



2022 AD RATE CARD

The Louisiana Center for the Book in the State Library of Louisiana is excited to announce the return of the live, in-person Louisiana Book Festival on Saturday, October 29, 2022. The Louisiana Writer Award ceremony will kick off the festival, and One Book One Festival returns to celebrate the 75th anniversary of Tennessee Williams's play, *A Streetcar Named Desire*. Narrative 4, a global network of educators, students, and artists who use art and storytelling to build empathy, have chosen the Louisiana Book Festival to celebrate its tenth anniversary, as did the National Student Poets Program, which will present its 2022 class of young poets. We're excited to include National Book Award winner Colum McCann and Pulitzer Prize winners Robert Olen Butler and Jericho Brown in our 200 featured authors at this year's festival. And with Roux 61 Seafood and Grill sponsoring our Cooking Demonstration Tent, which will feature Jarred I. Zeringue, Elizabeth Williams, and Molly Kimball, there's something for everyone at this year's Louisiana Book Festival!

A print version of the program of events will be distributed at the festival on October 29. The digital program of events will be available online beginning October 12 for the combined 451,277 social media followers of the Louisiana Book Festival, the State Library of Louisiana, and Louisiana Tourism. Additionally, our sponsor, *Country Roads*, has agreed to share a link to the program via its e-newsletter and online webpage ads for a total of 90,000 views. All interior ads will be in color in the digital version of the program but will be in black & white in the print version.

ADVERTISING RATES

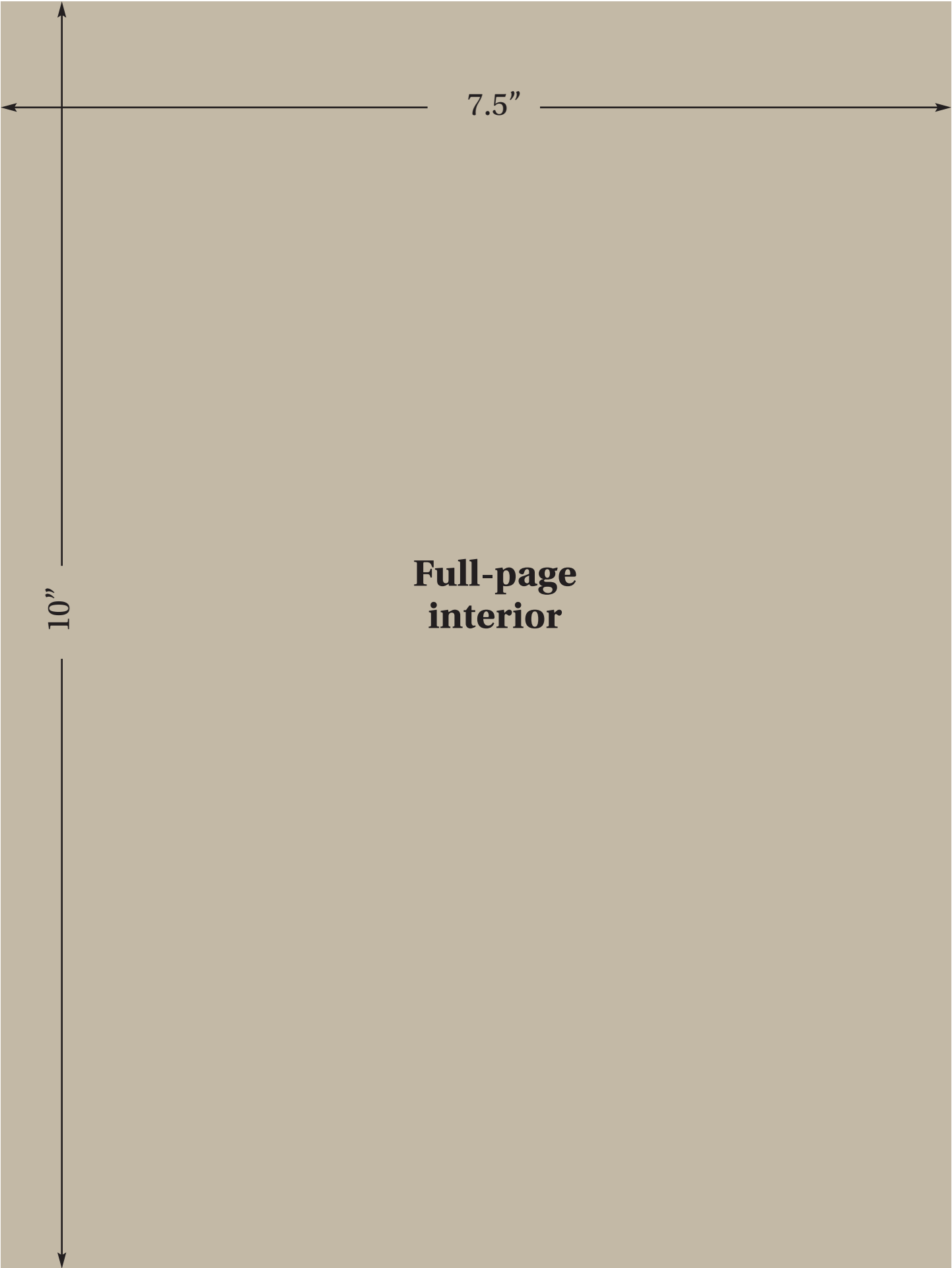
Trim size: 8.5x11 (full color)

