

Daily Record Media Kit 2014 – 2015



About Us

Who we are

The *Daily Record* has been the Central Arkansas source for real estate, legal and business information since 1925. During that time we have served a vital role as the authority for daily news and information on business and commerce – certain information that can't be found in any other publication in Arkansas.

Recognized for decades as the number one source for public notice and business data, the *Daily Record* offers the most comprehensive information on the courts, real estate, and local business activity, all gathered each day from public records. This data includes lawsuits, court actions, business licenses, tax liens, corporate charters, building permits, deeds, foreclosures, bankruptcies and more.

What does this mean for you and your business? Leads. Information equals leads, and leads are what you need to generate new business.

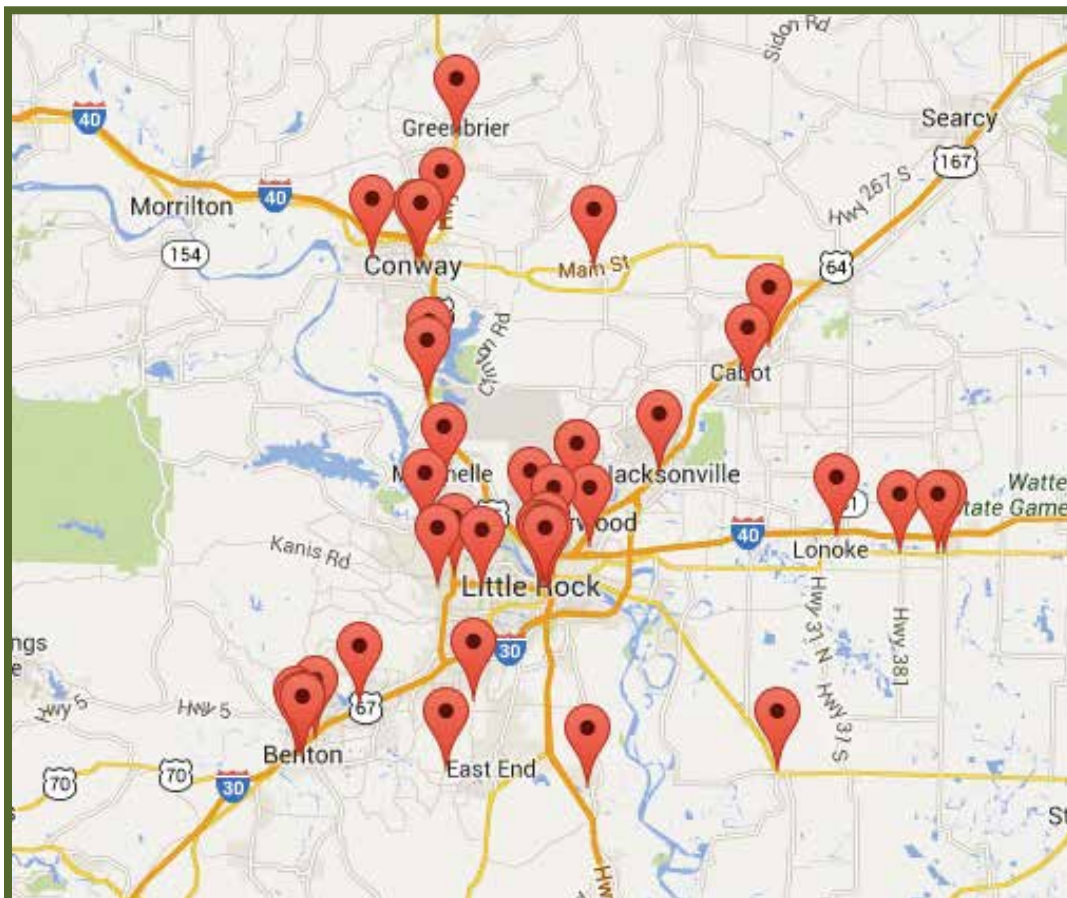
We are more than a public notice newspaper. Each week our consistent award-winning journalists and photographers produce in-depth profiles of Central Arkansas' professional peers and their endeavors. These articles in turn provide a comprehensive view of local business news and trends.

Readership & Locations

Who you will reach

The *Daily Record* prints 9,000 copies weekly. With a paid subscriber base of over 8,000 copies, the papers are mailed to a highly educated and affluent cross section of Central Arkansas' leaders. The *Daily Record* is mailed to homes, businesses, and is available on newsstands across Central Arkansas.

Our readership includes, among others, members of the Pulaski County Bar Association, the Little Rock Realtors Association, the Benton/Bryant Realtors Association, the Faulkner County Board of Realtors, the North Pulaski Board of Realtors, members of the University of Arkansas at Little Rock Alumni Association and the alumni of the UALR William H. Bowen School of Law.



Contact Us

Advertising

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Newsstand locations available at www.DailyRecord.us

Technical Information & Advertising Rates

Contract Rates

	52 Weeks	26 Weeks	13 Weeks	6 Weeks	Open
Two Page Covers	\$1,815	\$2,085	\$2,505	\$3,005	\$3,605
Full Page	\$1,255	\$1,445	\$1,730	\$2,075	\$2,490
3/4 Page	\$1,000	\$1,150	\$1,380	\$1,655	\$1,985
1/2 Page	\$755	\$875	\$1,050	\$1,260	\$1,515
1/3 Page	\$500	\$575	\$695	\$835	\$1,005
1/4 Page	\$345	\$395	\$475	\$570	\$685
1/8 Page	\$255	\$295	\$355	\$425	\$510
1/16 Page	\$190	\$225	\$275	\$300	\$395
FP Banner	\$145	\$170	\$205	\$245	\$295
Banner	\$295	\$350	\$405	\$515	\$595
	\$190	\$225	\$275	\$300	\$395

Ad Specs

Our printing process is web offset using four-color process inks. Our color reproduction is "pleasing." We strive to match our clients' color specifications but cannot guarantee a perfect match. Ads need to be created at a resolution of 200 DPI or more in either black and white or four-color. TIFF and PDF are the preferred formats for advertisements.

Ad closing date: **Monday, one week prior to the date of publication.**

Materials for ads being built by the *Daily Record* are also due on the ad closing date. All camera-ready artwork is due the Wednesday after the ad closing date. **There are NO cancellations after the ad closing date.**

Full Page 10.25 x 14.5
 3/4 vertical 7.6625 x 14.5
 1/2 vertical 5.075 x 14.5
 1/2 horizontal 10.25 x 7.25
 1/3 square 6 x 8
 1/3 horizontal 10.25 x 4.833
 1/4 vertical 2.4875 x 14.5
 1/4 square 5.075 x 7.25
 1/8 vertical 2.4875 x 7.25
 1/8 horizontal 5.075 x 3.625
 1/16 square 2.4875 x 2.416
 Front Page Banner 8.5 x 1.5
 Banner Ad 10.25 x 1.5

