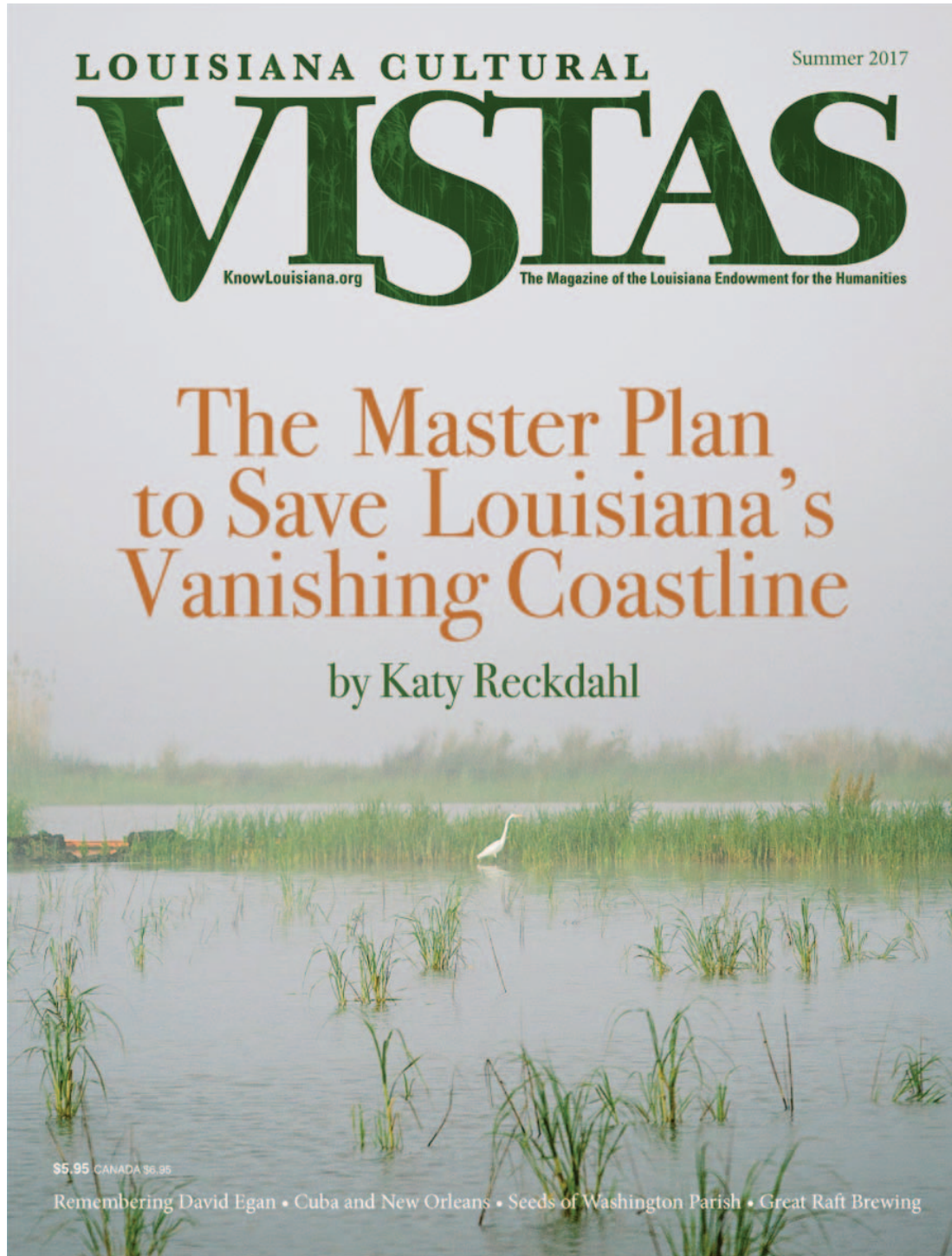


Number of pages: 80 plus cover



LOUISIANA CULTURAL
VISTAS
KnowLouisiana.org The Magazine of the Louisiana Endowment for the Humanities

Patty Palmer
Cell: 504-884-5351
palmer@leh.org

For 27 years, **Louisiana Cultural Vistas Magazine** has explored Louisiana's culture, literature, arts and history. Upscale and educated readers and visitors turn to the magazine for engaging stories from renowned writers such as Ernest Gaines, Walter Isaacson and Wynton Marsalis.

