



1010 Hwy. 77
Marion, AR 72364
870-735-1010
Fax: 870-735-7403

Local Retail Rate Card

Effective January 1, 2019

Available Upon Request

Political Advertising.....\$12.81 per inch
(State & Regional Offices)

Local, Non-Agency.....\$10.44 per inch
(cash with order)

* NATIONAL ADVERTISING RATES

\$13.92 per column (commissionable). National rate commissionable for payment by 30th of month following publication: 15% allowed to advertising agencies recognized by the Arkansas Press Association. Camera ready copy must be provided (minimal pub set) with written orders. No camera ready discount allowed. 10% discount first time repeated.

6. GROUP COMBINATION RATES

* The Marion Ledger is a monthly tabloid distributed to eastern Arkansas' highest demographic growth community.
OPEN RATE (No Contract).....\$6.00 per in.
COMBINATION RATE(Times insertion)..\$4.00 per in.

7. COLOR RATES

* Run of Press Color
4 Color Rate Print.....\$150.00
Placement of color ad must be determined by mechanical requirements of press. Available Mon, Wed, Fri. No minimum size required. Color must be CMYK format for print. No charge for color on online only advertisement.

*PREPRINTED INSERT RATES

(Standard)	(Tabloid)	
4.....	4.....	\$45 per thousand
4.....	8.....	\$47 per thousand
6.....	12.....	\$49 per thousand
8.....	16.....	\$51 per thousand
10.....	20.....	\$53 per thousand
12.....	24.....	\$55 per thousand

* Special discounts apply, based on multiple insertion agreement.

* Rates for sizes other than standard or tabloid available upon request.

* Section must be delivered pre-paid to our plant, at least ten working days in advance of distribution date.

* Minimum insertion Fee-\$90.

NOTE: Mechanical in plant stuffing--any insert that does not conform to requirements will be hand inserted at an additional charge. Requirements--13x11 1/2 maximum folded size. Tabloid size inserts to be shipped flat and jogged. Standard size to be half folded to conform to above size.

MAILING ADDRESS OF NEWSPAPER

P.O Box 459
West Memphis AR 72303
(870) 735-1010

1. PERSONNEL

Alice Rains, Jane Russell, Caroline Holt

2. REPRESENTATIVES (INTRA STATE)

* Arkansas Press Association, Inc.
411 South Victory
Little Rock, AR 72201-2932
(501) 374-1500

3. COMMISSIONS AND CASH DISCOUNTS

* Local retail rate is non-commissionable. National rate only is commissionable. **TERMS:** All rates subject to 1.5% discount if paid by 10th of month following billing. Net 30.

4. ADVERTISING RATE POLICIES

*Local retail advertising is advertising of strictly bona fide retailers selling at retail exclusively paid entirely by themselves, and offering goods or service to the consumer of outlets owned or leased by themselves. All advertisers receiving contract rates must have signed contracts. Contract advertisers subject to extra assessment or credit rebate at termination of contract according to rate earned. Alcohol and tobacco advertising accepted. These terms applicable to rate card No. 37 effective January 1, 2019.

5. ADVERTISING RATES

* OPEN RATE-NO CONTRACT

Local print.....\$12.81 per inch
E-edition only local rate.....\$6.40 per inch

* MULTI-INSERTION RATE

Multi insertion ads with minimum of two insertions with no copy change will earn a 30% discount. "Fantastic Five" ads will appear on 5 consecutive publication dates. Day 1-earned rate; Day 2-20% discount; Day 3- day 1 less 40% discount; Day 4-day less 60% discount; Day 5-No charge. (Example: Day 1-\$12.81 per col. in.; Day 2- \$10.24; Day 3-\$7.68; Day 4-\$5.14; Day 5-FREE.

