



# Baton Rouge's largest weekly... since 1997!

Each 48+ page edition is action-packed with original news, sports and entertainment content tailored to the LSU and Baton Rouge community. Every Wednesday, 18,000 copies are distributed to more than 300 locations on the LSU campus and high-traffic spots around BR. Your advertising also benefits from Tiger Weekly's unmatched marketing efforts -- special events and promotions every Semester and more reader cash and prize giveaways than any other paper in Baton Rouge!



**Circulation: 18,000**  
**Net Returns: <4%**

**Readership: 48,000+**  
**Editorial/Ads: 60/40%**

**Dist. Locations: 300+**  
**Giveaways: \$25,000+**



### Full Semester (15X)

Size	B&W	Color
Full Page	785	995
1/2 Page	395	550
1/4 Page	200	290
1/6 Page	150	225
1/8 Page	105	160

### Half Semester (8X)

Size	B&W	Color
Full Page	1,015	1,250
1/2 Page	510	665
1/4 Page	250	365
1/6 Page	195	280
1/8 Page	130	195

### One Month (4X)

Size	B&W	Color
Full Page	1,120	1,365
1/2 Page	610	790
1/4 Page	305	430
1/6 Page	220	310
1/8 Page	155	225

### Open/Agency Rate (1X)

Size	B&W	Color
Full Page	1,200	1,460
1/2 Page	675	860
1/4 Page	340	485
1/6 Page	250	350
1/8 Page	170	250

Tiger Weekly is the only Baton Rouge paper to offer **Guaranteed and Premium placement at NO CHARGE!**  
*Ask your rep for details.*

### Discounts Max Discounts: 15%

- 10% EZ-Pay Autodebit
- 15% Recognized Ad Agencies
- 15% Summer Quarter Rates

### Premiums

- \$600 Pre-print Inserts (10m)
- Inquire Front Cover Ad Banner
- \$20/hr Graphic Design
- \$20 Ad on CD-ROM

### Deadlines & Specs

Insertion Orders and artwork: Friday, 5pm CST prior to publication date

Full ad specs (print and online) at [tigerweekly.com/advertising](http://tigerweekly.com/advertising)

### Contact Us

**Tiger Weekly**  
5261 Highland Rd. #167  
Baton Rouge, LA 70808

**Office: 225-248-1229**  
Fax: 225-248-1230  
[ads@tigerweekly.com](mailto:ads@tigerweekly.com)

Tiger Weekly is published by Primedia Holdings, LLC and is not affiliated with Louisiana State University or the Manship School of Mass Communication. Independent since 1997.

## Online Advertising Rates



# One of the city's most visited websites!

tigerweekly.com is more than just an online version of the newspaper. The site is home to half a dozen bloggers, online sports and Party Pix galleries with hundreds of new photos every week, exclusive online contests and promotions.

3 month average: Feb-April 2007

**Monthly Pageviews: 1.3 Million**  
**Monthly Visits: 86,800**  
**Monthly Uniques: 39,750**

Text Ads (5 lines)		
Days run	Rate/Day	EFF CPM
1-9 days	\$12	.56¢
10+ days	\$10	.46¢
30 Credits	\$250	.39¢

Banner Ads (160x160px)		
Term	Rate	EFF CPM
1 Month	\$650	\$1.50
3 Months	\$1,300	\$1.15
6 Months	\$2,600	\$1.00

Featured Events		
Term	Rate	EFF CPM
1-3 days	\$29/day	\$1.00
4+ days	\$20/day	.70¢
6 Months	\$1,500	.30¢



**Print customers may be eligible for up to 50% off online ad rates!** *Ask for details.*

# TIGERWEEKLY™

## 2007/08 Publishing Schedule

### AUGUST 2007

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

### SEPTEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

### OCTOBER

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

### NOVEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

### DECEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

### JANUARY 2008

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

### FEBRUARY

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	

### MARCH

SUN	MON	TUE	WED	THU	FRI	SAT
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

### APRIL

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

### MAY

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

### 2007 Football Schedule

- 8/30 Miss State (A)
- 9/8 VA Tech (H)
- 9/15 Mid. Tenn (H)
- 9/22 S. Carolina (H)
- 9/29 Tulane (A)
- 10/6 Florida (H)
- 10/13 Kentucky (A)
- 10/20 Auburn (H)
- 11/3 Alabama (A)
- 11/10 LA Tech (H)
- 11/17 Ole Miss (A)
- 11/23 Arkansas (H)

### Special Editions

- 8/22: Freshman Guide
- 8/29: Back to School!
- 10/24: Halloween
- 1/23: Mardi Gras
- 2/13: Valentines
- 3/26: Student Housing 5/7: Graduation

- Regular Publication Dates
- School Holidays
- Home football games

## Ad Specs: send artwork to [ads@tigerweekly.com](mailto:ads@tigerweekly.com)

Ad dimensions listed width x depth (height). All measurements in inches.

**Full Page:** 10.31 x 11.5

**Half Page:** 10.31 x 5.65 (Horizontal) or 5.06 x 11.5 (Vertical)

**Quarter Page:** 10.31 x 2.73 (Horizontal) or 5.06 x 5.65 (Box) or 2.43 x 11.5 (Skyscraper)

**Eighth Page:** 5.06 x 2.73 (Box) or 2.43 x 5.65 (Vertical)

### Requirements

- All artwork must be minimum 200dpi
- Acceptable file formats: PDF, TIFF, EPS, JPG all flattened.
- Color ads should be produced in CMYK mode

### Deadlines

Monday, 3pm CST prior to publication. Questions: Call 225-248-1229