The photographs of Michael P. Smith, Ralston Crawford and Syndey Byrd jump off the pages. The artwork of Sister Gertrude Morgan, the late George Rodrigue and John Scott add to the rich fabric of the magazine. Famous musical legacies such as Mahalia Jackson, Jerry Lee Lewis and Allen Toussaint create and draw the readers into the stories of Louisiana. Our renowned contributors and our partnerships with the state's great museums, archives and universities allow **Louisiana Cultural Vistas Magazine** to share the stories that no other local or visitor magazines can deliver.



Louisiana Cultural Vistas Magazine is printed quarterly (March, June, September, December) and distributed through visitor locations, hotel in-room distribution, Concierge desks, marketing partner locations and with Convention and Visitor bureaus throughout Louisiana, along with paid local and national subscribers.

A digital version is available at **knowlouisiana.org**. With over 37,500 informed consumers and visitors, **Louisiana Cultural Vistas Magazine** helps you reach this valuable audience in an engaging and inspiring environment.

With more than 138 awards from the Press Club of New Orleans. **Louisiana Cultural Vistas Magazine** is a diverse, authentic voice for Louisiana.



Our advertisers and marketing partners benefit from an educated audience that cares about efforts to preserve the state's architecture and historic landmarks, supports our vital cultural organizations, and celebrates the Louisianans who contribute to our unmatched culture.

Louisiana Cultural Vistas Magazine has documented and interpreted the state's culture, literature, arts and history, earning praise by showcasing Louisiana's great writers, scholars and artists in print-with a readership of more than 37,500. The magazine continues to serve as a clearinghouse for information about Louisiana's cultural scene by publicizing museum exhibitions, excerpting newly released scholarly books and showcasing the work of new and established photographers and artists.



The digital version of **Louisiana Cultural Vistas Magazine** features additional media, interviews with contributors, featured content from our archives and videos from the publication parties and our partners. Between issues, we continue to tell the stories of Louisiana through the tools of an interactive, dynamic website.

The Louisiana Endowment for the Humanities celebrates each issue of **Louisiana Cultural Vistas Magazine** with a publication party. Contributors, hospitality professionals, visitors and the public discuss aspects of new articles in a festive setting including complimentary beverages and cuisine from local chefs and restaurants. Sponsors of the publication parties receive featured mention in all social media, the print version of the magazine and signage at the event.

ADVERTISING RATES

| Issue | Materials Due | Distributes |
|---|---------------|-------------|
| Spring issue (March, April, May) | February 3 | March 1 |
| Summer issue (June, July, August) | May 1 | June 1 |
| Fall issue (September, October, November) | August 1 | September 1 |
| Winter issue (December, January, February) | November 1 | December 1 |

PRINT AD SPECIFICATIONS

| COLOR ADS: | Dimensions | 1 x Rate | 4 x Rate |
|----------------------------|-----------------|----------|----------|
| Full Page | 7.5" x 9.625" | \$1,990 | \$1,490 |
| 1/2 Page | 7" x 4.875" | \$1,220 | \$915 |
| 1/3 Page Horizontal | 7" x 3" | \$880 | \$660 |
| 1/3 Page Vertical | 2.375" x 9.625" | \$880 | \$660 |

| | |
|----------------------------|---------|
| INSIDE FRONT COVER: | \$2,260 |
| INSIDE BACK COVER: | \$2,260 |
| BACK COVER: | \$2,980 |

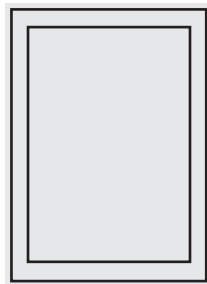
ADVERTISEMENTS SHOULD BE SUPPLIED IN DIGITAL FORMAT (PDF, JPG) AT A RESOLUTION OF 300 DOTS PER INCH (300 DPI).

