

The News

383 Dave Creek Parkway, Suite 100
 P.O. Box 1370
 Fairfield Bay, AR 72088
www.fairfieldbaynews.com
 501-884-6012 • Fax 501-884-6019
 E-Mail:
 production@fairfieldbaynews.com

ADVERTISING RATE CARD

Fairfield Bay News (weekly)

Wednesdays, distributed by mail and racks in Cleburne & Van Buren Counties. 3,000 circulation.

Community Club Journal (quarterly)

March 1, June 1, September 1 and December 1. Distributed by mail to all non-resident timeshare and property owners in and out of state. 14,000 distribution. Call for ad deadline.

Personnel

Publisher.....FFB Community Club
 Editor.....Dan S. Feuer
 Advertising Manager & Sports Writer.....Jonathan Peters
 Production Manager.....Kay Paden
 Production Assistant.....Alycia Raines

Commission & Payment Terms

- 15% of National Rate to recognized advertising agencies.
- Payments for advertising are due 15 days after receiving invoice. Pre-payment is required for all advertisers or agencies outside of local trade area.
- All local rates are non-commissionable.
- Credit may be extended immediately to new advertisers on Visa, MasterCard or other major credit cards. Those who desire an open account with the newspaper may establish credit through completion of a credit application provided by the newspaper.
- Advertising will not be accepted from accounts that have uncontested balances of 60 days or more past due. Balances that exceed 90 days past due will be subject to formal collection procedures.

Advertising Rate Policies

All advertisers receiving contract rates must have valid signed contracts. Contract advertisers are subject to assessment at open rate for fulfillment of contract. Advertisers have the option of canceling contracts because of a rate increase. All our advertising is based on the Preferred Ad Submission Size (PASS).

Closing Times and Deadlines

Office Hours Mon.–Fri. 8 a.m. to 5 p.m. CST

Newspaper Deadlines *unless otherwise noted*

- Weekly Deadlines Thursday at 5 p.m.
- Journal Deadlines Call for Deadline

Advertising Rates

Effective January 1, 2008

National Commissionable Rate

Applicable to all regular and special issues \$6.95/CI

Fairfield Bay News

Local Weekly Open Rate: \$6.25/CI
Local Classified Rate (35 words or less) \$6.25
Classified with Icon \$6.75
 Additional words (per word) 15¢
Legal Notices 25¢ per word

Frequency Agreements

• *Continuous Ad Rates*
 4-6 weeks \$6.00/CI
 7-13 weeks \$5.70/CI
 14-26 weeks \$5.40/CI
 27-52 weeks \$5.10/CI

Pre-Printed Inserts

\$60/Thousand
Half-folds preferred, quarter folds accepted.
\$10 folding charge per thousand. 11" x 13" or larger.

INTERNET RATES

Published Wednesdays

Link Buttons 1x1 \$50.00/Monthly

Religious & Non-Profit Rate

\$5.70/CI
 IRS Form 501(c)(3) must be provided to receive this rate

Political Rate

\$6.75/CI
 No discounts apply, payment in advance required

Community Business Directory

1x4 Display Ad \$160 per Quarter
 1x2 Display Ad \$90 per Quarter
 1x1 Display Ad \$60 per Quarter
 Line Listing \$40 per Quarter
No copy changes allowed during quarter.

Dining Guide

1x4 Display Ad \$160 per Quarter
 2x2 Display Ad \$170 per Quarter
 1x2 Display Ad \$90 per Quarter
No copy changes allowed during quarter.

Antique Guide

Display Ad \$90 per Quarter
No copy changes allowed during quarter.

Color Charges

One color \$65
 Two colors \$95
 Three colors \$125



Community Club Journal

Local Journal Open Rate: \$7.00/CI
 Journal Classified Rate (35 words or less) \$12.
 Additional words (per word) 18¢
 No other rates apply to the Community Club Journal.

Mechanical Measurements

Fairfield Bay News pages: 6 columns x 21" deep, PASS, Web 50" size.