

the forum

We've Got You Covered

Quick Glance

2009 - 2010 MEDIA KIT

- **PUBLISH DATES:** Biweekly, every other Wednesday.
- **CIRCULATION:** 23,000 in Caddo, Bossier, Webster, Claiborne and DeSoto parishes, and Harrison and Gregg counties; distributed by rack in office buildings, banks, business parks, hospitals, upscale restaurants and retailers.
- **READERSHIP:** 50,859 adults per issue.
- **TARGET MARKET:** 25- to 65-year-olds with an average annual income of \$77,550.* Our targeted distribution locations guarantee a mature, affluent and more educated reader.



• **AUDITED CIRCULATION:** Circulation Verification Council (CVC 2007).

• **CONTENT:** Editorial focuses on business and community news. We also include health, sports and entertainment in every edition. A home product/real estate section is featured the first issue of every month. Most importantly, in each issue we feature people: No one presents more pictures and news of business executives, community leaders and who's who than The Forum.

• **FORMAT:** Tabloid-size publication on high-quality 35# paper featuring full-color covers and color advertisements throughout. Pages are four columns by 12.625" deep (50.5 column inches per page). Space is sold in units of 1/16th of a page.

• **HISTORY:** A locally owned corporation established in 1988, The Forum is located in the heart of the city in an historic building in the downtown business district.

• **SPECIFICS:** Our parent company is Venture Publishing, Inc.

• **ADDRESS AND PHONE:**

The Forum
1158 Texas Ave.
Shreveport, LA 71101-3343
318.222.0409 or fax 318.222.1725

• **ABOUT SHREVEPORT-BOSSIER CITY:** As the largest casino town in the South, 6 to 8 million people visit the Shreveport-Bossier City area each year, making it the center of business and cultural activity for northwest Louisiana, southwest Arkansas and east Texas, also known as the Ark-La-Tex. The estimated population of the Ark-La-Tex is 500,000 with a quarter of a million inside the Shreveport-Bossier City metropolitan statistical area. The region is the home of one of the largest Air Force bases in the United States: Barksdale Air Force Base in Bossier City. Shreveport-Bossier City is 215 miles from Houston, 187 miles from Dallas, 282 miles from New Orleans, 320 miles from Memphis and 216 miles from Jackson, Mississippi. Shreveport-Bossier City is at the junction of I-20 (east-west), I-49 (north-south) and is a major hub for the proposed I-69 project that will connect Houston to the south and Memphis to the north.

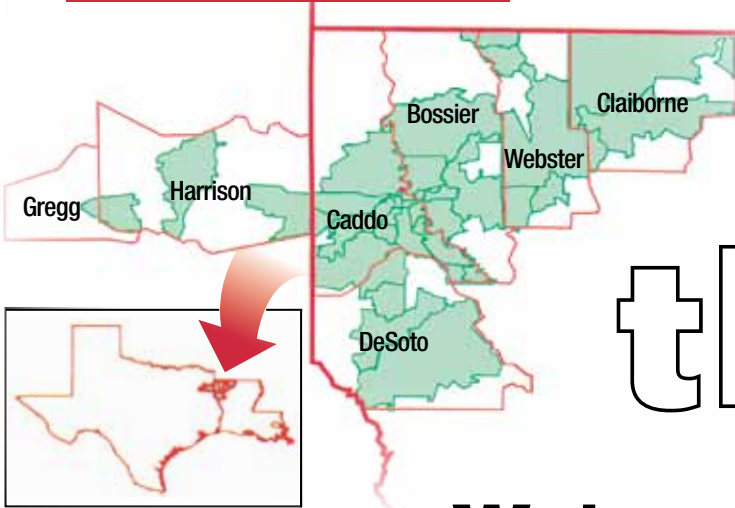
General Demographics*

* 2007 independent market study conducted by Circulation Verification Council (CVC); 709 respondents with a 35.3% total market penetration at a 95% confidence level.

