



“Long may The Banner wave!”

The Pointe Coupee Banner began operation in 1880 and has published without interruption during wartime eras and natural disasters.

The newspaper's roots date back to 1858 as the Pointe Coupee Democrat/Democrate de la Pointe Coupee, a bilingual paper in French and English.

Pointe Coupee Parish's official journal began publication in August 1880. Civil War veteran Louis Bingman “Biz” Claiborne established it as a four-page journal.

Attorneys Albin Provosty and Miguel T. Hewes purchased The Banner in 1888. In 1893, businessman J.P. Gosserand acquired it and retained editor L.B. Claiborne's services.

Conrad LeCoq and his wife Nee Blanche Way published from 1906-46. Mrs. LeCoq, was the first Louisiana Press Association president.

Marshall “Chicken” Roy purchased The Banner in 1946. His association began during his childhood when the LeCoqs hired him as a typesetter.

Lynn Roy joined The Banner as a business partner a few years after his brother Marshall purchased the publication.

The Roy family's tradition in journalism began with Canada native P.A. Roy who owned and edited the first Pointe Coupee Democrat/Democrate de la Pointe Coupee from 1858 until 1862. Clement Eli Roy edited the second Pointe Coupee Democrat from 1892 until 1894.

Mary Catherine Roy “Tootsie” LaCour inherited a share of the paper after her father, Marshall Roy, died in 1987. She ran The Banner with co-owner Lynn Roy until his death a few years later.

“Tootsie,” as most knew her, ran the newspaper along with her partner, Brent Roy.

She operated The Banner until her death in October 2018, but the family tradition continues. It is now published by Tootsie's children, Bonnie LaCour D'Arensborg and Mark LaCour.

As Tootsie would always say, “Long may the Banner wave.”

The Pointe Coupee Banner

Reporting the history of Pointe Coupee parish since 1880

123 St. Mary St. • P.O. Box 400 • New Roads, LA 70760

Telephone: 225-638-7155 • Fax: 225-638-8442 • Email:
pointecoupeebanner@gmail.com

After all these years Pointe Coupee Parish
still loves their Banner!

But these days you can read **YOUR** Banner
on a computer or smart phone at:

www.thepointecoupeebanner.com

General Information

The Pointe Coupee Banner is published every Thursday in New Roads, La.

The Pointe Coupee Banner is the Official journal of Pointe Coupee Parish

The Pointe Coupee Banner is a member of Louisiana Press Association and is the prestigious award winner of Newspaper of the Year 2020.

Contact the Banner

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Circulation

The Pointe Coupee Banner circulation is 2,999. Primarily in Pointe Coupee Parish and surrounding areas. Zip code breakdown upon request.

Deadlines

All copy must be submitted by Monday at 5 p.m. Advertisement brought in after the Monday deadline will not be run until the next edition, unless space becomes available.

- Deadline for inserts: 7 days prior to publication.

Mechanical Information

Full Page	is 6 col. x 21 inches
1 Column 1.75 inches
2 Column 3.7 inches
3 Column 5.66 inches
4 Column 7.6 inches
5 Column 9.36 inches
6 Column 11.5 inches

Inserts

\$75.00/1,000

- Inserts must be bought as full circulation
- Inserts should be shipped to:

Baton Rouge Press 2621 E. Perdue Dr. Baton Rouge, LA 70814

- Label must show date to be inserted

Policies

POLITICAL AND ADVERTISEMENT TAGLINES: All political advertisement will bear the name of the person that is paying for the ad. The Banner will refuse any ad to be published that bears only a business or organization's name. The president or person in charge must sign the ad and have his/her name appear on the advertisement. In the case of businesses that have gaming devices inside their establishment the tagline "If you or someone you know have a gambling problem call 1-877-770-STOP" must be at the bottom of the ad.

The Pointe Coupee Banner reserves the right to edit or cancel any advertisement or any part of an advertisement at any time. If a proof has been emailed out, **The Pointe Coupee Banner** is not responsible anything incorrect on the advertisement.

Position Request: There is a 25% charge for placement in a specific spot of the paper.

Tearsheets & Affidavits: Please request tearsheets or affidavit is needed.

Ad will be created at no charge with changes made on 1st proof. A \$25 fee will be added for changes made for each additional proof.

Minimum size ad accepted is 2 x 3.

All copy must be submitted by Monday at 5 p.m. Advertisement brought in after the Monday deadline will not be run until the next edition, unless space becomes available.

Editorial submission will run when there is available space. If you would like for it to run immediately, you may pay open market rate depending on the space used.

Subscriptions

\$52.00 per year in Pointe Coupee parish

\$57.00 per year in Louisiana

\$60.00 per year outside of Louisiana

Payment

Payment for all submissions must be paid in advance of the insertion date unless credit has already been established with the General Manager.

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Miscellaneous Charges

Engagement Announcement with photo (includes color) **\$75.00**

Wedding Announcement with photo (includes color) **\$75.00**

Birth Announcement with photo **\$50.00**

Memorial with photo **\$50.00**

Obituary with photo emailed **\$100.00 •**

Obituary with photo (over 300 words) emailed **\$125.00**

Obituary with photo brought to our office **\$125.00**

Obituary with photo (over 300 words) brought to our office **\$150.00**

Novenas/Prayers **\$39.00**

Thank You **\$39.00**

Liquor Notice **\$100.00**

Sex Offender **\$100.00**

Trespass Notice (runs 12 times a year) **\$100.00**

Whereabouts (each issue) **\$20.00**

Affidavits **\$25.00**

Credit Card Charge **\$3.00**

Display Advertising

Open Market Rate: **\$6.50** per column inch

Political Rate: **\$7.00** per column rate/prepaid

Classified Ads

Up to 25 words **\$20.00**

25¢ for each additional word



Common Sizes

2X3 – **\$39.00BW \$64.00CL**

2X5 – **\$65.00BW \$90.00CL**

1/8 Page – 3X5 – **\$97.50BW \$122.50CL**

1/4 Page – 3X10.5 – **\$208.00BW \$233.00CL**

1/2 Page – 6X10.5 – **\$409.50BW \$459.50CL**

Full Page – **\$819.00BW \$919.00CL**

Process Color Charges

1-31.5 inches **\$25**

32-63 inches **\$50**

64-89 inches **\$75**

90-126 inches **\$100**



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Banner.com
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The **Banner** is online!

Don't miss out on placing your web ad before all the spots are taken.

thepointecoupeebanner.com

Leaderboard

Front and center

728px X 90px

\$250 a month

Fixed-big ad

Rail - 3 spots available

300px X 500px

\$200 a month

Fixed-big ad

Asset - 3 spots available

300px X 250px

\$200 a month

**Call or email Gail at 225-638-7155, gail.pcbanner@gmail.com
for more information**

The Pointe Coupee Banner

Special Sections

2X4 **\$65 - 5"X4"**
Quarter **\$100 - 5"X6"**
Half Page **\$200 - 5"X11.25"**
 or 10"X 6"
Full Page **\$400 - 10"X11.25"**

Special Pricing for
Letters to Santa - December



Special Pricing for
Valentine's Day
Black History Month
Easter
Mother's Day
4th of July
Halloween
Thanksgiving

