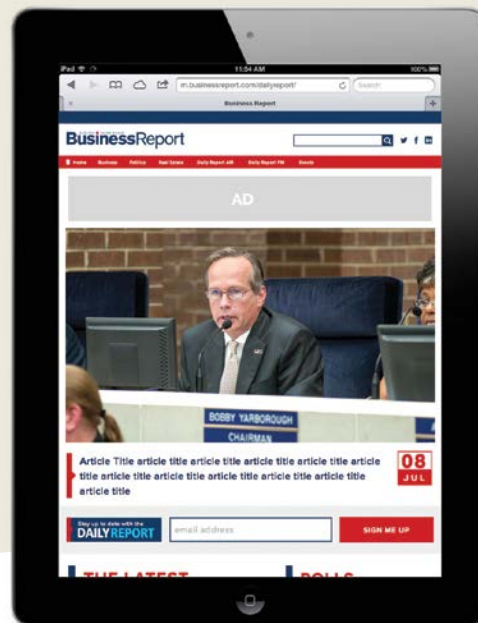
DESKTOP



### OBJECTIVE

- REACH LOYAL AUDIENCE
- BUILD YOUR BRAND
- REACHES "AT-WORK AND HOME" USERS

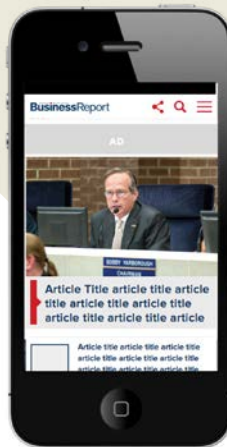
TABLET



### OBJECTIVE

- HIGH USER ENGAGEMENT
- INTERACTIVE AD PLACEMENTS
- GREAT POST-CLICK USER ACTIVITY

SMARTPHONE



### OBJECTIVE

- IMPACT USERS ANYWHERE
- ELEVATED RESPONSE RATES
- REACHES "ON-THE-GO" USERS



**DAILY REPORT DESKTOP**



**DAILY AM REPORT**

Today's Sponsor

4 728 X 90

THIS MORNING'S HEADLINES / September 16, 2014

- 5a 180 X 150  
New angel fund looking for partners in BR
- 5b 180 X 150  
Alford: Dr. Smith goes to Washington, via Louisiana
- 5c 180 X 150  
Jindal to release comprehensive energy plan today
- National education assessment says La. lagging rest of US
- Mexico's interest in US oil could crack open export door
- American CEOs less optimistic about hiring, spending
- News roundup: OLOL gets WellSpots designation by state ... New insurance website up for state workers, retirees ... Hearing scheduled today in lawsuit against Edmonson pension hike

GET A NEWS TIP? Let us hear from you! If you have any problems or suggestions, please e-mail Steve Ramozi or call (225) 928-1700.

SUBSCRIBE TODAY!

You are receiving this email because you signed up to receive the Daily Report. Copyright 2007 by Louisiana Business Inc. All rights reserved by LBI.

**BusinessReport**

Home Business Politics Real Estate Daily Report PM Events

4 728 X 90

**High-rise Marriott hits the auction block with a \$7M starting bid**

1 300 X 100

**POLLS**

What do you think of a proposal the Metro Council is considering to allow the Companion Animal Alliance to trap feral cats, neuter or spay them, and release them as "community cats"?

- I love it; the proposal could save thousands of cats' lives.
- I like it more than authorizing the cats, but there should be a limit on how many "community cats" are released.
- I don't like it; spaying and neutering stray cats only solves some of the problems they create.
- I hate it; we already have too many feral cats in the city-parish.
- I don't care; this issue is a waste of the Metro Council's time.

2 600 X 300

**News roundup: US economy grew at brisk 4.2% rate in Q2 ...**

3 300 X 600

**Besting expectations:** After a bleak start to the year, the U.S. economy grew at a brisk annual rate of 4.2% in the April-June quarter, the government reports today, slightly faster than it had first estimated. The Associated Press reports the upward revision supports expectations that the second half of 2014 will prove far stronger than the first half. The Commerce Department's second estimate of growth for last quarter followed its initial estimate of 4%. The upward revision reflects stronger business investment than first thought. Read the full story.

