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2020 ALEC Publications Rate Information

ALEC publishes Louisiana Country and Along These Lines on behalf of our member cooperatives. Louisiana Country and Along These Lines are a 24-page publication printed bi-monthly on glossy, 50-lb paper stock.

<u>Louisiana Electric Cooperative</u>	<u>Average Circulation</u>
Beauregard Electric	29,000
Claiborne Electric	16,650
DEMCO	89,500
Jeff Davis Electric	7,100
Panola-Harrison Electric	6,800
South Louisiana Electric	16,700
Washington-St. Tammany Electric	35,500
Total Average Circulation	201,250

	Ad Size (width x height, inches)	1 Run	3 Runs	6 Runs
Full Page	7.125 x 9.5667 (image area)			
	8.625 x 11 (bleed)	\$5213	\$4692	\$3910
1/2 Page Horizontal	4.7 x 7.125	\$3128	\$2815	\$2346
1/3 Page Horizontal	4.7 x 4.7	\$2259	\$2033	\$1694
1/3 Page Vertical	2.266 x 9.5667	\$2259	\$2033	\$1694
1/4 Page Vertical	4.7 x 3.45	\$1798	\$1619	\$1349

Additional Rate Information:

- *Minimum ad size is 1/4 page. Camera-ready discount is 15%.
- *Space reservations are due by the 20th; two months prior to publication.
- *Artwork submitted are due by the 25th; two months prior to publication.
- *Electronic formats: high-resolution PDF; resolution 300 dpi; all fonts embedded.
- *Contact Beama Pierce for statewide ads at 1-800-355-3450, ext 119 or accounting@alec.coop.
- *Contact American MainStreet Publications for national ads at 1-800-626-1181 or www.amp.coop.