

Arkansas Regional Statewide Classified Advertising Network

ARSCAN

Now it's even easier to reach your target market!

ARSCAN can carry your advertising message to any part of the state! Your advertising message will be seen by thousands of customers — at a fraction of the cost of advertising in each newspaper individually.

Help Wanted
Drivers • Auctions
Notices • Businesses
Opportunities
Real Estate • Events
Merchandise
Adoptions
More!



Northwest Region
528,825 Readership

Northeast Region
276,332 Readership

Southern Region
405,524 Readership

Central Region
318,092 Readership

Rates for Classifieds:

- 1 region = \$150
- 2 regions = \$175
- 3 regions = \$225
- 4 regions (statewide) = \$275

Rates for Display ads:

- 1 column x 2" Statewide = \$600, (1 region, \$225)
- 1 column x 3" Statewide = \$800, (1 region, \$325)
- 1 column x 4" Statewide = \$1,100, (1 region, \$400)

Deadline: Tuesday, 10 a.m. for following week

Arkansas Press Services

Call APS today at 501-374-1500 or 800-569-8762
Or fax 501-374-7509 | www.ArkansasPress.org

110 Participating Newspapers

ARKANSAS REGIONAL STATEWIDE CLASSIFIED ADVERTISING NETWORK
86 Weekly & 24 Daily Newspapers | 2 million ARSCAN Readership

**Region 1: Northeast
 Non-Dailies (run once/wk)**

Batesville, Arkansas Weekly
 Calico Rock, White River Current
 Des Arc, White River Journal
 Harrisburg, The Modern News
 Hazen, Grand Prairie Herald
 Horseshoe Bend, Pacesetter Times ◇
 Manila, The Town Crier
 Marked Tree/Trumann, Poinsett County Democrat Tribune
 Marianna, Courier-Index
 Marshall Mountain Wave
 McCrory, Woodruff County Monitor-Leader-Advocate
 Melbourne Times
 Mountain View, Stone County Leader
 Newport Independent
 Osceola Times
 Piggott/Rector, Clay County Times-Democrat
 Truman, Poinsett County Democrat
 Walnut Ridge, Times Dispatch
 Wynne Progress ◇

Dailies

Batesville Daily Guard
 Blytheville, Courier News
 Forrest City, Times-Herald
 Helena Daily World ◇
 Jonesboro Sun
 Mountain Home, Baxter Bulletin
 Paragould Daily Press ◇
 West Memphis Evening Times

**19 Weeklies +
 4 Shoppers + 8 Dailies
 = 31 Newspapers**

**Region 2: Central
 Non-Dailies (run once/wk)**

Bald Knob Banner
 Beebe News
 Cabot Star-Herald
 Carlisle Independent
 Clinton, Van Buren County Democrat
 England Democrat
 Fairfield Bay News
 Heber Springs, Sun-Times
 Hot Springs Village Voice ◇
 Jacksonville Combat Airlifter
 Jacksonville Patriot
 Little Rock, Daily Record
 Lonoke Democrat
 Maumelle Monitor
 Morrilton, Conway County Petit Jean
 Country Headlight
 North Little Rock, The Times
 Perryville, Perry County Petit Jean Country Headlight
 Sheridan Headlight
 Sherwood Voice
 White Hall Journal

Dailies

Benton, Saline County Courier
 Conway, Log Cabin Democrat
 Hot Springs Sentinel Record
 Jacksonville Leader
 Malvern Daily Record
 Searcy Daily Citizen

**20 Weeklies +
 6 Dailies
 = 26 Newspapers**

**Region 3: Northwest
 Non-Dailies (run once/wk)**

Alma Journal
 Atkins, The Chronicle
 Bella Vista, Weekly Vista
 Berryville, Carroll County News
 Booneville Democrat
 Charleston Express
 Danville, Yell County Record
 Dardanelle, Post-Dispatch
 Dover Times
 Flippin, The Mountaineer Echo
 Fort Smith, River Valley Advertiser
 Gravette, Westside Eagle Observer
 Greenwood Democrat
 Huntsville, Madison County Record
 Jasper, Newton County Times
 Lincoln/Farmington/Prairie Grove, Enterprise Leader
 Mansfield, The Citizen
 Paris Express
 Pea Ridge, The Times
 Siloam Springs, Herald-Leader
 Van Buren, Press Argus-Courier
 Waldron News