5 600 X 300

**Texas senior living company eyes BR site for entrance into La. market**

6 600 X 300

**Level buys 21 Rouzan lots for \$1.43M**

7

**Judge to rule Friday on enforcing new La. abortion law**

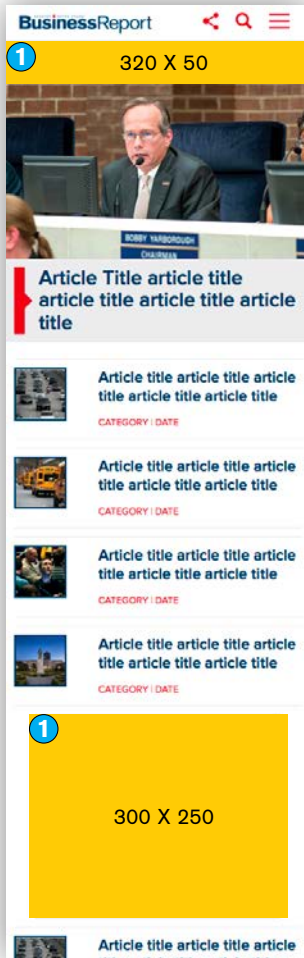
**DAILY-REPORT.COM SPECS**

- 1 POLL SPONSORSHIP 300X100**  
(6 possible rotations - Includes a presence on Daily Report AM, Daily Report PM, and BusinessReport.com)
- 2 LARGE RECTANGLE 600X300**  
(5 possible rotations)
- 3 HALF PAGE SKYSCRAPER 300X600**  
(5 possible rotations)
- 4 DAILY LEADERBOARD SPONSOR 728X90**  
(One day per week)
- 5 LARGE RECTANGLE 600X300 WITH EMAIL TILE 180X150**  
(1 of 3 rotations)
- 6 LARGE RECTANGLE 600X300**  
(5 possible rotations)
- 7 TEXT AD 30 WORDS 5 LINES OR LESS**  
(2 rotations - Includes a presence on Daily Report AM, Daily Report PM, and BusinessReport.com)

