

What is central Arkansas

**talking
about?**

Find out in *sync*

Now with more news, culture, entertainment, people, events,
commentary, blogs, contests and, best of all, readers.

WE'RE TALKING ABOUT



News and Features to Connect To Your World

>>>Sync is a vibrant, free weekly newspaper that is distributed throughout the metro area of Pulaski, Faulkner, Saline and Lonoke counties. Sync targets young, energetic, professional people who are excited about where they live, work and play. Sync continues to evolve and grow to cover specific issues our readership values — living green, volunteering, working, education, buying homes, finances, health and fitness and more.

In Every Issue

WATERCOOLER

Local and state news, photos from around the world, pop culture and sports.

FOOD

Taste tests to find the best in local restaurant fare and reviews on a variety of local eateries.

SPORTS

The Sports Seer provides insight and opinion on the games that matter most to central Arkansas.

OPINION

From fashion to relationships, there's no subject off limits on Sync's Opinion pages where readers give their feedback, Mabel Vail gives advice and editor Melissa Tucker shares her wit and ramblings.

TECH

Reviews of gadgets, gizmos and software, plus musings from Sync's End User on using technology to make life easier and simpler.

MUSIC

CD reviews and interviews with local bands and music-makers.

EVENTS

Going out with the family or on a first date, Sync's weekly calendar of events — from outdoor fun to fun in the clubs — is the best around.

PICTURE PAGES

Pictures of you and all your friends at fundraisers, events and concerts in the area.

TURNING POINT

Inspiring Arkansans share stories of hitting bottom and then turning their lives around in the hope they'll help others do the same. This weekly feature also includes a list of resources for those seeking or wanting to give help.



Sync publishes every Wednesday > Space reservation due Wednesday prior to publication
To advertise, contact your sales representative or Carol Dawson, special sections manager, 501.918.4522.

The 'sync' logo is displayed in a large, bold, lowercase, sans-serif font. The letters are black and set against a light green background.

121 e. capitol • little rock, ar 72201 • syncweekly.com

WE'RE TALKING ABOUT

**MORE
distribution**

57% increase in total distribution •

Starting mid-summer 2009, we increased the distribution of Sync from 28,000 to 44,000+.

>> For the past two years, Sync has distributed nearly 30,000 copies throughout the four-county metro area of Pulaski, Saline, Lonoke and Faulkner counties. As a special promotion and to grow long-term readership, 16,000+ copies of Sync will be included in the *Arkansas Democrat-Gazette* sold at newspaper racks in Pulaski County and from the cities of Conway, Bryant, Benton, Cabot, Greenbrier, Vilonia and Mayflower.

>> We're also adding to the 600+ locations of Sync stands. Throughout the metro, there will be new pickup locations, growing the distribution even more.



No additional cost to advertisers •

You grow. We grow. We're all happy.

>> We are going to print more, distribute more and ultimately get more people looking at your business. Here's the fun part: You don't pay more. It's hard to take on extra expenses during this tough economic time. But we think that now, during this crucial period for businesses and consumers, it's even more important to help local businesses get the results they need. We think this can be a great partnership: you help us grow and we'll do our best to help you do the same.



44,000+ distributed in central Arkansas!

sync

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**OUR
readers**

Who is reading Sync?

>> Sync is a weekly publication geared toward the non-newspaper reader. Through short stories and quick updates, busy adults can stay up-to-date with what's being discussed in their world, locally and nationally. From pop-culture to dining reviews and the local social scene, readers will find a little of everything to keep them interested.

>> **The non-newspaper reader**

56% of Sync's readership does not read the daily Arkansas Democrat-Gazette

26% of Sync's readers don't read the Sunday Arkansas Democrat-Gazette

25% of Sync's readers don't read the Sunday or daily Arkansas Democrat-Gazette

>> **Living large lifestyle**

Sync readers are central Arkansas' trendsetters who have the money to support their "living large" lifestyle.