Publication Dimensions

Trim size: 8.25 in. x 10.875 in.

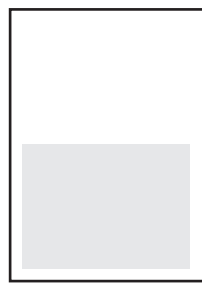
Bleed: 1/8 in. (8.5" in. x 11.125")

Print: sheet-fed press/enamel stock, perfect bound

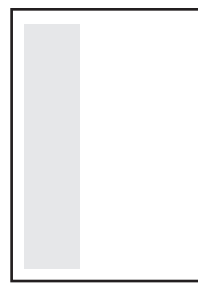


Full-page without bleed:
7.5" x 9.625"

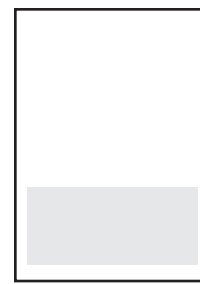
Full-page with bleed:
8.5" x 11.125"



1/2 page
7" x 4.875"



1/3 page
2.375" x 9.625"



1/3 page
7" x 3"

EDITORIAL CALENDAR 2017

SUMMER 2017 (June 1): Science and Innovation

FALL 2017 (September 1): Louisiana Art

WINTER 2017 (December 1): TBA

SPRING 2018 (March 1): TBA

DISTRIBUTION SHEET

State Senators State Representatives

NEW ORLEANS

New Orleans Convention and Visitors Bureau
Arts Council of New Orleans
941 Decatur Visitor Center
Adorn and Conquer
All About New Orleans
Avenue Plaza
Best Western
Bourbon Orleans Hotel
Belle Chasse Middle School Library
Brother Martin School Library
Cigar Factory
Clarion Inn & Suites
Columns Hotel
Comfort Suites
Confederate Memorial Hall Museum
Courtyard Marriott
Crown Plaza
Days Hotel (Metairie)
Doubletree
Doubletree Downtown
Eclectic Home
Enterprise Car Rental
Four Points by Sheraton
French Market Inn
Grand Victorian B&B
Grand Boutique
Grayline Desk @ Cafe Du Monde
Grayline Desk @ Hard Rock Café
Gulf South Travel Services
Hampton Inn
Hampton Inn Garden District
Hampton Inn & Suites
Harrah's Hotel
Hemmerling Gallery
Hilton Garden Inn
Hilton Garden Inn Airport
Hilton St. Charles
Historic French Market
Historic New Orleans Collection
Holiday Inn French Quarter
Holiday Inn Superdome
Homewood Suites
Hotel Inter-Continental
Hotel St. Marie
Hyatt
Hyatt Place
Hyatt Regency
J.W. Marriott
Isidore Newman School
Jefferson Parish East Bank Regional Library
Jesuit High School Library
Jackson Brewery
Judy At The Rink
Lafayette Hotel
La Quinta Inn Suites
Le Petit Theatre
LePavillion Hotel
La Belle Esplanade
Loews Hotel
Louisiana Music Factory
Maison Dupuy
Maison Orleans
Maison Royale
Maison St. Charles
Mardi Gras World
Marriott Hotel
Marriott Convention Center
Martin Welch Art
Monteleone Hotel
Mount Carmel Academy
National WWII Museum

New Orleans Film Festival
New Orleans Hilton Riverside
New Orleans Museum of Art
Ogden Museum of Southern Art
Our Lady Of Holy Cross Library
Omni Royal Orleans
Place d'Armes Hotel
Prince Conti Hotel
Razzle Dazzle
R Club Lounge at The Royal Sonesta
Renaissance Arts Hotel
Renaissance Pere Marquette
Ritz Carlton
Riverfront Wyndham
Roosevelt Hotel
Royal Orleans
Rubenstein's
Satchmo Summerfest
Sheraton Hotel
St. Ann's Visitor Center
Tennessee Williams/New Orleans Literary Festival
Tulane University Library
The Modern Hotel
The Ritz Carlton
The Shops at Canal Place
The Whitney (Wyndham)
University of New Orleans
Windsor Court Hotel
Westin Canal Place
West Bank Regional Library
W Hotel French Quarter

