

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

2012 Advertising Rates

Section Front Advertising

Top "A" Post It Note	\$199		
	Open	Contract	
Bottom "A" Section (3x2) 2 Avail.	\$150	\$110	
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-	\$7.50*	\$5.75*
4+ Consecutive Weeks	\$6.95*	\$5.25*

*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)	\$6.95	\$5.45
600 (Approx. 11.5" per week)	\$6.50	\$5.10
1000+ (Approx. 19" per week)	\$6.00	\$4.85

(only with signed contract)

Color Charges

\$40 Per Color - \$120 Full Color

Classified Word & Garage Sale Ads*

	Once	Twice
Up to 25 words	\$6.95	\$10.00

Each additional word 10-cents.

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

(*Includes Internet)

Published Wednesdays & Fridays

Deadlines:	Wednesday	Friday
	Noon Mon.	Noon Wed.

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
10-12 pages	\$62	\$57	\$54	\$52
16 or more, Call for quote				

Pre-printed inserts are accepted Mon.-Thurs. 8am-4pm
and Fri. 8am-1pm

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 \$6.25

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.
6. Discounts available to customers in good standing only.