

Preprint Rates (Contracts Available)

95% Market Coverage is available every Wednesday between the El Dorado News-Times and the Extra. It is carrier delivered.

4 Pages or Less.....\$61/m
6 Pages.....\$63/m
8 Pages.....\$69/m
10 Pages.....\$75/m
12 Pages.....\$78/m
Over 14 pages add \$2.00 per thousand
Single Sheet.....\$50/m

Delivery: Supplements must be delivered to the News-Times not later than 7 days prior to distribution date. Space should be reserved at least 10 days in advance. Shipment of preprints to be in bundles or in cartons. Receiving Hours 8:30am to 4:00pm. Imprinting: In the event that a preprint is dated, it must be inserted on the day specified. Special Instructions: Any preprint over 65 column inches will be charged at full size rates. Minimum Charge: \$400



Internet Rates

Leaderboard.....\$250 - \$300
Corner Big Box.....\$200 - \$250
Tower\$200-\$250
Lower Leaderboard \$150-\$200

Special Services

Artwork and Ad Publication: Layout and design of advertising copy is provided for advertisers at no charge. Ask your sales representative for details.

Proofs: Proofs will be delivered to the advertiser's place of business on all ads 15 column inches or more, providing they are submitted by deadline. All other ads submitted by deadline are available for inspection at the newspaper. We cannot be responsible for corrections made over the telephone.

Tear sheets: The number of tear sheets will be determined by the nature and need of the business. Orders for tear sheets received after publication, if available, will be charged at \$.25 per tear sheet. Affidavits of publication will be furnished free of charge when copies of papers in which the advertisement appears are depleted.

Art and Copy Service: A full staff of artists and copywriters are available for the preparation of a single ad or entire campaign. No charge for speculative ads and theme development.



2018 Advertising Rate Card

January 1, 2017 –
December 31, 2017

111 North Madison
El Dorado, Arkansas
71730

www.eldoradonews.com

El Dorado
News-Times



PERSONNEL

Publisher:
Walter E. Hussman, Jr.
WEHCO Newspapers President:
Mark Lane
WEHCO Media President:
Nat Lea
Palmer Newspapers President:
Terri Liefeste
General Manager:
Ronnie Bell

Retail Rates

Open Rate\$18.75

Volume Space Contract Rates

Price per column inch

200"\$13.45
360"\$12.95
720"\$12.55
1200"\$12.25
1800"\$12.05
2400"\$11.85
3600"\$11.65
4800"\$11.45
6000"\$11.25
7200"\$10.95
8400"\$10.65
10000"\$10.50

Nonprofit Rate.....\$11.85 per
column inch

30 Day Card Ad Rate.....\$350.00
per column inch

(\$11.67 per column inch per day)

Have A Happy Rate.....\$8.00 per
day

National Advertising
Rate.....\$23.75

Political Rate.....\$19.00 per
column inch

(Political volume space contracts
available)

Classified Rates

Open Rate.....\$13.50 per column
inch

Volume Space Contract Rates

Price per column inch

200"\$11.40
360"\$10.90
720"\$10.50
1200"\$10.20
1800"\$10.05
2400"\$9.90
3600"\$9.75
4800"\$9.60
6000"\$9.40
7200"\$9.20
8400"\$9.05
10000"\$8.90

Nonprofit Rate.....\$9.95 per column

Color Rates

10" - 30"	- \$2.50/inch
31" - 63"	- \$2.25/inch
64" - 129"	- \$1.25/inch

Total Market Coverage- The Extra

Delivered to 7,400 Nonsubscribers in Union
County

RETAIL MECHANICAL REQUIREMENTS

1 Column.....	1.6667"
2 Column.....	3.4583"
3 Column.....	5.25"
4 Column.....	7.0417"
5 Column.....	8.8333"
6 Column.....	10.625"

CLASSIFIED MECHANICAL REQUIREMENTS

1 Column.....	1.2187"
2 Column.....	2.5625"
3 Column.....	3.9063"
4 Column.....	5.25"
5 Column.....	6.5938"
6 Column.....	7.9375"
7 Column.....	9.2812"
8 Column.....	10.625"

DEADLINES

Monday.....	Thursday 12 Noon
Tuesday.....	Friday 12 Noon
Wednesday.....	Monday 12 Noon
Thursday.....	Tuesday 12 Noon
Friday.....	Wednesday 12 Noon
Saturday....	Wednesday 12 Noon
Sunday.....	Thursday 12 Noon

Extra

Thursday 12 Noon