Dailies

Fort Smith, Times-Record ◇
 Harrison Daily Times
 Russellville, The Courier ◇

**22 Weeklies +
 2 Shoppers + 3 Dailies
 = 27 Newspapers**

**Region 4: Southern
 Non-Dailies (run once/wk)**

Ashdown, Little River News
 Crossett, Ashley News Observer
 De Queen Bee
 DeWitt Era-Enterprises
 Dumas Clarion ◇
 Eudora Enterprise
 Fordyce News-Advocate
 Glenwood Herald
 Gurdon Times
 Hamburg, Ashley County Ledger
 Hampton, South Arkansas Sun
 Lake Village, Chicot County Spectator
 McGehee-Dermott Times-News
 Mena Star
 Monticello, Advance Monticellonian
 Mount Ida, Montgomery County News
 Murfreesboro Diamond
 Nashville Leader
 Nashville News
 Prescott, Nevada County Picayune
 Rison, Cleveland County Herald
 Stamps, Lafayette County Press
 Star City, Lincoln American
 Warren, Eagle Democrat
 White Hall Progress

Dailies

Arkadelphia, Daily Sittings Herald ◇
 Camden News
 Hope Star ◇
 Magnolia, Banner-News ◇
 Pine Bluff Commercial
 Stuttgart Daily Leader ◇
 Texarkana Gazette

**25 Weeklies +
 5 Shoppers + 7 Dailies
 = 37 Newspapers**



**Also available, Arkansas Times & Hispanic Network:
 El Latino, Hola Arkansas, Hispanos Unidos, La Prensa Libre**

◇ denotes shopper circulation included

*denotes ARSCAN/Hispanic Combo Market

ARSCAN Insertion Order

Arkansas Statewide Classified Advertising Network



**Fax or Mail Insertion Requests to:
Arkansas Press Services, Inc.**

Attn: Linda Higgs or Eva Bakalekos
411 South Victory, Little Rock, AR 72201
Call: 1-800-569-8762 or 501-374-1500
Fax: 501-374-7509

Newspaper Sales Rep (if applicable) _____

Advertiser Name _____

Address _____ City/State/Zip _____

| | | | | |
|--|--------------|--------------|--------------|--------------|
| Total # Weeks to Run _____ | | | | |
| Dates of Insertion (Monday date of each week requested) dd/mm | | | | |
| 1) ____/____ | 2) ____/____ | 3) ____/____ | 4) ____/____ | 5) ____/____ |

Statewide = \$275 | 1 Region = \$150 | 2 Regions = \$175 | 3 Regions = \$225
Rates for up to 25 words - Add \$10 for each additional word

Total Amount Paid _____ Method of Payment (check one below):

- Cashiers Check or Money Order # _____
- Cash
- Check
- Credit Card (check one)
 - Master Card Visa American Express
 - Card Number _____
 - Exp. Date ____/____ Security Number (VCN) _____
 - Name on Card _____

**For newspaper use only: Amount sent to APS \$ _____ (half of total amount paid)*

For current 1 column rates & and a quick calculator visit: www.ArkansasPress.org, then click "Buy/Place Ads"

PRINT OR TYPE ONE WORD IN EACH BOX - see "word count method" at right

| | | | | |
|------------|------------|------------|------------|---|
| 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 |
| 26 (+\$10) | 27 (+\$10) | 28 (+\$10) | 29 (+\$10) | 30 (+\$10) |
| 31 (+\$10) | 32 (+\$10) | 33 (+\$10) | 34 (+\$10) | Use back for additional space if needed |

DEADLINE: Copy must be received at APA office by 3 p.m. each Wednesday for insertion the following week. Late copy will automatically be used the following week.

PAYMENT: A money order, cashier's check, cash (do not mail cash) or credit card information (name, card number, expiration date and ID code) must accompany each ad.

WORD COUNT METHOD: Telephone numbers (including area code) and e-mail addresses are considered one word; mailing addresses (city and rural - including house number, street and/or direction and post office box numbers) count as two words; city, state and zip are each one word. Avoid abbreviations.

PROOF OF PUBLICATION: Three tearsheets will be provided upon request. APS monitors all newspapers on a regular basis to be sure scheduled ads are published.

RESTRICTIONS: APS and participating newspapers reserve the right to reject any ad which they feel does not meet their acceptance standards.

ERRORS: Typographical errors limited to informational copy such as the telephone number or address will receive one additional, corrected run in the next available edition of the participating newspaper(s) in which the error occurred.

NOTE: Ads may be placed directly with APS or through any participating newspaper.

CIRCULATION: Readership = 1.3 million
86 weeklies & 24 dailies