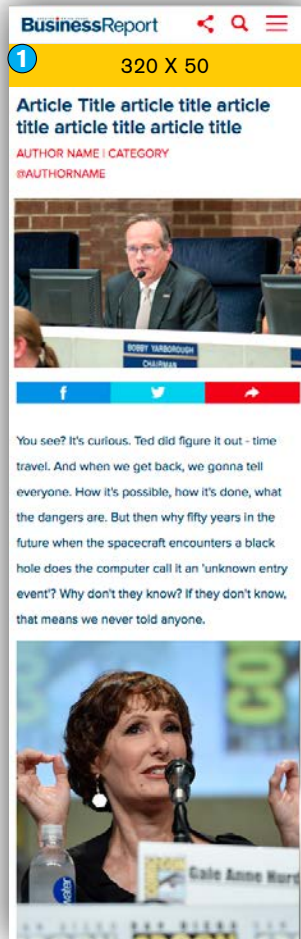


**SMARTPHONE**

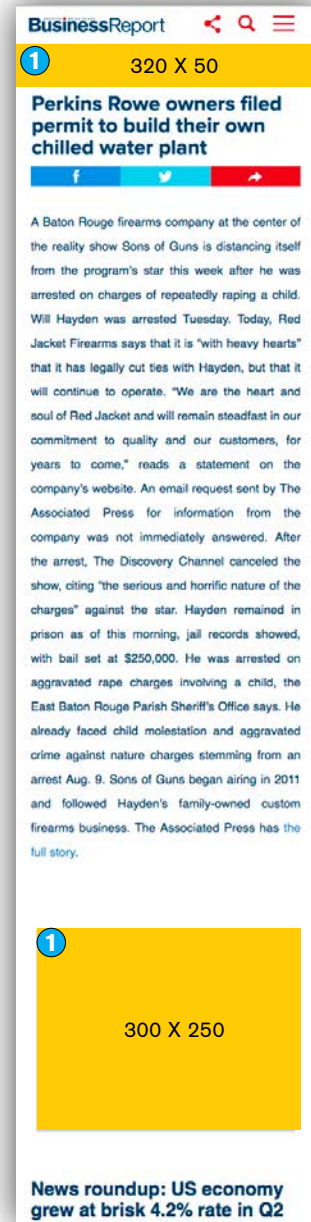
businessreport.com homepage



businessreport.com article page



**DAILY REPORT**



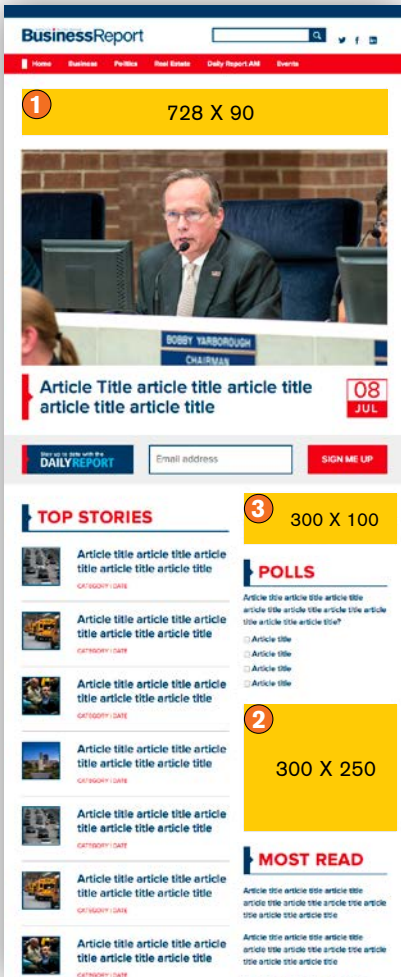
**SMARTPHONE SPECS**

- 1 SMART PHONE BANNER 320x50 and MEDIUM RECTANGLE 300x250 (6 rotations available)

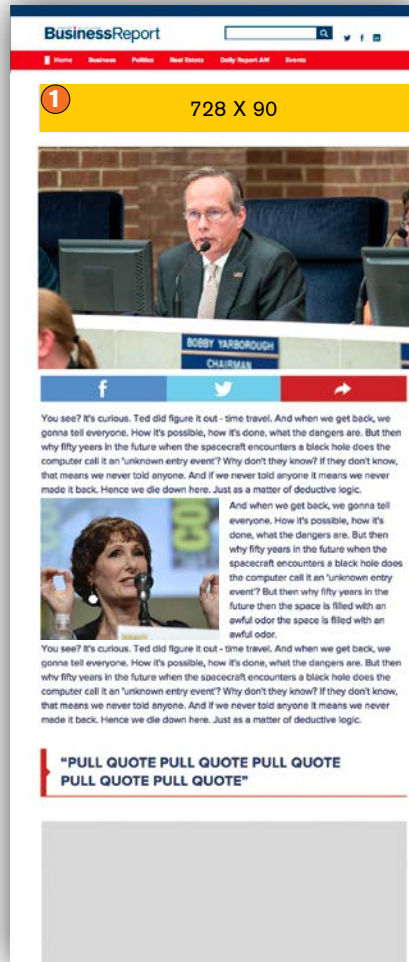
**“The *Daily Report* is an excellent source of the most current local news. I read it faithfully.”**

