

Advertising Rates

Effective October 1, 2022

Policies

- A. J.Allen, LLC reserves the right to revise rates at any time upon 30 days notice.
- B. Publisher reserves the right to edit, alter, cancel or reject advertising at any time.
- C. Advertising simulating news can be set in body type but must carry the word(s) "Advertisement" or "Sponsored By" at the top of the ad.
- D. Position of ad will not be guaranteed unless the advertiser agrees to a 25% additional charge; however, every effort will be made to accomodate reasonable requests.
- E. The publisher's liability for errors or omissions in connection with an advertisement is strictly limited to publication of the ad in a subsequent issue or refund of any monies paid for the ad. Compensation for errors in any advertisement will be limited to the space occupied by the error.
- F. Credit is granted only to those advertisers who have established credit with J.Allen, LLC. All bills are net and due and payable when presented. The advertiser holds J.Allen, LLC harmless for all fees and expenses it may incur in enforcing payment of any accounts due.

Publication Date Tuesdays
Deadline . . . Prior Thursday @ Noon

Mechanical Measurements

Standard Page / Classified Display
Run of the Paper Format

Columns	Widths in Inches
1	1.5278
2	3.2222
3	4.9167
4	6.6111
5	8.3056
6	10

Both retail and classified pages are six column pages which are 20.5 inches deep.

ROP/Classified National Rates

\$16.25 PCI, 15% commission is allowed to recognized advertising agencies.

Political Advertising

Same as ROP rates, no discounts. All political ads must be prepaid at time of placement and must include a disclaimer. Ads are subject to editorial correction.

Local Retail Advertising Rates*

Local Retail	\$13.00
Local Classified	\$13.00
Non-profit	\$10.00

*Ask us about our business builders 10 week /10 inch minimum \$11.00 PCI

Annual Volume Advertising Rates

We offer special rates to contract advertisers. These net rates are based on total advertising dollars spent annually.

Dollar Volume	Per Inch
\$1,500	\$12.00
\$3,000	\$11.50
\$5,000	\$11.35
\$7,500	\$11.00
\$10,000	\$10.65
\$15,000	\$10.30
\$20,000	\$10.00
\$30,000	\$9.75

Classified Line Rates

- Up to 25 words, \$12.50 min.; additional words 25¢ each.
- Center or bold type available for \$1 extra per transaction.
- All ads must be prepaid, cash, check or credit card.
- Includes private party and commercial ads. Line ads are also uploaded on hsvvoice.com
- Golf item ads \$6 for 30 words or less, up to 3 items. 25¢ per additional word.**
- Garage Sale ads \$12.50 for 30 words or less, 25¢ per additional word, or \$30 for a 1x3" display ad.**

Color Rates

1" - 30"	\$85.00
31" - 60"	\$165.00
61" - 123"	\$225.00

All color rates are net.

Preprinted Insert Rates

NET/per thousand	
Single Sheet	\$60
4 Page Tabloid (2 pg. std)	\$65
8 Page Tabloid (4 pg. std)	\$70
12 Page Tabloid (6 pg. std)	\$75
16 Page Tabloid (8 pg. std)	\$80

Information for other sizes available

- No zoning of inserts available
- Printed on at least 60lb stock
- Ship to: 404 Graham Rd, Jacksonville AR 72076
- Delivery 8am-5pm Monday-Friday
- Carton packing preferred

All insert rates are net. Inserts must be in plant seven days in advance. Inserts must conform to USPS regulations. Add \$30 per thousand if we fold.

Circulation

Total Distribution 4,500
All print subscribers receive access to hsvvoice.com

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Print & Deliver Inserts

Send us your camera-ready flyer and we will insert to our full distribution for a flat fee. Can deliver to up to 3 different locations per order. Samples available by request. No discount for one-sided printing. 2 week lead time required on all orders.

- 2-sided CMYK 8.5x11 on 70lb gloss
- 5,000 copies - 1 week insertion \$1,350
- 10,000 copies - 2 weeks insertion \$1,750
- 4-page CMYK 11x17 on 70lb gloss
- 5,000 copies - 1 week insertion \$1,750
- 10,000 copies - 2 weeks insertion \$2,200

Front Page Sticky-Note

3x3 square peel-off sticky note placed on the front page of our newspaper's full distribution. Add \$50 for custom shape, available by request. Two week lead time required. Only one sticky-note may run per week, based on availability. Ask your ad rep for rates.

Front Page Skybox Print Ad

Your ad on page 1A of the newspaper, right next to the Hot Springs Village Voice logo. Ad size is 2cx2.5, or 3.222 inches wide by 2.5 inches tall. Full color included in rate. Space subject to availability. \$275/week

HSVV TV Viewer / TV Guide

The BEST rate available for our loyal advertisers. Sign up for a weekly or bi-weekly ad campaign at our lowest rates! All ads get free color, plus a free full color pick-up ad weekly or bi-weekly in the main run of the newspaper. Premium positions include ad on hsvvoice.com. Must sign a one year contract commitment.

HSVVoice.com

Medium Rectangle \$125/mo.

Standard ad unit with maximum deliverability
 Dimensions: 300px x 250px
 File Size Max: 50KB, 150KB for HTML5
 File Type: JPG, GIF, PNG, HTML5
 Video: Max Length of 30 seconds will autoplay in ad. Audio must be user initiated.

Leaderboard \$125/mo.

Standard ad unit with maximum deliverability
 Dimensions: 728px x 90px
 File Size Max: 50KB, 150KB for HTML5
 File Type: JPG, GIF, PNG, HTML5

Weekly E-News Ad \$150/mo.

2 available.
 Dimensions: 300px x 250 px
 File Type: JPG, GIF or PNG

Weather Sponsor \$375/mo
 Your logo on hsvvoice.com and front page of newspaper.

Sponsored Content One per Week
 Advertorial content in the main newspaper, plus your article on hsvvoice.com and tagged Facebook post linking to article. Starting at \$300 for 300 word article plus 1x1 photo/caption.

OTHER

HSV Life Magazine

Our signature quarterly publication featuring life in and around Hot Springs Village. Ask your rep for rates and publication dates.

Traditional Direct Mailers

Ask us about direct mailing! We can help, from creative to fulfillment, and hopefully save you money in the process! If you already have a direct mailing list, provide that to us for your free quote. Two-week turn around on camera ready art. Samples available.

Custom Design & Print Services

Want to publish a magazine and have the content but need layout design and printing services?
 We're here to help with almost any design & print service you can think of. Ask your sales rep for a custom quote.

- Professional Logo Design
- Business Cards
- Rack Cards
- Full size calendars

Digital Marketing / Online Presence

Ask us about website design, SEO, SEM, social media marketing and management, targeted display and email marketing. Your sales rep will work with you to assess your needs and provide a custom quote.