

LABI 50 EST. 1975

5th
&
Main

**50TH
ANNIVERSARY
COMMEMORATIVE ISSUE**

Tell your story to Louisiana's most influential
business and industry leaders, policymakers
& elected officials.

2025

MEDIA KIT

5TH & MAIN: A LABI MAGAZINE

Be a part of Louisiana's only statewide business, industry and manufacturing magazine. *5th & Main* is direct mailed into the hands of Louisiana's most influential CEOs, job creators, elected officials, decision makers, community leaders and policy experts. The publication spotlights current issues that affect companies throughout the state while also offering interesting features and inspiring profiles on Louisiana's best and brightest. Position your company in front of Louisiana leaders today. You don't want to miss our 50th Anniversary commemorative issue featuring special content recognizing the history of Louisiana's leading voice for business!

5TH & MAIN IS:

- o Direct mailed to 4,000+ LABI members throughout the state*
- o Direct mailed to all Louisiana legislators & cabinet secretaries*
- o Direct mailed to members of the Louisiana Congressional delegation*
- o Distributed throughout Louisiana at all LABI events*

ISSUE DATE: NOVEMBER 2025 / SPACE DEADLINE: SEPTEMBER 12, 2025



DISPLAY AD OPPORTUNITIES – EARLY BIRD RATES

(Available through August 15, 2025)

DISPLAY AD PREFERRED POSITIONS: (10% discount for early bird rates)

	MEMBER	NON-MEMBER
Inside Front Cover.....	\$3,996	\$4,950
Inside Back Cover.....	\$3,996	\$4,950
Page 3.....	\$3,996	\$4,950
Page 5 & 7.....	\$3,860	\$4,820
Back Cover.....	\$4,680	\$5,850
Full Page Ad <i>non-preferred position</i>	\$2,520	\$3,150
Two Page Ad <i>non-preferred position</i>	\$4,500	\$5,625
Half Page Ad <i>non-preferred position</i>	\$1,800	\$2,250



STANDARD RATES

(Available between August 16 and September 12, 2025)

DISPLAY AD PREFERRED POSITIONS:

	MEMBER	NON-MEMBER
Inside Front Cover.....	\$4,400	\$5,500
Inside Back Cover.....	\$4,400	\$5,500
Page 3.....	\$4,400	\$5,500
Page 5 & 7.....	\$4,285	\$5,356
Back Cover.....	\$5,200	\$6,500
Full Page Ad <i>non-preferred position</i>	\$2,800	\$3,500
Two Page Ad <i>non-preferred position</i>	\$5,000	\$6,250
Half Page Ad <i>non-preferred position</i>	\$2,000	\$2,500



BUSINESS PROFILES

Tell your story in our 50th anniversary issue's special section: **Louisiana Made**. Whether it's a product or service with roots in our state, the Louisiana Made business profile section allows you to tell your story, your way. This is also the perfect place to highlight your business's own anniversary; every profile will also include a special mention of how many years the business has been serving Louisiana. Writer and photographer included!

EARLY BIRD RATES

(Available through August 15, 2025)

	MEMBER	NON-MEMBER
Full Page Story <i>(photographer/writer included)</i>	\$3,600	\$4,500
Two Page Story <i>(photographer/writer included)</i>	\$4,500	\$5,625

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BUSINESS PROFILE OPTIONS



FULL-PAGE STORY



TWO-PAGE STORY



DISPLAY AD SIZES

TWO PAGE WITH BLEED
18.25" x 11.125"

Live area should be at least .375" in from all sides, and .5" of the center will be distorted due to the binding.

FULL PAGE WITH BLEED
9.25" x 11.125"

Live area should be at least .375" in from all sides

FULL PAGE WITH NO BLEED
7.75" x 9.625"

HALF PAGE VERTICAL
3.7812" x 9.625"

HALF PAGE HORIZONTAL
7.75" x 4.7188"





For Advertising Inquiries contact Rowdy Gaudet at rowdyg@labi.org