**TABLET**

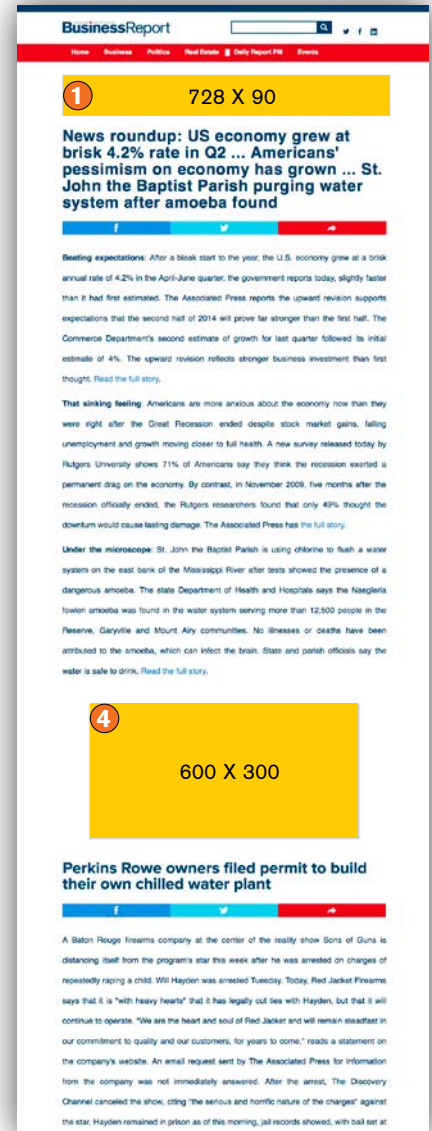
businessreport.com  
 homepage



businessreport.com  
 article page



**DAILY REPORT**



**TABLET SPECS**

- 1 LEADERBOARD 728x90**  
 (5 rotations available - Includes presence on Daily Report AM, Daily Report PM, BusinessReport.com homepage & article page)

---

- 2 MEDIUM RECTANGLE 300x250**  
 (5 rotations - Includes presence on Daily Report AM, Daily Report PM, and BusinessReport.com homepage)

---

- 3 POLL SPONSORSHIP 300x100**  
 (Includes a presence on Daily Report AM, Daily Report PM, and BusinessReport.com)

---

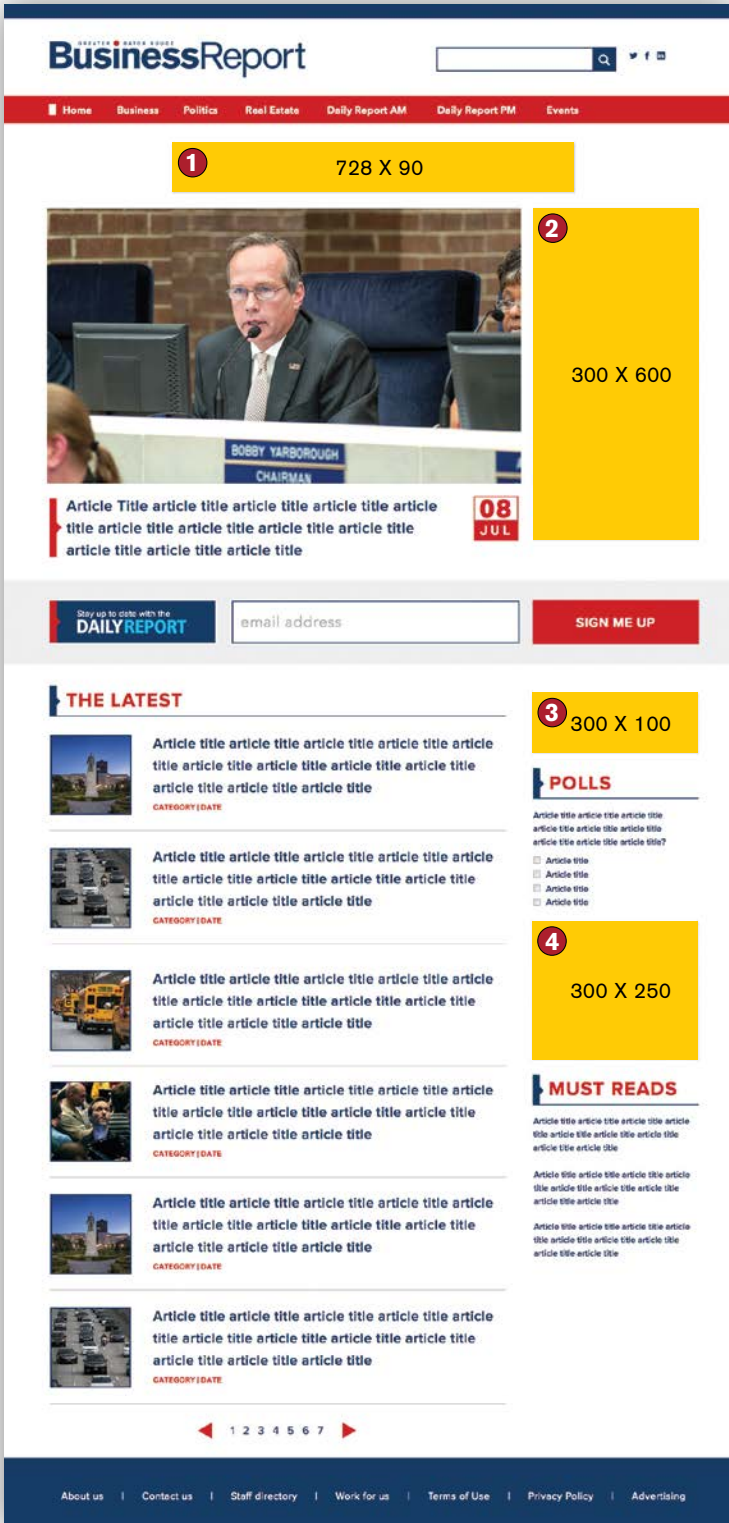
- 4 LARGE RECTANGLE 600x300**  
 (6 rotations - Includes presence on Daily Report AM, Daily Report PM, and BusinessReport.com homepage)



