

8 Reasons

To Advertise in the Leisure Learning Unlimited (LLU) Schedule *Houston's Source for Lifelong Learning*

- 1) **Large Circulation** — LLU distributes at least 125,000 schedules! Your advertisement will be seen by over four times the number of people who read other free publications.
- 2) **Mailing List** — Each issue of the schedule is mailed to 30,000-35,000 recent students.
- 3) **Distribution** — Over 1000 Locations – From Clear Lake to Katy, The Woodlands to Alvin. Distribution is concentrated inside the beltway from downtown to the west side of Houston. Schedules are also distributed by hand at The Houston International Festival and other high traffic events.
- 4) **Long Exposure Time** — Your ad is seen for a minimum of 10 weeks. Compare that with other publications which are seen for between a day to a month.
- 5) **Target Audience** — LLU is read by a wide cross-section of the community with a heavy concentration of people who want to learn in the 25-65 age range. These people have the time and finances for outside activities and entertainment.
- 6) **Low Price** — Advertising rate for LLU are an excellent bargain. Rates are lower for advertising in several issues. (See box below)
- 7) **LLU Teacher Contract** — By advertising in LLU, you'll open yourself to the opportunity of working with our many talented instructors. They are constantly creating new classes and activities. They teach highly motivated students who may be your target market.
- 8) **A History of Success** — If you've been around Houston, you've seen LLU! We've been here since 1979.

Frequency	1X	2X	3X	4X	5X
Ad Size columns* x height"					
Full Page (3 x 9 1/2")	\$2775	\$2635	\$2500	\$2375	\$2255
2/3 Page (2 x 9 1/2")	1850	1755	1655	1575	1500
1/2 Page (3 x 4 3/4")	1385	1315	1250	1185	1125
1/3 Page (1 x 9 1/2")	925	880	835	795	755
1/4 Page (1 x 7")	685	655	625	600	575
1/8 Page (1 x 3 1/2")	350	340	330	320	315
1/16 Page (1 x 1 3/4")	200	190	180	170	160

* 1 column = 2 1/4" 2 columns = 4 7/8" 3 columns = 7 1/4"

Ads not conforming to this chart may pay at a rate of \$110 per column inch (3 inches minimum).

All images should be 300dpi. Ads in pdf, eps, or jpg are preferred; we can accept Indesign, Illustrator, or PhotoShop formats.

Ad Deadlines — Reservation for space must be made by:

1st Friday in October for January thru March classes

2nd Friday in December for mid-March thru May classes

3rd Friday in February for min-May thru July classes

3rd Friday in April for mid-July thru September classes

2nd Friday in July for mid-September thru December classes

Ad Creation — The cost for ad creation (if necessary) is separate from the cost of the ad. Please give us several days notice for ad creation so that your ad will be finished before the previously listed deadlines.

Borders — All ads must have borders.

Rates for Color — These can be quoted on a per job basis.

Special Rates — Rates for the back cover are based on the contract rate plus a 50% premium.

Position Charges — While every effort will be made to place an ad in the appropriate location, there is a 25% premium charge for specific placement.

Restrictions — LLU will not publish ads promoting tobacco. All advertising is subject to approval by LLU.

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