ALEXANDRIA/PINEVILLE

CVB Center

ASSUMPTION

La Belle Riviere Bed and Breakfast

ATCHAFALAYA

Visitor Center

BATON ROUGE

Bluebonnet Regional Library
Cook Hotel
Louisiana Arts & Science Museum
Baton Rouge Community College
East Baton Rouge Parish Library
Louisiana Book Festival
Lt. Governor's Office
Marriott
Old State Capitol
State Library of Louisiana
West Baton Rouge Library
The Stockade Bed and Breakfast

BREAUX BRIDGE

Au Bayou Tech Bed and Breakfast

BOSSIER CITY

Bossier City Branch Library
Bossier Parish Community College Library

CADDO

Caddo Parish Library
Shreve Memorial Library
Mooretown Branch Library

GRETNA

Holiday Inn New Orleans

HAMMOND

Sims Memorial Library

HOMER

Claiborne Parish Library

IBERVILLE

Iberville Parish Library

IBERIA

Visitor Center

KENNER

Enterprise Rent-A-Car
New Orleans Airport Hilton

LAPLACE

Hampton Inn

LAFAYETTE

Lafayette Travel Visitors Center
Antoni's Italian Cafe
Carpe Diem Gelato
Cedar Deli
Creole Lunch House
Hub City Diner
Johnson's Boucanière Restaurant
Lafayette International Trade Center
Pieces of Eight Gift Shop
University of Louisiana @Lafayette
Rêve Coffee Roasters
Lafayette Public Library
Vermillion Parish Library

LIVINGSTON

Livingston Parish Visitor Center

LAKE CHARLES

Visitor Center
Big Easy Foods and Gulf Island Shrimp
Central School Art District
Crave Gourmet
McNeese State University

LOUISIANA STATE WELCOME CENTERS

Greenwood, Tallulah, Vidalia, Vinton, Boyce, Breaux Bridge, St. Francisville, Baton Rouge, Kentwood, Slidell, Pearl River, New Orleans, Shreveport, Lake Charles, Iberville, Grosse Tete, Lafayette

MANDEVILLE

St. Tammany CVB
St. Tammany Parish Library

MADISON

Madison Parish Library

ST. LANDRY

LeVillage Guest House

ST. MARTINVILLE

St Martinville Branch Library

ST. MARY

Fairfax House Bed and Breakfast

METAIRIE

Landmark Hotel in Metairie
Residence Inn by Marriott
Ramada Inn
Sleep Inn & Suites
Sheraton Galleria
Old Metairie Library

RACELAND

Chateau on the Bayou

RUSTON

Lincoln Parish Library

NATCHITOCHE

NorthWestern State University
Natchitoches Visitor Center

OUACHITA

Ouachita Parish Library

RAPIDES

Rapides Parish Library

ST FRANCISVILLE

LeJeune Street Guest Cottage

SHREVEPORT

Meadows Museum of Art
Feist-Weiller Cancer Center
Noel Community Arts Program
DeSoto Arts Council
Shreveport Little Theatre
Pamoja Cultural Art Center
Robinson Film Center
The Agora Borrallis
artspace
Art Station

SHREVEPORT/ALEXANDRIA

Red River Radio members
Shreveport Public Library

SHREVEPORT/BOSSIER

Shreveport/Bossier Convention and Visitors Bureau

ALEXANDRIA/PINEVILLE

Alexandria Musuem

SLIDELL

Bayou Contry Store
Hotel Deluxe

SORRENTO

Sorrento Visitor Center

THIBODAUX

Nicholls State University Library

VACHERIE

Houmas House
Laura Plantation
Oak Alley Plantation
St. Joseph Plantation

VIDALIA

Visitor Center

WESTWEGO

Best Western Bayou Inn

WINNSBORO

Old Post Office Museum

State Representatives

Distribution is subject to change.
Modified 3/7/17