

Eight Reasons

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

- 1) **Large Circulation** — LLU distributes at least 100,000 schedules! Your advertisement will be seen by over four times the number of people who read most other free publications.
- 2) **Mailing List** — We mail each issue of the schedule is to 25,000-30,000 recent students.
- 3) **Distribution** — We stock the LLU schedule at over 750 Greater Houston locations, from Clear Lake to Katy, from The Woodlands to Sugar Land. We also hand out schedules at The Houston International Festival, outdoor concerts, annual parades, and other high traffic events.
- 4) **Long Exposure Time** — Prospective students see your ad for approximately 10 weeks. Other local and regional publications only display it for one day to one month.
- 5) **Target Audience** — A wide cross-section of the community reads the LLU schedule. Our audience has a heavy concentration of people age 25-65 seeking new skills, adventure or self-improvement. These people use their leisure time and disposable income for outside activities and entertainment.
- 6) **Low Price** — Advertising rates for LLU are an excellent bargain. We offer repeat discounts; the more frequently you advertise, the less you pay per ad. (See box below)
- 7) **LLU Teacher Contact** — When you advertise in the LLU schedule, you work with our many talented instructors who are constantly creating new classes and activities. They can help you promote your affiliated product or service to highly motivated students who may be your target market.
- 8) **A History of Success** — If you've been around Houston, you know LLU! We've teaching Houstonians 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:
2nd Friday in October for January thru March classes
2nd Friday in December for mid-March thru May classes
4th Friday in February for min-May thru July classes
4th 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. In-house ad production cost as little as \$50. Please give us several days notice for ad creation so that your ad will be finished on time.

Borders — All ads must have borders to separate them from the class listings.

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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