



Society of Louisiana CPAs

2025-26 Display Advertising Contract

Rates effective April 1, 2025

Company Name _____ Type of Business _____

Address: _____

City/State/Zip: _____

Telephone _____ Email _____

Contact _____ Title _____

LAGNIAPPE LCPA's official member magazine; published 6x yr; trim size 8 1/2" x 11"; full color; saddle stitched; published online as interactive digital magazine at no additional charge. For bleeds: keep live matter at least 1/4" from trim size of 8.5" x 11".

SELECT YOUR ISSUE(S)

	Pub. Date	Ad Deadline
_____ May/June 2025 Vol. 51/#3	05/29/2025	05/15/2025
_____ July/Aug 2025 Vol. 51/#4	07/31/2025	07/17/2025
_____ Sept/Oct 2025 Vol. 51/#5	09/25/2025	09/11/2025
_____ Nov/Dec 2025 Vol. 51/#6	11/27/2025	11/13/2025
_____ Jan/Feb 2026 Vol. 52/#1	01/30/2026	01/16/2026
_____ Mar/Apr 2026 Vol. 52/#2	03/27/2026	03/13/2026

SELECT YOUR AD FORMAT (sizes are listed width/height)

<input type="checkbox"/> rsv'd Inside Front Cover	8.5" x 11" (add 1/8" bleed) 7.5" x 10" (without bleed)
<input type="checkbox"/> rsv'd Inside Back Cover	8.5" x 11" (add 1/8" bleed) 7.5" x 10" (without bleed)
<input type="checkbox"/> Back Cover	7.5" x 5" (no bleed)
<input type="checkbox"/> Full Page	8.5" x 11" (add 1/8" bleed) 7.5" x 10" (without bleed)
<input type="checkbox"/> 1/2 Horizontal	7.5" x 4.75"
<input type="checkbox"/> 1/3 Square	4.75" x 4.75"
<input type="checkbox"/> 1/3 Horizontal	7.5" x 3"
<input type="checkbox"/> 1/4 Vertical	3.75" x 4.75"

DISPLAY AD RATES

Size	1x	3x	6x	Size	1x	3x	6x
Inside Covers	\$675	\$645	\$605	1/3 Page (square)	\$220	\$210	\$195
Back Cover	\$565	\$535	\$505	1/3 Page (horiz)	\$220	\$210	\$195
Full Page	\$565	\$535	\$505	1/4 Page (vertical)	\$175	\$165	\$155
1/2 Page (horiz)	\$335	\$315	\$300				

DIGITAL ADS

Placement (based on availability)	1x	6x	12x	Size
_____ Web Home Page	\$450/month	\$425/month	\$405/month	1200px 312px
_____ CPE Search Page	\$450/month	\$425/month	\$405/month	300px x 600px
_____ Web Interior Page	\$275/month	\$260/month	\$245/month	1200px 312px
_____ LCPA Connect	\$350/month	\$332/month	\$315/month	300px x 300px
_____ E-Newsletter	\$450/month	\$425/month	\$405/month	650px x 100px
_____ Lagniappe Email	\$350/issue	\$332/issue		650px x 100px
_____ Membership Email	\$350/each	\$332/month		650px x 100px

Display Advertising Terms & Conditions

Digital files (High Resolution PDF, JPEG, TIFF or EPS format) sent via email are preferred. Exact sized ads required; see specifications on reverse side. For ads in *Lagniappe* with bleeds: allow 1/8" on all sides for bleed; ads must be size to fit specs.

A signed contract and insertion order are required. Ad space cancellations must be made in writing at least three weeks prior to the publication date to avoid a cancellation fee. Should an advertiser cancel a contract in the middle of the contracted term, all advertising will be short-rated at the one-time rate.

Payment is due upon receipt of the invoice. Advertising agencies and/or authorized agents placing ads for a client/third party assume all responsibility for prompt payment. Agency and advertiser expressly warrant that they have the right to publish the advertising. Agency and advertiser shall indemnify publisher against all damages and related expenses (including legal fees) arising from the publication of the advertising.

The LCPA reserves the right to refuse any advertising regardless of contract. All ads are subject to review. Advertisements for any non-LCPA sponsored professional education program will not be accepted.

Advertiser and/or its agency are responsible for meeting all publication deadlines.

The LCPA does not guarantee its publications' delivery dates. Although a production schedule exists, the actual delivery dates are contingent on factors that are outside the Society's control. It is the responsibility of the advertiser to provide deliverables by deadlines.

The LCPA cannot guarantee special placement of advertisements.

Please sign and date this contract if it meets with your approval. Contract is not valid without signature of advertiser. Signing this contract indicates you have read and agree to all terms and conditions contained within.

THIS CONTRACT HAS BEEN APPROVED BY

X _____ Print Name _____ Date _____

Signature of Advertiser or Authorized Agent

Special Instructions _____

Payment is due upon receipt of the invoice. You will be billed for your placement and invoice must be paid in full prior to publication.

Sign and return completed contract to: Ann Lupo, Society of Louisiana CPAs
3850 N Causeway Blvd., Suite 1650, Metairie, LA 70002 • 504.904.1125 • alupo@louisiana.cpa