

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 • 501-327-5294 • 501-327-5208 • Fax: 501-327-9712

Effective January 1, 2008

Annual Weekly Contract

Weekly inches for 52 consecutive weeks*

	Thursday	Sunday
258 Inches or more	\$ 7.60 PCI	\$ 9.60 PCI
129 inches to 257 inches	8.72 PCI	11.02 PCI
64 1/2 inches to 128 inches	9.20 PCI	11.60 PCI
31 1/2 inches to 64 inches	9.63 PCI	12.16 PCI
12 inches to 31 inches	10.38 PCI	13.09 PCI
6 inches to 11 inches	10.82 PCI	13.64 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	\$ 7.99 PCI	\$10.09 PCI
6,708 annual inches	9.20 PCI	11.60 PCI
3,354 annual inches	9.68 PCI	12.21 PCI
1,638 annual inches	10.11 PCI	12.77 PCI
1,000 annual inches	10.42 PCI	13.24 PCI
624 annual inches	10.86 PCI	13.71 PCI
312 annual inches	11.36 PCI	14.34 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	\$ 9.20 PCI	\$ 11.61 PCI
516 inches to 1,031 inches	9.87 PCI	12.46 PCI
258 inches to 515 inches	10.38 PCI	13.11 PCI
126 inches to 257 inches	10.88 PCI	13.73 PCI
48 inches to 125 inches	11.67 PCI	14.72 PCI
24 inches to 47 inches	12.21 PCI	15.40 PCI
1 inch to 23 inches	12.92 PCI	16.32 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	\$ 9.92 PCI	\$12.51 PCI	\$11.22 PCI
Six to 32 inches	10.42 PCI	13.15 PCI	11.79 PCI
Four to five inches	11.68 PCI	14.73 PCI	13.20 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	\$ 9.68 PCI	\$12.21 PCI	\$10.94 PCI
Three to five inches	9.80 PCI	12.36 PCI	11.08 PCI
One to two inches	9.89 PCI	12.49 PCI	11.20 PCI

26 Time Contract \$9.33 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 publication. 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.

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Published every Sunday and Thursday by the Arkansas Democrat  Gazette

Effective January 1, 2008

Retail Advertising Contract

Arkansas Democrat-Gazette, Inc., Little Rock, Arkansas

In consideration of

Advertiser Name: _____

Address: _____

City: _____ State: _____ Zip: _____ Phone: (____) _____

agrees to furnish us local retail advertising space for publication in the *Arkansas Democrat-Gazette's* River Valley & Ozark Edition as follows:

Owner/ Manager

Initial

START DATE: _____

_____ **Annual Weekly Contract** _____ inches @ \$ _____ PCI Thursday

_____ inches @ \$ _____ PCI Sunday

_____ **Annual Bulk Rate Contract** _____ inches @ \$ _____ PCI Thursday

_____ inches @ \$ _____ PCI Sunday

_____ **13 Time Card Contract** _____ inches @ \$ _____ PCI Thursday

_____ inches @ \$ _____ PCI Sunday

_____ inches @ \$ _____ PCI Combo

(Must run 13 consecutive times. Copy change once per month)

_____ **4 Time Frequency Contract** _____ inches @ \$ _____ PCI Thursday

_____ inches @ \$ _____ PCI Sunday

_____ inches @ \$ _____ PCI Combo

(Must run for 4 consecutive times with no copy change)

_____ **26 Time Contract** _____ inches @ \$ _____ PCI Thurs. ____ / Sun. ____ / Combo ____

(Must run 26 consecutive weeks. Copy & Size may change once per month only)

Other: _____

We, in addition to the terms and conditions as hereinafter set forth, agree to pay monthly, as used, for such advertising on or before the 10th of the month following advertising, without discount. In the event scheduled payments are not received, advertisements may be withheld until past due balances are brought current.

If for any reason the minimum space contracted for should not be used by us within the contract period, we agree to pay the difference between the rate stated herein and the rate actually earned as per rates printed on the reverse side of this contract. If we use enough additional space to earn a lower rate, per rate schedule printed on reverse side hereof, Arkansas Democrat-Gazette, Inc., agrees to furnish us additional advertising space in the *Arkansas Democrat-Gazette* River Valley & Ozark Edition at then prevailing rates, amounting to the difference between the rate earned and the price paid by us.

We agree that Arkansas Democrat-Gazette, Inc., shall have the right to revise the rates mentioned herein upon thirty days notice to us, but if such revision of rate is not agreed to by us, either party shall have the right to terminate the contract without penalty at the end of thirty days notice.

This contract covers only advertising classified as local retail display advertising which relates to our regular retail business only, and its privileges cannot be transferred, in whole or in part, to another party. It is further agreed that there are no terms or agreements not set forth herein and that the rates and regulations or conditions on the back hereof are part of this contract as fully as if they appeared on its face.

This contract shall become effective on its acceptance by the publisher, general manager, advertising manager or promotions director of the *Arkansas Democrat-Gazette's* River Valley & Ozark Edition and shall run for a period of 12 months as set out above.

Customer

Signature X _____

Date _____

Billing Address _____

Acct. # _____

Advertising Representative _____

Advertising Manager _____

Notice!

Failure to fulfill contract will result in a re-rate of all ads previously published as stated below.

Advertiser's Initial:

X _____