

Other Member Services

Press Identification Cards Recognized by the State Police as the official press identification for Louisiana, LPA Press Identification cards are a beneficial tool for those in the news-gathering business. For more information contact Nikki Martinez at (800) 701-8753.

Libel Insurance The use of the wrong word, the wrong name, the wrong address ... just about anything can prompt thoughts of a lawsuit. Protect your newspaper in the most economical way possible. Compare your newspaper's libel rates with those offered by Waltery Insurance. Call (800) 638-8791. As an added benefit, LPA receives a small rebate that helps keep your dues low while offering a continued high level of service.

Tourism Cooperative Endeavor LPA member newspapers who join in the voluntary promotion of in-state tourism have the satisfaction of knowing their publication is helping develop one of the most economically beneficial industries in the state. LPA receives a substantial grant that helps provide many of the educational opportunities offered to our members. For more information contact Nikki Martinez at (800) 701-8753.

GOHSEP Cooperative Endeavor Through LPA's new three-year agreement with the Louisiana Governor's Office of Homeland Security, member publications who join in the voluntary promotion of 2x2 PSAs will be eligible for semi-annual rebates. For coordinating this program, LPA receives a grant that helps provide many of the educational opportunities offered to our members. For more information about the GOHSEP Cooperative Endeavor Program please contact Nikki Martinez at (800) 701-8753.

World Wide Web LPA promotes the newspaper industry and Louisiana's newspapers on the web. Your paper can receive a free-hot link to your own web page just by asking LPA to add your paper to the hot-link list. In addition, LPA maintains a private domain for member-related business. For more information call Mike Rood at (800) 701-8753.

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Newspaper Swap The LPA Newspaper Swap allows you to see how other newspapers around the state present their editorials, advertisements, articles, special sections - all the stuff that is sure to bring out some new, creative publishing ideas. Participants are notified when it is their turn to send out newspapers and you receive a newspaper from a different participant each week for the duration of the Swap period. When it is your week you mail one newspaper to each of the other participants. LPA even provides the mailing labels. For more information call Mike Rood at (800) 701-8753.



Who to Call at LPA

Display Advertising

Erin Palmintier
Andrew Perry
Terri Jackson
Shannon Shutt
Tamari Hood

Statewide Classified & 2x2 Network

Mike Rood
Dana Wilbert

The Louisiana Press

Mike Rood

Contests

Mitch Droge

Job Bank

Nikki Martinez

Legal Hotline

Pam Mitchell-Wagner

Legislative Issues

Pam Mitchell-Wagner

Directory of La. Newspapers Media Guide

Nikki Martinez

Meetings/Conventions

Mitch Droge

Member Services

Mitch Droge

Press Releases

Mike Rood

Questions

Pam Mitchell-Wagner

Web Page

Mike Rood

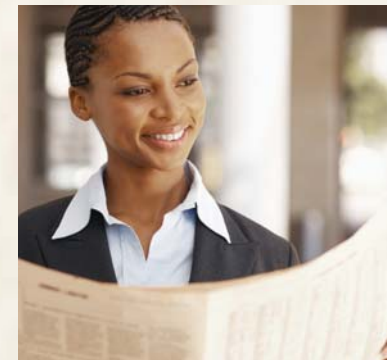
Accounting

Martha Miller

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LPA Membership Values & Benefits



Advertising Placement Services

Display Advertising Placement Add more sales power and extra income to your advertising bottom line. In 2007, LPA facilitated over \$17.5 million in newspaper advertising. From Shreveport to New Orleans, from California to New York, LPA is focused on securing newspaper advertising dollars for our member publications. LPA places all newspaper products from display advertising to polybags. The ad service is working with member newspapers to enhance the image of print and bring more revenue to the industry.

Online Advertising Placement The LPA Ad staff has invested a significant amount of time and resources into online advertising. Let us promote your website on a national level - online advertising is a growing revenue stream. For more information contact Andrew Perry at (800) 701-8753.

