

# Three Rivers Edition

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

Delivered To All Subscribers in White, Independence, Cleburne, Izard, Jackson, Sharp, Stone and Woodruff Counties plus Cabot in Lonoke County and Jacksonville in Pulaski County

104 N. Spring • Searcy, Arkansas 72143 • Phone 501-279-0944 • 501-279-0930 • 501-279-0994 • 501-279-7719 • Fax 501-279-7740

Effective January 1, 2011

## Annual Bulk Rate Contract

Monthly inches for 12 consecutive months\*

	<u>Thursday</u>	<u>Sunday</u>
13,416 annual inches.....	\$ 8.62 PCI	\$10.88 PCI
6,708 annual inches.....	9.96 PCI	12.58 PCI
3,354 annual inches.....	10.57 PCI	13.33 PCI
1,638 annual inches.....	11.07 PCI	13.96 PCI
1,000 annual inches.....	11.48 PCI	14.51 PCI
624 annual inches.....	11.95 PCI	15.09 PCI
312 annual inches.....	12.39 PCI	15.66 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\*

	<u>Thursday</u>	<u>Sunday</u>
1,032 inches & over.....	\$ 9.35 PCI	\$ 11.81 PCI
516 inches to 1,031 inches.....	10.67 PCI	13.47 PCI
258 inches to 515 inches.....	11.33 PCI	14.30 PCI
126 inches to 257 inches.....	11.87 PCI	14.98 PCI
48 inches to 125 inches.....	12.76 PCI	16.11 PCI
24 inches to 47 inches.....	13.21 PCI	16.67 PCI
1 inch to 23 inches.....	14.24 PCI	17.96 PCI

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

— **20% Discount for Non Profit** —

## 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 publication. Each ad must state "paid political advertising."

## Four Time Frequency

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

	<u>Thursday</u>	<u>Sunday</u>	<u>Combination</u>
33 inches or more.....	\$10.12 PCI	\$12.76 PCI	\$11.44 PCI
Six to 32 inches.....	10.63 PCI	13.41 PCI	12.07 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.

	<u>Thursday</u>	<u>Sunday</u>	<u>Combination</u>
Six inches or more.....	\$10.63 PCI	\$13.41 PCI	\$12.03 PCI
Three to five inches.....	10.80 PCI	13.65 PCI	12.23 PCI
One to two inches.....	10.99 PCI	13.86 PCI	12.42 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

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

— **Contract advertisers receive a 50% discount on color** —

## 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.