



THE INTERNET IS AN IMPORTANT FACTOR IN AMERICAN POLITICS

Did you Know?*

1. Two out of three U.S. voters are likely to turn to the internet to find information about a candidate.
2. 60% said they were likely to notice a candidate's online ad and 39% said they would click on one.
3. Online Ads can be effective in energizing your base and reaching the swing or undecided voter!
4. The racial mix of the Voter/Internet Group is balanced:
 - 40.4 percent of Caucasian voters
 - 34.9 percent of African-American voters
 - 37.5 percent of Hispanic voters
 - 51.3 percent of Asian voters

*Source: *Online Publishers Association & University of Connecticut's Center for Survey and Research Analysis.*

LPA MAKES ONLINE POLITICAL ADVERTISING WITH LOUISIANA'S NEWSPAPERS EASY

The Louisiana Press Association has launched a major metro and daily newspaper statewide online advertising buy which guarantees over **35 million impressions**. LPA is currently working on a statewide community newspaper buy.

LPA's Online Buy offers three IAB standard sizes:

- Leaderboard - 728x90
- Rectangle - 300x250
- Skyscraper - 120x600

Daily Newspapers Participating in Online Advertising

Alexandria	www.thetowntalk.com
Bastrop	www.bastropenterprise.com
Baton Rouge	www.2theadvocate.com
DeRidder	www.deridderdailynews.com
Franklin	www.banner-tribune.com
Houma	www.houmatoday.com
Lafayette	www.theadvertiser.com
Lake Charles	www.americanpress.com
Leesville	www.leesvilledailyleader.com
Minden	www.press-herald.com
Monroe	www.thenewsstar.com
Morgan City	www.daily-review.com
New Iberia	www.iberianet.com
New Orleans	www.nola.com
Opelousas	www.dailyworld.com
Ruston	www.rustonleader.com
Shreveport	www.shreveporttimes.com
Thibodaux	www.dailycomet.com

**ONE STOP
ONLINE
ADVERTISING
1-800-701-8753**

Email blasts, online ads, and streaming video are all innovative advertising ideas that the newspaper industry is offering. LPA will tailor online buys for media buyers according to the market preference, newspaper website and size preference. Call the Louisiana Press Association for Online Ad pricing, ad sizes and impressions per newspaper. Niche Publication Online Ads are also available.