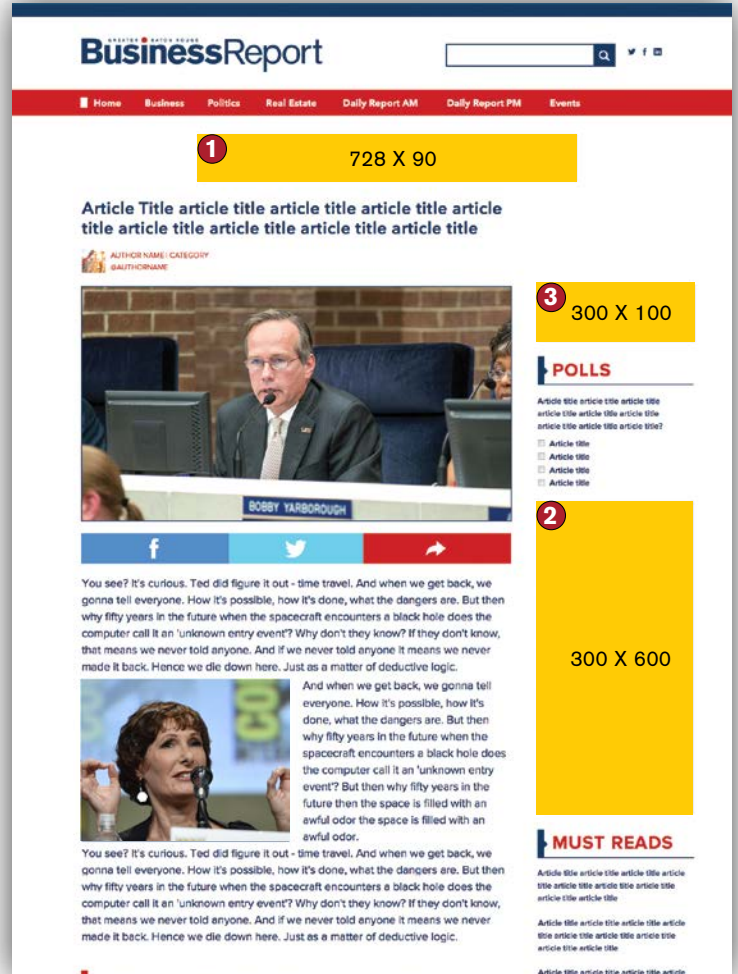
**BUSINESSREPORT.COM**

DESKTOP

homepage



article page



**BUSINESSREPORT.COM SPECS**

- 1 LEADERBOARD 728x90**  
(5 rotations available - Site deep)

---

- 2 HALF PAGE SKYSCRAPER 300x600**  
(5 possible rotations)

---

- 3 POLL SPONSORSHIP 300x100**  
(Includes a presence on Daily Report AM, Daily Report PM, and BusinessReport.com)

