



Lagniappe e-newsletter

Advertising Rates and Information

The Lagniappe newsletter is delivered electronically to providers' desks twice a month with the latest news in regulatory issues, best practices, education events and news on topics important to the long term care provider community. It is distributed to Louisiana's nursing facility administrators, owners, ancillary staff, management company personnel, consultants and various companies doing business with health care facilities. If your company has a new product, service or information you want to get into the hands of long term care providers quickly and efficiently, Lagniappe is the perfect vehicle for your message.

Specs

Submit your ad as a .PDF, .EPS, or .JPEG file to kmiller@lnha.org. All images must be 300 dpi. Lagniappe accommodates three different sizes of full-color advertisements: full page (7.5" x 10"), half page (7.5" x 5") and quarter page (3.75" x 5"). If you have any questions about advertising in the Lagniappe e-newsletter, contact Karen Miller at 225.927.5642 or kmiller@lnha.org.



Rates (member/nonmember rates)	per insertion		12 insertions		24 insertions	
	Member	Nonmember	Member	Nonmember	Member	Nonmember
Full page	\$300	\$600	\$260	\$500	\$200	\$400
Half page	\$150	\$300	\$130	\$250	\$120	\$220
Quarter page	\$75	\$150	\$65	\$130	\$60	\$110

Reach	
Subscribers	more than 675
Bounce rate	less than 1%

Advertiser Form	
Advertiser (Company Name)	Contact Name
Street Address	City
State	Zip
Email address	Phone
Specify ad size (full, half, quarter)	Number of insertions
Rate (\$___ x ___ number of insertions = \$___) Include a 20% discount if you advertise in the LNHA Membership Directory & Buyers Guide.	
Preferred dates of ad placement	
Special instructions	
Signature	Date
To pay by credit card, call Susan Helm at 225.927.5642. To pay by check, make payable to Louisiana Nursing Home Association and mail to LNHA, Attn: Karen Miller, 7844 Office Park Blvd., Baton Rouge, LA 70809.	