Ad Size	Width x Depth	Price
COVER POSITIONS:		
Inside Front Cover (full-color)	Full page with bleeds: 8.75" x 11.25" • Without bleeds: 7.5"x10"	\$700
Inside Back Cover (full-color)	Full page with bleeds: 8.75" x 11.25" • Without bleeds: 7.5"x10"	\$600
INTERIOR POSITIONS:		
Full Page (B/W)	7.5"x10"	\$375
½ Page Horizontal (B/W)	7.5" x 4.625"	\$200

(Please set ad at 300dpi process colors at 100%)

**Must receive ad as a PDF by
Monday, October 10, 2022.**

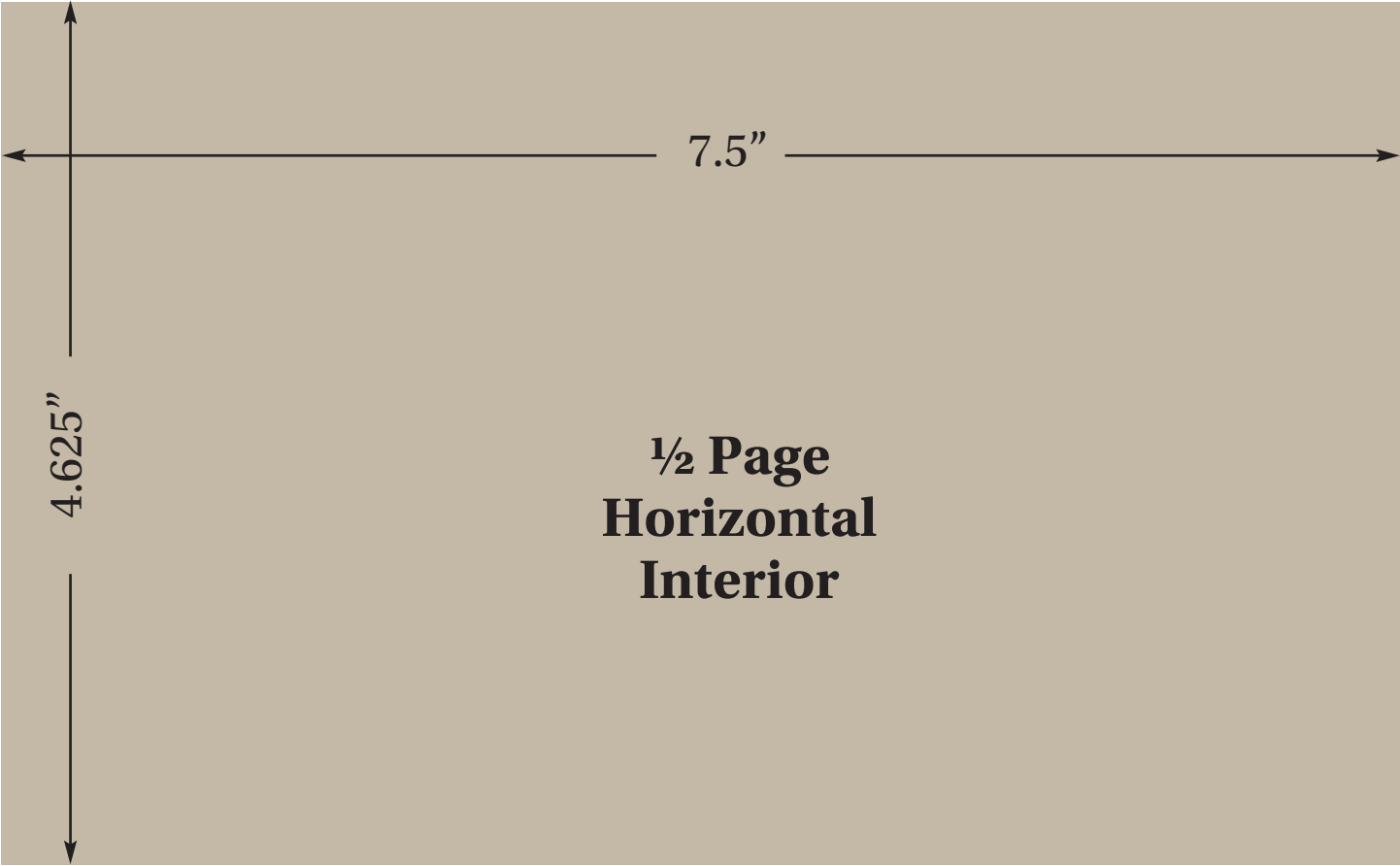
For advertising, contact:
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 State Library of Louisiana
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 (225) 219-9503



7.5"

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interior**



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7.5"

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Horizontal
Interior**