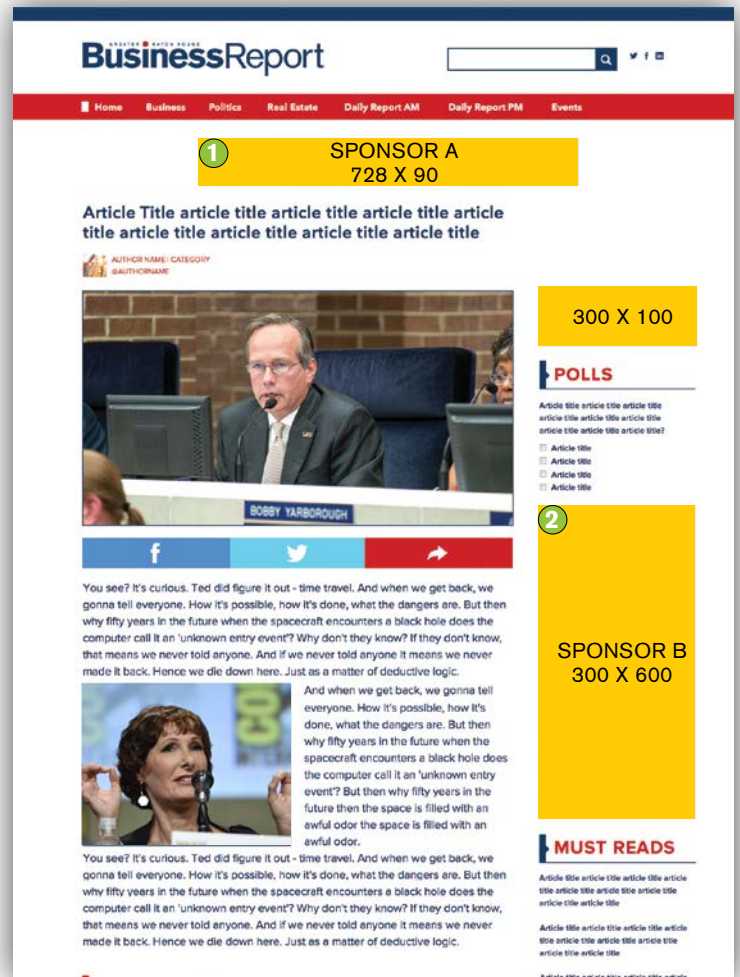
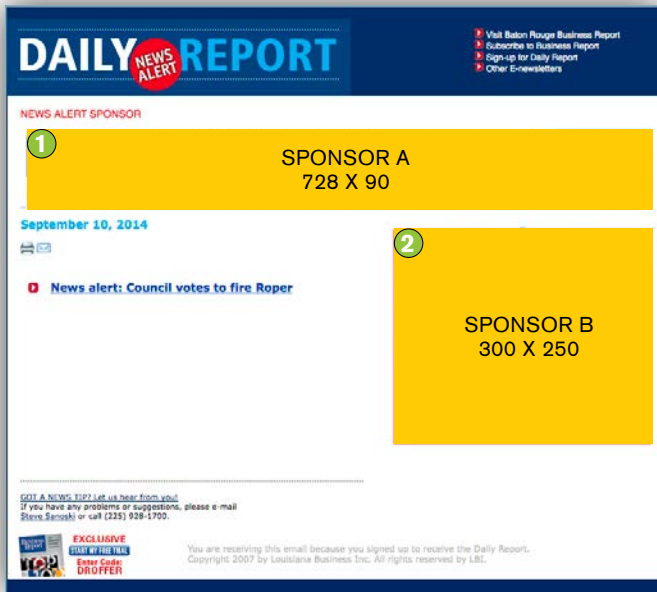
---

- 4 RIGHT RAIL MEDIUM RECTANGLE 300x250**  
(5 possible rotations)

**DAILY REPORT NEWS ALERT**



businessreport.com  
article page



**NEWS ALERTS SPECS**

**1 SPONSOR A LEADERBOARD 728x90**  
(includes presence on site & weekday emails.)

**2 SPONSOR B RIGHT RAIL MEDIUM RECTANGLE 300x250**  
**and HALF PAGE SKYSCRAPER 300x600**

**“Excellent journalism. Thank you for the Daily Report email. Without it, I would not know what is going on around here.”**

## IMAGE AD SPECIFICATIONS

### WHAT'S THE POLICY?

Image ads are ads that appear with a picture. To ensure that your image ads are appropriate, we also have additional requirements when using the image ad format, as shown below. The policies below apply to both standalone image ads and images ads created using the Ad gallery

## TECHNICAL REQUIREMENTS

### NON-ANIMATED IMAGE ADS

**File type:** .JPEG  
 .JPG  
 .PNG  
 .GIF  
**File size:** 1 MB or smaller

### ANIMATED IMAGE ADS

**File type:** .GIF  
**File size:** 1 MB or smaller  
**Animation length and speed:**

- Animation length must be 30 seconds or shorter
- Animations can be looped, but the animations must stop after 30 seconds
- Animated GIF ads must be 5 fps or slower

### FLASH ADS

**File type:** .SWF (Flash)  
**File size:** 1 MB or smaller  
**Animation length and speed:**

- Animation length must be 30 seconds or shorter
- Animations can be looped, but the animations must stop after 30 seconds
- Flash ads must be 24 fps or slower

**Flash version: Important**

- Only Adobe Flash Player versions 4 through 10.1 are supported. If your ad uses any other version (such as 10.2), it cannot be uploaded.
- Including these parameters can cause Flash ads not to work in some cases.