INCOME OF SYNC'S READERS:

72% have household income of more than \$50,000

43% of Sync's readers have household income of more than \$75,000

29% of Sync's readers have household income of more than \$100,000

HABITS OF SYNC'S READERS:

In the last 30 days:

61% have been shopping

36% have attended three or more movies (7 times more than the general public)

In the last year:

66% have been to a professional sporting

54% have been to a nightclub

52% have attended an event at Alltel Arena

34% went to the zoo

71% have been to the River Market

52% have been to a Travelers game

64% attended the state fair

40% went to a U of A game

Source: 2009 Scarborough, RL 1 for the 4-county metro area of Pulaski, Saline, Lonoke and Faulkner counties. Base of adults 18+ is 485,018. Survey time period is from April 2008-March 2009

sync



**OUR
readers**

Who is reading Sync?

The Young and The Young at Heart

>> Given Sync's fresh approach and hip style, you might assume that our readers are younger than those of other publications — and you'd be right. But that's only part of the story. We think that people of all ages like Sync because it's an easy way to stay in touch through quick news, interesting features, diverse reviews and the best entertainment calendar in central Arkansas. And, really, there's no age limit on that! The research supports our theory. Sync's reader is younger than the general population, but there's a diverse group who pick up Sync every week.

Ages 18-34

INDEX 163*

Sync's reader is 63% more likely than the general population to be 18-34

Ages 21-49

INDEX 146*

Sync's reader is 46% more likely than the general population to be 21-49

Ages 18-49

76% of readers

More than 3/4 of Sync's readers fall into the 18-49 age group, a diverse age group that is active and making decisions about where they want to be doing business for years to come.

Average age

41 years old

The mean age of Sync's readers is 41.

Top targets

21-24 & 30-34

Sync indexes at 313 for reaching the 21-24 year old, meaning that Sync's readers are 3.13 times more likely than the general population to be between 21-24. Sync's second highest age index (219) is the 30-34 year old group.

Reach these elusive readers in their prime buying ages!

* A statistical index refers to how much a given group looks like the average population within a geography. An index of 100 represents the general population. Numbers lower or higher than 100 show, in varying degrees, that a specific group is less likely (below 100) or more likely (above 100) than the general population to carry specified traits.

Source: 2009 Scarborough, RL 1 for the 4-county metro area of Pulaski, Saline, Lonoke and Faulkner counties. Base of adults 18+ is 485,018. Survey time period is from April 2008-March 2009



WE'RE TALKING ABOUT



Weekly college page

Sync's new weekly college pages will feature special content designed to reach the 20,000+ college students who live in central Arkansas. Don't miss your opportunity to target this group on a new, weekly page featuring events, sports and news specific to this hard-to-reach crowd.

>>Content to include:

- Quick snapshots on interesting students and teachers
- Alumni news and gatherings
- Helpful information about grants and scholarship resources
- Upcoming performances and entertainment
- Pictures and information about sporting events
- Snapshot boxes on student activities like Rush, orientations, new classes and new interest groups and meetings

Colleges to be covered include UALR, UCA, Hendrix, Central Baptist College, Pulaski Tech, Philander Smith, Arkansas Baptist, Harding University and UAMS.



The hawkers hit the campuses

Loud, proud and coming to them.

>> Each week we'll be sending out a team of street "hawkers" who will hand out copies of Sync as they stroll through the college campuses, letting passers-by know what content might interest them.

>>SPONSORSHIP OPTIONS (6X CONTRACT):

STRIP SPONSORSHIP (10.167"x3")
Only ad on the page\$431/week

>> COLLEGE COUPON CRAZE (6X CONTRACT):

1/6 page coupons\$226/week



the
**COUPON
QUEEN**

Coupons. Savings. Timely advice about money.

Consumers want to shop wisely

Reports show that consumers are serious about finding ways to save. It's the hip thing to do, and so naturally, Sync wants to be a part of that. On Sync's new weekly page "Lessons from the Coupon Queen" Sync readers will be given advice and tips on making the most of every dollar. Consumers still want to shop and they want to be smart about it. Don't miss your opportunity to draw shoppers to your business with coupons and specials. Show them how to be smart while shopping at your store!

>>Content to include:

- Quick tips on when and where to shop
- Coupons from local businesses
- Helpful information about getting the most for your money
- Useful guidelines to create savvy shoppers

Jill Cataldo is a coupon-workshop instructor, writer and mother of three, beloved by readers nationwide. Sync is the only place to read her in Arkansas! Don't miss your chance to reach central Arkansas shoppers!

