



**EVENING TIMES TRADE AREA - Crittenden County, Arkansas**  
**P.O Box 459, 1010 Hwy 77, (870) 735-1010, Marion, AR 72364**  
**FAX # (870) 735-1020, EMAIL: [classified@theeveningtimes.com](mailto:classified@theeveningtimes.com)**

Effective Date: January 1, 2019  
 Rate Card No. 39

**Mechanical Requirements**

- A. Width of column.....7.5 picas
- B. Depth of column.....301 lines (21 1/2 inches)
- C. Columns per page.....9
- D. Minimum space.....14 lines(1 inch)
- E. Every ad must be as many inches deep as columns wide.
- F. Slick proofs only.
- G. 85 line screen halftones.
- H. Double Trucks charged 19 columns x 21 1/2 inches-minimum spread 15 columns x 21 1/2 inches.
- I. Advertisements of 19 inches or more in depth will be inserted and billed for a full column (21 1/2 inches).

**Liability**

The Evening Times assumes no financial responsibility for typographical errors in advertising or for omission of copy, or advertiser's cuts of slicks printing distinctly in the paper. The company's liability for major errors lessening the value of an ad shall be limited to republishing the incorrect part of the advertisement in the correct form or to refunding such portion of the cost of the ad, as it shall elect.

All copy for advertising is subject to approval of the Evening Times, the right being observed to revise or reject any advertisement which it deems objectionable for any reason.

**Advertising Cancellation**

Cancellation must be made by 10 a.m of the day prior to publication.

**Position Request**

Position not guaranteed, but every effort will be made to comply with request.

**Local Classified Advertising Copy Deadline.**

- Monday Early Week Edition - By Thursday at noon.
- Tuesday Online Edition - By Monday at noon..
- Wednesday Mid-Week Edition - By Tuesday at noon.
- Thursday Online Edition - By Wednesday at noon.
- Friday Weekend Edition (office Closed) - by Thursday at 10:00a.m.

**We Accept**



**Advertising Rates**

- National General Display Rate.....\$13.92 per inch
- National Line Ad Rate.....\$1.82 per line
- Local, Non Agency.....\$10.50 per inch

**Inserts**

Standard Page	Tab	
-	4	.....\$45 per thousand
4	8	.....\$49 per thousand
6	12	.....\$49 per thousand
8	16	.....\$49 per thousand
10	20	.....\$50 per thousand
12	24	.....\$52 per thousand

Insert Rates Reflect Evening Times and Shopping Guide Combination

**Insert Handling Charge:**

- Full Distribution.....\$30.00
- Less Than Full Distribution.....\$50.00

\* Rates for sizes other than standard or tabloid available upon request.

Sections must be delivered prepaid to our plant, at least ten working days in advance of distribution date.

Note: Mechanical in plant stuffing - any insert that does not conform to requirements will be hand inserted at an additional charge of \$30.00. Requirements-14 1/4" x 11 1/2" maximum folded size. Tabloid size inserts to be shipped flat and jogged. Standard size to be half folded to conform to above size.

**Classified Contract Rates**

To qualify for classified contract rates, ads must be of local origin, placed locally and must carry a local address. Local addresses are defined as those located within Evening Times circulation area. Agency scheduled advertising not eligible for classified contract rates. All Contract Advertising to be measured at the space measurement of 14 agate line to the inch. Minimum 4 lines daily for 52 weeks. (To continue until cancelled.)

**Consecutive Insertions**

Rate per line day ( To continue until cancelled).

1.....	51¢
2.....	50¢
3.....	47¢
4.....	45¢

**Volume Discounts**

Lines per month

1120-2800.....	11%
2801-7000.....	19%
7001-11,200.....	24%
11,201-13,999.....	29%
14,000 & Over.....	33%

Discounts apply to current month bill.

Discounts apply only if entire account is current and payment is made by 20th.

**Evening Times/East AR Shopping Guide Combo**

- Classified Combination Rate: Includes 1insertion in Evening Times and 1 insertion in Shopping Guide.....\$10.50 col inch
- National /Agency Combo Rate.....\$13.92 col inch

**Legal Notices**

- Local.....\$1.17 per line (minimum 4 lines)
- Non-Judicial Foreclosure Rate ..... \$752.00

**Non-Judicial Foreclosures**

- 1.15 per line
- Minimum 4 lines
- Minimum Publish-2 Runs
- 15% Discount available for agencies.

**Reductions and Enlargements**

No Charge for camera ready ads reduced or enlarged to fit our column width.

**Extra Composition Charge**

Advertisements set but not used, will be charged at 50% of the earned (contact) rate. Proof changes NOT in accord with layout can be made time permitting, only by having compositions charge of 50% of rate for space occupied by altered copy.

**Photographs**

Pictures taken by staff photographers at location, outside newspaper office will receive an additional \$10.00 charge plus \$3.00 per additional picture used. Any picture taken by staff photographer on newspaper premises will be charged a flat \$6.00.

**Run of Press Color**

- Run of Press Color.....\$200 one additional color
- \$250 Full Color

Placement of color ad must be determined by mechanical requirement of press.