| | | | |
|---|----------------|--|--------------|
| • The Forum's local readership: | 50,859 | • Readers' occupations: | |
| • Total market penetration: | 35.3% | Self Employed/Owner | 12% - 6,103 |
| • Readers that state their buying decisions are affected by The Forum : | 47,807 (94%) | Professional/Technical | 25% - 12,715 |
| • Readers who state they frequently purchase or use services from ads in The Forum : | 38,653 (76%) | Management | 21% - 10,680 |
| • The Forum readers who DO NOT subscribe to The Times: | 38,144 (75%) | Administrative/Services/Trade | 19% - 6,152 |
| • The Forum combined readership income 2005: | \$3.9 billion+ | • Reader age range 25-54: | 42,722 (84%) |
| • Median annual income of The Forum reader: | \$77,550+ | • Education: | |
| • Annual income: | | Some college or more | 86% |
| \$25,001-\$49,999 | 12,206 | Degree or Post Graduate | 54% |
| \$50,000-\$74,999 | 14,241 | • Planned purchases during the next year: | |
| \$75,000-\$99,999 | 11,189 | Automobiles | 31% - 15,766 |
| \$100,000-\$150,00 | 5,086 | Antiques | 19% - 9,663 |
| Earning above \$150,000(+) | 3,052 | Furniture/Home Furnishings | 62% - 31,533 |
| | | Major Home Appliances | 28% - 14,241 |
| | | Home Computer | 19% - 9,663 |
| | | Home Improvement/Supplies | 56% - 28,481 |
| | | Television/Electronics | 33% - 16,783 |
| | | Carpet/Flooring | 21% - 10,680 |
| | | Automobile Accessories (tires, brakes & service) | 49% - 24,921 |
| | | Dining & Entertainment | 90% - 45,773 |
| | | Jewelry | 36% - 18,309 |
| | | Lawn & Garden | 67% - 34,076 |
| | | Wedding Supplies | 11% - 5,594 |
| | | Boats/Marine/Sporting Goods | 32% - 16,275 |



Areas of Coverage



the forum

We've Got You Covered

2009 - 2010 Advertising Rates (cost per insertion)

Our Best Rate!
Every Issue

| Size | 25X (cost per insertion) | 12X (cost per insertion) | 8X (cost per insertion) | 4X (cost per insertion) | OPEN (cost per insertion) | COLOR |
|------|-----------------------------|-----------------------------|----------------------------|----------------------------|------------------------------|--------|
| 1/16 | \$ 113 | \$ 121 | \$ 136 | \$ 151 | \$ 224 | \$ 40 |
| 1/8 | \$ 229 | \$ 242 | \$ 258 | \$ 273 | \$ 380 | \$ 85 |
| 3/16 | \$ 370 | \$ 390 | \$ 416 | \$ 442 | \$ 579 | \$ 85 |
| 1/4 | \$ 465 | \$ 489 | \$ 523 | \$ 557 | \$ 727 | \$ 115 |
| 3/8 | \$ 700 | \$ 737 | \$ 776 | \$ 815 | \$ 1069 | \$ 115 |
| 1/2 | \$ 977 | \$ 1029 | \$ 1086 | \$ 1143 | \$ 1378 | \$ 165 |
| Jr. | \$ 1059 | \$ 1116 | \$ 1161 | \$ 1205 | \$ 1531 | \$ 165 |
| 3/4 | \$ 1290 | \$ 1358 | \$ 1425 | \$ 1492 | \$ 2017 | \$ 285 |
| Full | \$ 1425 | \$ 1500 | \$ 1581 | \$ 1662 | \$ 2247 | \$ 285 |

All ad rates are gross rates, color rates are net.



INSERTS: (Net rates)

- \$65 per 1,000 for less than 10,000.
- \$52 per 1,000 for 10,000 or more.
- \$45 per 1,000 for full run.

Partial insertions may be divided by zones but not by location. The customer is responsible for printing and shipping the insert eight days prior to publish date to:



Midway Press
645 Regal Row
Dallas, TX 75247
(972) 233-8404

INSIDE/BACK COVER RATES AND POSITION REQUESTS:

Inside and back cover rates are available upon request and are subject to availability. Guaranteed positions are an additional 10% and are subject to layout guidelines and availability of space. Position requests must be approved by the publisher and are not guaranteed.

MATCH COLOR: \$200 per color.