## CONTENT REQUIREMENTS

### GRAPHICAL LAYOUT

Ads must fill the entire space of the image size you've chosen, and they can't appear sideways or upside down. Ads can't be segmented, contain multiple copies of itself within the ad, or appear to be more than one ad. Louisiana Business Inc. also doesn't allow ads that expand beyond the frame or otherwise encroach on the website.

Note that in each image ad, we include a small informational graphic overlay. We will not resize your image to accommodate this element. Your ad should always be submitted in the full original format size and take this overlay element into account. If the ad you submit is resized in advance, there may be extra white space visible when your ad is displayed. You can preview how your ad will appear with this overlay during the ad creation process when creating a standard image ad or a template image ad in the Ad gallery.

### RELEVANCE AND QUALITY

Image ads must be relevant to the advertised site. Ad images must be clear and recognizable, with legible text. We don't allow unclear, blurry, or unrecognizable images to be used in ads.

### STROBING AND FLASHING

Louisiana Business Inc. doesn't allow strobing, flashing backgrounds, or otherwise distracting ads.

### MIMICKING SITE CONTENT, NEWS ARTICLES, OR TEXT ADS

Louisiana Business Inc. prohibits ads that mimic publisher content or layout, or news articles and features.

### TRICK TO CLICK

Louisiana Business Inc. doesn't allow the following ad behaviors that might trick a user into clicking the ad:

- Ads cannot pretend to be a system or site warning.
- Ads cannot mimic or resemble Windows, Mac, Unix, or Chrome OS dialogue boxes, error message, etc.
- Ads should be clearly distinguishable as ads and as separate from the page's content.
  - Ad background must have the distinct look and feel of an ad.
  - Ad product or offer must be clearly identified/promoted in connection with your brand, logo, or name.
  - On all ads with partially black, white, or transparent backgrounds, you must add a visible border of a contrasting color to the majority background color of the creative.
- A single ad in violation will result in a minimum of campaign disapproval.

### TRICK TO CLICK (animated ads)

Louisiana Business Inc. doesn't allow the following ad behaviors that might trick a user into clicking the ad:

- Ads cannot be for the sole purpose of playing a contest or game, or to win prizes. However, ads can promote sweepstakes and contests on their sites.
- Ads can simulate mouse or computer actions such as mimicking the movement of a mouse icon within the parameters of the ad, as long as the mousing effects stop after 5 seconds.
- Ads can have mock animated features or icons as long as the functionality works or the purpose of these features can be achieved on the landing page.

### TRICK TO CLICK (Ad gallery ads)

Louisiana Business Inc doesn't allow the following ad behaviors that might trick a user into clicking the ad:

- Ads can have mock animated features or icons as long as the functionality works or the purpose of these features can be achieved on the landing page.



Email: [editors@businessreport.com](mailto:editors@businessreport.com)  
Phone: 225.928.1700  
Editorial Fax: 225.928.5019  
Sales Fax: 225.926.1329  
Website: [businessreport.com](http://businessreport.com)

---



Email: [editor@225batonrouge.com](mailto:editor@225batonrouge.com)  
Phone: 225.214.5225  
Editorial Fax: 225.928.5019  
Sales Fax: 225.926.1329  
Website: [225batonrouge.com](http://225batonrouge.com)

---



Email: [editorial@inRegister.com](mailto:editorial@inRegister.com)  
Phone: 225.924.5339  
Editorial Fax: 225.928.5019  
Sales Fax: 225.926.1329  
Website: [inregister.com](http://inregister.com)

---



---

**LBI**

LOUISIANA BUSINESS INC.  
9029 Jefferson Hwy., Suite 300 ▪ Baton Rouge, LA 70809  
225.928.1700 ▪ [businessreport.com](http://businessreport.com)