

WEARIN' OF THE GREEN

The Official Parade Publication



- **SPACE DEADLINE** October 27, 2023
- **ARTWORK** Camera-ready Art Deadline: November 10, 2023

Place your ad now for the 2024 Official Parade Publication which will be published ahead of our 39th Wearin' of the Green, St. Patrick's Day Parade.

- Quantity being printed: 18,000 plus available online (wearinofthegreen.com)
- Over 17,500 magazines mailed EDDM to targeted zip codes* arriving late February

Be a part of one of the most positive events held in Baton Rouge. Magazines will be mailed to households and businesses in the 70806/08/09 zip codes with the remainder to be distributed to area establishments for their newsstands. If your business or Krewe wants to be represented in our 2024 magazine, complete our Advertising Agreement.

PAGE RATES

Full Page: \$1650 (Bleed add \$150)
 Half Page: \$990
 Quarter Page: \$525

Inside Front or Inside Back Cover: \$2200
 Opposite Table of Contents: \$1900
 ¼ Page Back Cover: \$2000

Price to create an Ad: *½ page/smaller: \$175 *Full Page Ad design: \$350
 *Up to one revision for any ad design

Ad sizes

Full page Bleed: 8.625 wide by 11.25 high (measurements include bleed)
 Full page: 7.5 wide by 10 high
 Half page horizontal: 7.375 w by 5 h
 Quarter page vertical: 3.6 w by 5 h
 Back Cover either 7.25 w by 7.5 h OR 8.375 w by 8.125 h (bleed)



Contact Mabyn Shingleton 225 505 5466 briishparade@gmail.com

wearinofthegreen.com