Louisiana Boardwalk, Bossier City

formats, missing data or on any media other than a CD-R/RW is not the responsibility of the publisher, and the publisher accepts no responsibility for unpublished materials. NOTE: Internet/web graphics (72dpi gifs, jpegs, etc.) are unacceptable for printing. QuarkXPress,™ Adobe In Design,™ Adobe Photoshop,™ Adobe Illustrator™ and Macromedia Freehand™ are the only acceptable programs for artwork and page layout. Color artwork should allow for a 20% dot gain.

EDITORIAL POLICY: Absolutely no editorial space is available for sale under any circumstances or by any representative of this publication, including covers, news articles, features, etc., to advertisers or non-advertisers. Our editorial and sales departments are separate. The sales department is not allowed in any way to communicate with the editorial departments regarding issue content. Businesses who have items of interest must contact the editors directly, which in no way guarantees inclusion in any publication regardless of advertising purchases. Story ideas submitted by the advertising department are not considered.

BILLING: First-run advertisers are required to pay in advance and receive a 5% cash discount with order. Credit applications are required, and credit will not be extended until approved. If credit is not approved, the customer may only run with prepayment of each insertion. Payment is due upon receipt of invoice. Invoices over 30 days old are past due.

AGENCY COMMISSIONS: A 15% discount of gross rates is allowed to recognized advertising agencies for invoices paid within 30 days of receipt of invoice. No discount is allowed for invoices past 30 days. Color charges are non-commissionable. The agency and the advertiser are jointly and severally liable for complying with all the terms of the advertiser's contract, including payment for all advertising. Should an agency default in payment of advertisements, the balance due becomes the direct responsibility of the advertiser. Advertising agencies must represent no less than three separate clients and must be listed in the Yellow Pages under "Advertising Agencies." Individual businesses who provide camera-ready art are not entitled to any agency discounts. Camera-ready art is required from all agencies. The Forum does not provide layout services for advertising agencies, except in instances where commission is waived by agency for production of artwork. All proofs must be signed by an agency representative or by the advertiser. Approval by either party renders the advertisement and subsequent insertion acceptable. Errors not detected by either party are the responsibility of the agency and advertiser and not the publisher, and the cost of the ad is due the publisher.

LIABILITIES: All advertisements are the responsibility of the advertiser, and the advertiser agrees the publisher is in no way responsible for the content of the ad. Detecting errors in ad proofs is the sole responsibility of the advertiser. The publisher reserves the right to refuse any advertisements at its discretion. Should an ad not be inserted due to errors of omission or Acts of God, the publisher assumes no responsibility to advertiser, and the advertiser will not be charged for any ad not published.

POLITICAL ADVERTISING: All political advertising, including advertising for candidates, bond issues, referenda and political causes, are billed at the open rate and payable in advance. All political advertising must carry the legend: "Paid for by _____."

ART FORMAT AND GUIDELINES: Artwork must be CMYK and at least 300dpi. Artwork is reproduced at 85-line screen. Artwork provided on any magnetic medium must be formatted for Macintosh. Artwork that cannot be output due to incorrect



Downtown Shreveport across from the Red River in Bossier City

Dimensions Inches (W x H)

| | | |
|------------------|------------|------------------|
| Full Page | | 10.00" x 12.625" |
| ¾ Page | Block | 10.00" x 9.4375" |
| | Vertical | 7.469" x 12.625" |
| Jr. Page | | 7.469" x 9.437" |
| Half Page | Horizontal | 10.00" x 6.25" |
| | Vertical | 4.938" x 12.625" |
| ¾ Page | Block | 7.469" x 6.25" |
| | Vertical | 4.938" x 9.437" |
| ¼ Page | Horizontal | 10.00" x 3.062" |
| | Vertical | 2.406" x 12.625" |
| | Block | 4.938" x 6.25" |
| ¾ Page | Horizontal | 7.469" x 3.062" |
| | Vertical | 2.406" x 9.437" |
| ⅛ Page | Horizontal | 4.938" x 3.062" |
| | Vertical | 2.406" x 6.25" |
| ¼ Page | | 2.406" x 3.062" |

Modular Ad Sizes