>>**COUPONS:**

Single coupon\$81/week
 Double coupon.....\$149/week
 (13 week commitment required)

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 To advertise, contact your sales representative or Carol Dawson, special sections manager, 501.918.4522.



WE'RE TALKING ABOUT



Get noticed •

STARTING SEPTEMBER 30, 2009

Here's your chance for *Sync* readers to find out more about your wine selection — whether you specialize in wine sales or own a restaurant with a superlative wine list. Our Wine and Dine Me page will spotlight what you have to offer.

>>Content to include:

- Advertorial provided by you about the wines you have available — review about your product, mini-features on your chef, special prices on your wine selection ... it's up to you!



Rates

>> SPECIAL FEATURE:

12x contract.....	\$105/month
6x contract.....	\$125/month
3x contract.....	\$145/month
Open rate.....	\$160/month

(Each space is 4.98"x3.5")

More than 44,000+ copies distributed in central Arkansas!

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HOME style

Get noticed ●

STARTING IN OCTOBER 2009

Here's your chance for *Sync* readers to find out more about your business and the products you offer. With a commitment to run in seven issues, you will be featured in *Sync's* advertorial for one edition, and in the other six, receive a product feature. This is the perfect chance to showcase your products and expertise!

>>Content to include:

- Editorial about home trends with quotes from a local business owner.
- Themed product features.
- Beautiful photography will accompany each editorial piece.

>>Distribution:

- *Sync* will distribute more than 44,000 copies throughout the four-county metro area of Pulaski, Saline, Lonoke and Faulkner counties.

Rates

>> SPECIAL FEATURE (7X CONTRACT):

1/16 page (4.98" x 3.5").....\$99

Yes, I would like to run in seven issues of Home Style beginning _____ (date)

_____ (signature)

Sync publishes every Wednesday > Space reservation due Wednesday prior to publication. To advertise, contact your sales representative or Carol Dawson, special sections manager, 501.918.4522.



FASHION Scene

STARTING IN OCTOBER 2009

Get noticed

Here's your chance for *Sync* readers to find out more about your business and the products you offer. With a commitment to run in seven issues, you will be featured in *Sync's* advertorial for one edition, and in the other six, receive a product feature. This is the perfect chance to showcase your products and expertise!

>>Content to include:

- Editorial about fashion trends with quotes from a local business owner.
- Themed product features.
- Beautiful photography will accompany each editorial piece.

>>Distribution:

- *Sync* will distribute more than 44,000 copies throughout the four-county metro area of Pulaski, Saline, Lonoke and Faulkner counties.

Rates

>> SPECIAL FEATURE (7X CONTRACT):

1/16 page (4.98" x 3.5").....\$99

Yes, I would like to run in seven issues of Fashion Scene beginning _____ (date)

(signature)

Sync publishes every Wednesday > Space reservation due Wednesday prior to publication.

To advertise, contact your sales representative or Carol Dawson, special sections manager, 501.918.4522.

fashionsense | a special advertising feature

Shopping just got "greener"

The prints, colors and shapes of this season's hottest looks.

1/16 page

1/16 page

1/16 page

1/16 page

06.12.09 | syncweekly.com | 3



WE'RE TALKING ABOUT



Make an impression by being The First Impression

Sync is distributed at more than 600 locations throughout Pulaski, Faulkner, Lonoke and Saline counties. With your advertisement on the front page, your business enjoys 600-mini billboards throughout the metro as your ad can be seen by passers-by, in addition to every Sync reader.

>> Specifications

- Sizes: Horizontal strips are 10.167 x 2
Vertical strips are 2"x 10.33
- Rates include full color
- Front page advertising does not count towards any other contract fulfillment.
- No other discounts apply; no pick-up discounts apply.
- All copy and layout must be approved by the Advertising Director.
- All Political or Issue ads must contain the words "Paid Political Advertisement" at the top of the ad and must be paid in advance.
- Political or Issue Ads will not be accepted for publication less than two days prior to an election.
- Front page ads may not resemble advertorial or news copy.

