

The Sun-Times

107 N. 4th St., Heber Springs, AR 72543
e-mail: advertising@thesuntimes.com

(501) 362-2425; fax: (501) 362-5877
www.thesuntimes.com

2011 Advertising Rates

Section Front Advertising

| | | |
|-----------------------------------|-------|----------------------|
| Top "A" Post It Note | \$199 | |
| | | Open Contract |
| Bottom "A" Section (3x2) 2 Avail. | \$120 | \$90 |
| Top "B" Section (3x1.5) 2 Avail. | \$100 | \$85 |
| Bottom "B" Section (2x3) 3 Avail. | \$90 | \$75 |

(All Front Page Ads Are Full Color)

Local

| | | |
|---------------------------|-------------------------------|------------------|
| | Main News Classified | |
| Open Rate- | \$7.25* | \$5.50* |
| 4+ Consecutive Weeks | \$6.75* | \$5.00* |
| | *Plus Internet Display Charge | |
| 7 Day Internet Placements | \$5 (ads \$50-\$99) | \$10 (ads \$99+) |

Annual Volume Agreements

| | | |
|------------------------------|-----------|------------|
| | Main News | Classified |
| Column Inches Per Year: | | |
| 400 (Approx. 8" per week) | \$6.75 | \$5.25 |
| 600 (Approx. 11.5" per week) | \$6.35 | \$4.95 |
| 1000+ (Approx. 19" per week) | \$5.95 | \$4.65 |

(only with signed contract)

Color Charges

\$40 Per Color - \$120 Full Color

Classified Word & Garage Sale Ads*

| | | |
|----------------|-------------|--------------|
| | Once | Twice |
| Up to 25 words | \$6.75 | \$10.00 |

Each additional word 10-cents.

Enhancements (BOLD, etc.) \$1 each issue

(*Includes Internet)

Published Wednesdays & Fridays

| | | |
|-------------------|-------------|-------------|
| Deadlines: | Wed. | Fri. |
| | Noon Fri. | Noon Tues. |

**Member: Arkansas Press Association
Inland Press Association
National Newspaper Association**

Pre-Printed Inserts

| | | | | |
|----------------------------|------|----------------------|------|------|
| Per 1,000 | Open | Frequency Agreements | | |
| Single Sheet | \$42 | | | |
| | | 12x | 26x | 52x |
| Up to 8 pg. tab | \$57 | \$52 | \$48 | \$44 |
| 10-14 pages | \$62 | \$57 | \$54 | \$52 |
| 16 or more, Call for quote | | | | |

Pre-printed inserts are accepted Mon.-Fri. 8am-4pm
at 107 N. 4th, Heber Springs, Arkansas
(Minimum 5,000 Distribution)

Waterfront

| | | | |
|--------------|----------|----------|---------|
| | Open | Contract | Color |
| Full Page | \$275.00 | \$195.00 | \$75.00 |
| Half Page | \$160.00 | \$ 99.00 | \$60.00 |
| Quarter Page | \$100.00 | \$ 59.00 | \$45.00 |
| Eighth Page | \$ 75.00 | \$ 49.00 | N/A |

Deadline: noon Fridays

(Must keep account current)

Legal Notices

\$.20 per word - electronic • \$.30 - typed

Non-Judicial foreclosures \$188 per run

National/Commissionable \$8.65

Church/Civic Clubs \$6.00

Service Directory \$6.95 per issue

Professional Directory \$13.95 per issue

Devotional Page \$13.95 per week

(Must Run A Minimum Of 8 Issues, Prepaid)

Policies:

1. The Sun-Times Reserves the right to revise rates at any time.
2. Publisher reserves the right to edit, alter, cancel or reject any advertisement at any time.
3. Advertising simulating news can be set in body type, but must carry the word "Advertisement" at the top or bottom of the ad.
4. Position of ad will not be guaranteed unless ad size minimum is 30" and the advertiser agrees to a 25% additional cost of the ad; however, every effort will be made to accommodate reasonable requests.
5. Past due accounts over 30 days will be subject to a 1.5% service charge. Pre-pay only without established acct.
6. Discounts available to customers in good standing only.