

River Valley & Ozark Edition

Published Every Sunday and Thursday By The **Arkansas Democrat-Gazette**

Delivered to all subscribers in Cleburne, Conway, Faulkner, Perry, Pope, Van Buren and Yell Counties
plus the city of Maumelle in Pulaski County

1316 Main Street, Suite 1 • Conway, Arkansas 72034 • Phone 501-327-0078 • 501-327-7477 • 501-327-5208 • Fax: 501-327-9712

Effective January 1, 2011

Annual Weekly Contract

Weekly inches for 52 consecutive weeks*

	Thursday	Sunday
258 Inches or more	\$ 7.75 PCI	\$ 9.79 PCI
129 inches to 257 inches	8.89 PCI	11.24 PCI
64 1/2 inches to 128 inches	9.38 PCI	11.83 PCI
31 1/2 inches to 64 inches	9.82 PCI	12.40 PCI
12 inches to 31 inches	10.59 PCI	13.35 PCI
6 inches to 11 inches	11.04 PCI	13.91 PCI

*Must purchase space each week for 52 consecutive weeks.

Annual Bulk Rate Contract

Monthly inches for 12 consecutive months*

	Thursday	Sunday
13,416 annual inches	\$ 8.15 PCI	\$10.29 PCI
6,708 annual inches	9.38 PCI	11.83 PCI
3,354 annual inches	9.87 PCI	12.45 PCI
1,638 annual inches	10.31 PCI	13.03 PCI
1,000 annual inches	10.63 PCI	13.50 PCI
624 annual inches	11.08 PCI	13.98 PCI
312 annual inches	11.59 PCI	14.63 PCI

*Arkansas Democrat-Gazette ads may be picked up into the zones at the 1,638" rate.
Total contract must be fulfilled within 12 consecutive months.

Monthly Accumulated Rate

Based on total inches accumulated monthly*

	Thursday	Sunday
1,032 inches & over	\$ 9.38 PCI	\$ 11.84 PCI
516 inches to 1,031 inches	10.07 PCI	12.71 PCI
258 inches to 515 inches	10.59 PCI	13.37 PCI
126 inches to 257 inches	11.10 PCI	14.00 PCI
48 inches to 125 inches	11.90 PCI	15.01 PCI
24 inches to 47 inches	12.45 PCI	15.71 PCI
1 inch to 23 inches	13.18 PCI	16.65 PCI

*Rate established at the end of each month as all inches are totaled.

— **20% Discount for Non Profit** —

Four Time Frequency

Same ad 4 consecutive Thursdays or 4 consecutive Sundays
or a combination of both. No copy or ad size changes.

	Thursday	Sunday	Combination
33 inches or more	\$10.12 PCI	\$12.76 PCI	\$11.44 PCI
Six to 32 inches	10.63 PCI	13.41 PCI	12.03 PCI
Four to five inches	11.91 PCI	15.02 PCI	13.46 PCI

13 Time Card Contract

Must run 13 consecutive Thursdays or 13 consecutive Sundays or a
combination of both. Copy may be changed after every fourth insertion.

	Thursday	Sunday	Combination
Six inches or more	\$ 9.87 PCI	\$12.45 PCI	\$11.16 PCI
Three to five inches	10.00 PCI	12.61 PCI	11.30 PCI
One to two inches	10.09 PCI	12.74 PCI	11.42 PCI

26 Time Contract \$9.52 PCI

Must run 26 consecutive Thursdays or 26 consecutive Sundays or a
combination of both. Copy may be changed after every fourth insertion.

Color Rates

	1-Page	2-Pages / DT
Black + One Color	\$178	\$281
Black + Two Colors	286	365
Black + Three Colors	365	527

— Contract advertisers receive a 50% discount on color —

Political Advertising

Local retail display rates will apply. All political advertising must be cash
with order and a signed notice of disclaimer is required before publica-
tion. Each ad must state "paid political advertising."

Rates are net

Ads publishing in the Sunday zone edition may run in the Thursday
zone edition for 35% off. The pickup rate will apply to the Thursday
prior to the Sunday ad or after the Sunday ad.

Guidelines Governing Advertising In The Arkansas Democrat-Gazette

Setting of advertising copy, on order of advertiser which is not used, and revising or changing of original copy shall be paid for by the advertiser at cost of composition and other labor. Such revisions or changes of original copy will be made only when it can be done without delaying publication of the newspaper.

Special position of advertisements shall be paid for by advertiser at the rate of 25 percent additional to regular rates, but in case the special position is not given, the advertiser shall pay for space at regular rates.

Slicks or other reproduction materials of advertisers shall be left with the Arkansas Democrat-Gazette without liability on its part.

Depth of any advertisement of more than 19 1/2 inches shall be paid for by advertiser on basis of full length column of 21 1/2 inches in depth. Double truck advertising shall be measured as 13 full columns. Spread must be at least 12 1/2 inches deep and comprise a total of 160 column inches. True double truck not guaranteed.

All copy for advertising is subject to approval of the Arkansas Democrat-Gazette, the right being reserved to revise or reject any advertising which is deemed objectionable for any reason.

The advertiser shall defend and indemnify and hold harmless Arkansas Democrat-Gazette, Inc. against any claim of liability or loss asserted or established against

it by reason of the publication of any advertisement or any part thereof submitted by or published at direction of the advertiser.

Arkansas Democrat-Gazette, Inc. disclaims responsibility and shall not be liable for omissions for any cause, flood, strikes, fire, etc. or wrong insertions of advertisements or for slight changes or typographical errors or for failure of advertisers' material printing distinctly in the paper.

The company's liability for major errors lessening the value of an advertisement shall be limited to republishing the incorrect part of the advertisement in correct form or to refunding such portion of the cost of the advertisement as it shall elect.