>> Rates

52x	26x	13x	6x	1x
\$387	\$409	\$431	\$452	\$561



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ADVERTISING RATES

ad rates

	52x	26x	13x	6x	1x
2 Pages	\$1,938	\$2,089	\$2,210	\$2,328	\$3,028
Full Page	\$1,077	\$1,160	\$1,228	\$1,293	\$1,682
3/4 Page	\$808	\$870	\$921	\$970	\$1,261
1/2 Page	\$538	\$580	\$614	\$647	\$841
1/3 Page	\$387	\$409	\$431	\$452	\$561
1/4 Page	\$307	\$323	\$339	\$364	\$420
1/6 Page	\$205	\$216	\$226	\$243	\$280
1/8 Page	\$153	\$162	\$170	\$182	\$210
1/16 Page	\$77	\$81	\$85	\$91	\$105

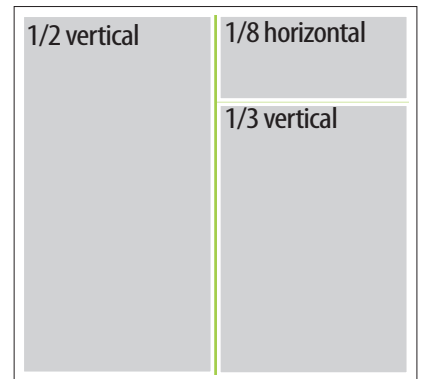
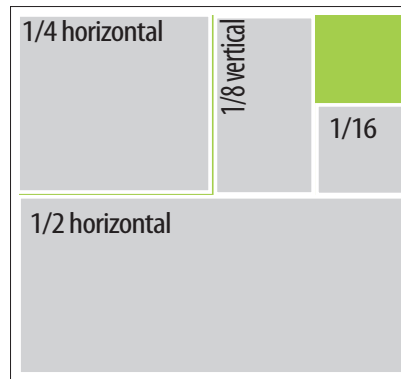
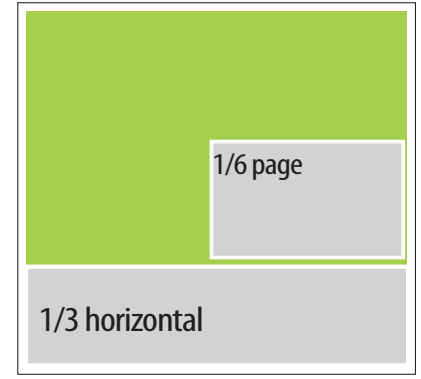
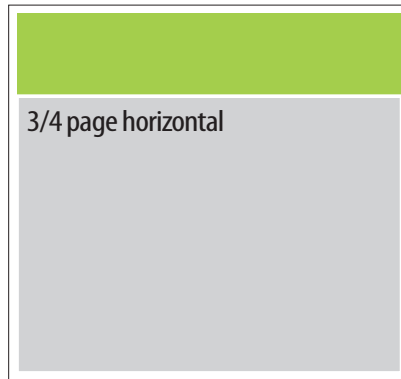
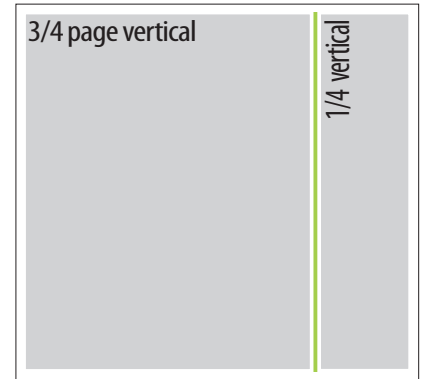
ALL PRICES INCLUDE FULL COLOR!

All advertisers who pick up their advertisement from the Arkansas Democrat-Gazette can use the 52-time rate.

ad sizes

dimensions (w x d)

Full page.....	10.166" x 10.2"
3/4 page horizontal.....	10.166" x 7"
3/4 page vertical.....	7.55" x 10.2"
1/2 page horizontal.....	10.166" x 5"
1/2 page vertical.....	5" x 10.2"
1/3 page horizontal.....	10.166" x 3.5"
1/3 page vertical.....	5" x 7"
1/4 page horizontal.....	5" x 5"
1/4 page vertical.....	2.416" x 10.2"
1/6 page.....	5" x 3.25"
1/8 page horizontal.....	5" x 2.5"
1/8 page vertical.....	2.416" x 5"
1/16 page.....	2.416" x 2.50"



deadlines

Publication date, every Wednesday.

Deadline for space reservation, Wednesday, one week before publication.

For more information, call 501.918.4522