Fast Pay Program LPA offers members newspapers the option for fast pay. LPA fast pays advertising accounts when they are 60-days from LPA's billing date, even though the advertiser may not have paid LPA. Some exceptions apply. For more information contact Erin Palmintier at (800) 701-8753.

LA-SCAN Build readership in your classified section by participating in the Louisiana Statewide Classified Advertising Network. At the end of the year, your newspaper will receive a bonus check proportionately shared by all of the member newspapers who participate. Your newspaper can make money by selling the statewide classified ads. For more information contact Mike Rood at (800) 701-8753.

Online Classifieds LPA offers classified ads via www.lapress.com and multiple members' websites. For more information please contact Mike Rood at (800) 701-8753.

2x2 Network The Louisiana 2x2 Ad Network is a program which allows an advertiser to buy multiple markets with a convenient, low cost plan. For each ad sold, 30% is put into a rebate pot. The total is distributed at year-end to program participants. The ads run in remnant space during the week. For more information contact Mike Rood at (800) 701-8753.

Government/Legal Services

Legal Hotline Call Pam Mitchell at (800) 701-8753. Be sure to indicate it is a "hotline" call. Pam will answer questions on open meetings, open records, access to courts and legal proceedings, legal newspaper qualifications, public notices, advertising and political laws or refer you to LPA's Hotline attorney.

Law Guide The LPA Law Guide for Louisiana's Newspapers is the most comprehensive compilation book of its kind ever done. The guide is updated annually and is available in a searchable version on the "members only" page of the website. A hard copy may be downloaded or purchased from LPA. For more information contact Mike Rood at (800) 701-8753.

Government Affairs The tentacles of government are getting longer and increasingly invasive every year. Fortunately, LPA is protecting your business and First Amendment interests in state legislature and at the parish and local levels. LPA routinely monitors the activities of the Public Service Commission and pertinent government agencies such as the Department of Revenue and Taxation and the Department of Environmental Quality. LPA also keeps a watchful eye on the national scene as more and more issues are affecting newspapers and their ability to do business. For more information contact Pam Mitchell-Wagner at (800) 701-8753.

Public Notice Website LPA maintains for its members a website that provides the means of producing an aggregated database of public notice advertising as it appears in the legal journal of the state. Member newspapers upload the data to the site. The citizens of Louisiana have the opportunity to be informed on public issues not only through the permanent legal form but through internet access as well.

Group Strength There is strength in numbers and by being part of the LPA group, newspapers are able to wield their considerable influence. While LPA does not presume to influence editorial policy or internal operational procedures of any newspaper, the 128-year-old organization is well-known, well-respected, and well-acknowledged throughout the state.

Research/Education Services

Information Service Questions about the newspaper business? The LPA staff may not know the answer, but we'll help you find one.

Market Research Periodically, LPA commissions market research to be used both in the LPA newspaper marketing efforts and by member newspapers as they promote their individual markets. The results of the most recent survey by Newton Research Company is available at www.lapress.com.

Demographic Information Need market data for your sales team? LPA now subscribes to DemographicsNow and can customize reports for your market area. Contact Andrew Perry at (800) 701-8753 for more information.

Publications The write stuff! The Louisiana Press, the LPA Annual Report, the Open Meetings and Open Records pocket cards published in conjunction with PAR, Legislative Updates, the LPA Media Directory and the Sales Tax Matrix are all designed or provided to keep you up to date and informed.

Education Programs Education pays! From the annual convention to other programs offered throughout the year, LPA seminars focus on all aspects of newspaper publishing....editorial, advertising, circulation and legal.

Other Member Services

Newspaper Contests Compete with the best! LPA offers a Better Newspaper, Free Circulation & Special Interest Publication, Better Student Newspaper and Better Individual Competition, which contains editorial, advertising, and overall contests. For more information contact Mitch Droge at (800) 701-8753.

Job Bank LPA offers free classified advertising on the LPA website for Louisiana newspapers seeking employees and graduates with Mass Communication and Journalism degrees looking for employment. For more information contact Nikki Martinez at (800) 701-8753.