



2024 Lagniappe e-newsletter

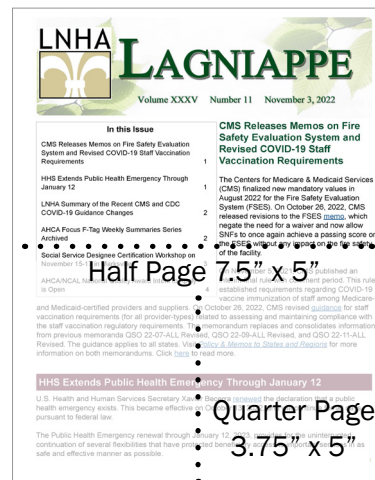
Advertising Rates and Information

The Lagniappe newsletter is delivered electronically to providers' desks once 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 two sizes of full-color advertisements: 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 Lagniappe Editor Karen Miller at 225.927.5642 or kmiller@lnha.org.



Rates (member / nonmember rates)						
	per ad		6 ads		12 ads	
Half page	\$250	\$600	\$810	\$2,000	\$1,380	\$2,500
Quarter page	\$150	\$475	\$420	\$1,000	\$750	\$1,500

Reach	
Subscribers	more than 875
Bounce rate	less than 1%

Advertiser Form			
Advertiser (Company Name)		Contact Name	
Email address		Phone (direct line requested)	
Street Address		City	State Zip
Specify ad size <input type="checkbox"/> Half page <input type="checkbox"/> Quarter page		Number of ads <input type="checkbox"/> 1 ad <input type="checkbox"/> 6 ads <input type="checkbox"/> 12 ads	
Is your company an LNHA member? <input type="checkbox"/> Yes <input type="checkbox"/> No			
2024 LNHA Membership Directory advertiser? (Yes/No) Include a 20% discount in the rate field if yes. <input type="checkbox"/> Yes <input type="checkbox"/> No		Total Due \$ _____	
Preferred month(s) of ad placement		Website for clickable ad:	
Special instructions			
Signature		Date	
To pay by credit card, call Chrissy O'Sullivan at 225.927.5642. To pay by check, make payable to Louisiana Nursing Home Association and mail with completed form to LNHA, Attn: Karen Miller, 7844 Office Park Blvd., Baton Rouge, LA 70809.			