* LOCAL THIRTY-DAY RATES

Every Print Issue (Mon.-Wed.-Fri.).....\$86.10 per in.
Online Only Editions (Tues.-Thurs.).....50% OFF Print Rate

* MONTHLY CONTRACT RATES

Available Upon Request

* ANNUAL CONTRACT RATES

8. INTERNET

www.theeveningtimes.com
E-edition Tuesday and Thursday prices 50% OFF local rate. Website rates for Advertising positions (Leaderboard, margin, etc.) available upon request 870-735-1010

9. SPECIAL SERVICES

* Ad Layout and type service available
* Non advertising composing fee minimum \$30 per hour.
*PROOF AND TEARSHEETS
*Upon request, a proof will be shown on any ad, providing all copy has been submitted by deadline.
*Tearsheets will be furnished free to the advertiser only if requested at the time of insertion. Free E-edition account provided to those who require digital tearsheets.
*The newspaper reserves the right to limit the number of tearsheets.
*In cases where the tearsheet requests are deemed excessive or when tearsheets are unavailable, a sworn statement of publication will be furnished by the newspaper.
* Marketing information furnished upon request.

10. R.O.PDEPTH

* Minimum acceptable size: 1 column wide by 1" deep.
* Advertisements exceeding 19 1/2" in depth will be printed and charged at full 21 1/2".

11. CONTRACT AND COPY REGULATIONS

* Rates quoted apply to 1 column inch, unless otherwise quoted.
* We reserve the right to insert the word "advertisement" in any ad at our discretion.
* Not responsible for advertising materials unless instructions to return at advertiser's expense are furnished with order.
* The Times assumes no financial responsibility for typographical errors in advertising or for omission of copy, or advertiser's cuts or slicks printing distinctly in the paper. The company's liability for major errors lessening the value of an ad shall be limited to republishing the incorrect part of the advertisement in correct form or refunding such portion of the cost of the ad, as it shall elect.
* All copy for advertising is subject to approval of the Times the right being reserved to revise or reject any advertisement which it seems objectionable for any reason.

12. CLOSING TIMES

* Space reservation for the Times must be made by 9 a.m two days prior to publication.
* Space reservation for the Marion Ledger must be made and copy received Wednesday 5p.m. prior to publication for the following week.
* Special section deadlines advance 1 week prior to publication.
* Cancellation must be made by 9 A.M two days prior to publication.

13. SPECIAL CLASSIFICATIONS/RATES

* Legal Advertising: rates available upon request.

14. CLASSIFIED RATES

* Available upon request

15. CIRCULATIONS

* See Standard Rate & Date Service

* Subscription by carrier \$6.75 per month; by mail in county \$78.00 per year; by mail outside county \$125 per year.
*E-edition rate \$36 annually. Free account to advertisers.
* Member of the Associated Press.
* Published in print Monday, Wednesday & Friday of each week except on Christmas Day. Online on Tuesdays and Thursdays.

MECHANICAL MEASUREMENTS TIMES PUBLICATION		
COLUMNS	INCHES WIDE	Classified
1	1.69	1.2
2	3.55	2.5
3	5.41	3.75
4	7.27	5
5	9.13	6.3
6	11	7.6
7	n/a	8.8
8	n/a	10.14
9	n/a	11.5

MECHANICAL MEASUREMENTS MARION LEDGER		
COLUMNS	INCHES WIDE	
1	1.5	
2	3.3	
3	5	
4	6.7	
5	8.5	

MECHANICAL MEASUREMENTS SPECIAL TABLOID SECTIONS		
COLUMNS	INCHES WIDE	
1	1.7	
2	3.7	
3	5.7	
4	7.7	
5	9.75	



Full Page 6 col x 20.5 in (11 in x 10.5 in)
Half Page 6 col x 10 in (11 in x 10 in)
Half Page Vertical 3 col x 20.5 in (5.41 in x 20.5 in)
Quarter Page 3 col x 10 in (5.41 in x 10 in)



1/8 Page 3 col x 5 in (5.41 in x 5 in)
Double Truck 2 Page Center Spread 24.5 col x 20.5 in