


PPP2 Extension  
 SBA  
 Legislative  
 COVID-19  
**Daily Record**  
 February 23, 2021  
 Serving Central Arkansas since 1925  
**BIDEN ADMINISTRATION  
 retools COVID-19 vaccine distribution**  
  
**Home & Pharmacy**  
  
 The new Federal Retail Pharmacy Program that started Feb. 12 will distribute the COVID-19 vaccine through the nation's pharmacy network, including Walmart, Sam's Club, Walgreens, CVS, and 6,500 other retail stores.  
**FIND INSIDE** News Briefs +PG.2 Public Records +PG.3 Legal Notices +PG.10  
 USA +PG.4 Games +PG.5 Court Bulletin +PG.10

**COVID-19**  
 SPECIAL SECTION KEEPING YOU UP TO DATE WITH SMALL BUSINESS RESOURCES ON PAGES 10-11  
**Daily Record**  
 May 6, 2020  
 Serving Central Arkansas since 1925  
**BLUEPRINT FOR RECOVERY**  
 Central Arkansas businesses try out varied strategies to reopen after month long COVID-19 isolation. Find out more on page 3.  
  
 (Photo courtesy of CITITRENDS)  
  
**FIND INSIDE** News Briefs +PG.1 Records +PG.4 Games +PG.8  
 Publisher's Corner +PG.2 USA Newsletter +PG.4 COVID-19 Testing +PG.10 PCBA +PG.10

**Daily Record**  
 December 31, 2020  
 Serving Central Arkansas since 1925  
**STARTUP 2021:  
 LOCAL ENTREPRENEURIAL  
 ECOSYSTEM ON REBOOT**  
  
**COVID-19 uncertainty and challenges have fundamentally disrupted the Central Arkansas entrepreneurial economy. The local tech community looks forward to the new year.**  
 (Photo credit: Karen Serrano)  
**FIND INSIDE** News Briefs +PG.1 COVID-19 resources +PG.3 Legal Notices +PG.10  
 Publisher's Corner +PG.2 Records +PG.4 Games +PG.8 Court Bulletin +PG.10

E-11B, Heller Parc  
 History Minute  
 Breakfast Behind  
**Daily Record**  
 November 10, 2020  
 Serving Central Arkansas since 1925  
**Array of solar projects on the horizon; fueled by 2019 legislation**  
  
**Arkansas Sun Power**  
 Solar Array Act of 2019 fueling solar projects across the state  
 (Photo provided by the Solar Energy Association of Arkansas)  
**READERS** North Pulaski Board of Health  
**NOTICES** Final Central Arkansas Records  
**LEGAL CASES** Court Rulings  
**FIND INSIDE** Publisher's Corner +PG.2 City's Corner +PG.10  
 News Briefs +PG.1 Games +PG.10 PCBA +PG.10

**Daily Record**  
 November 27, December 1, 2020  
 Serving Central Arkansas since 1925  
**Mayor Scott's business background boosts city's economic base**  
 More than 5,000 jobs have been added to local payroll during Mayor Frank Scott Jr.'s nearly two-year tenure as Little Rock's chief job recruiter, city officials say. See page 9.  
  
  
 Little Rock Mayor Frank Scott Jr. surveys plans for a local development in his role as the city's Chief Growth Officer.  
**FIND INSIDE** News Briefs +PG.1 Public Records +PG.5 Games +PG.10  
 Publisher's Corner +PG.2 Court Bulletin +PG.4 New Open Donation Rules +PG.8 Notices +PG.10

**Daily Record**  
**CYBER DANGERS AHEAD!**  
**New year brings new online threats**  
  
 After the widespread loss of 200 business agencies and businesses in late 2020, U.S. networks are increasingly vulnerable to foreign cyber threats in 2021.  
 See page 7.  
**FIND INSIDE** News Briefs +PG.1 Editor's Mail +PG.2 Games +PG.8  
 Publisher's Corner +PG.2 North Arkansas +PG.4 USA News Brief +PG.4 Legal Notices +PG.10

# DAILY RECORD LITTLE ROCK, ARKANSAS

## Daily Record 2021 Media Kit New Beginnings

# DAILY RECORD

## EXECUTIVE TEAM

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### **BOBBY BURTON – CHIEF OPERATING OFFICER**

EMAIL: BOBBY@DAILYDATA.COM

### **ROBIN HILL – CHIEF FINANCIAL OFFICER**

EMAIL: ROBIN@DAILYDATA.COM

### **WESLEY BROWN – PUBLISHER**

EMAIL: WESLEY@DAILYDATA.COM



Bobby Burton was born and raised in Memphis, TN, and in March of 2002 moved to Arkansas to join *The Daily Record*. In late 2016, Burton was promoted to COO as long-time Managing Partner Don Bona retired.

Burton's goal is to continue pushing the newspaper forward into an unknown digital era and strive for a product that covers relevant news on local matters.

Robin Hill is a lifelong resident of Sheridan, AR. She has an associates degree in accounting and joined *The Daily Record* staff in 2006.

Handling the financial aspects of the company has provided Mrs. Hill with a very gratifying job opportunity.

As publisher of *The Daily Record* real estate and legal business publication, Little Rock native Wesley Brown brings more than 30 years of experience as a veteran financial and political journalist to the local news and state news industry.

Brown leads editorial and advertising operations and has spent the past year retooling the weekly publication's news coverage to focus on the legal and real estate community, as well as key Central Arkansas business sectors.

# 2021 MEDIA KIT

## NEW BEGINNINGS

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### MESSAGE SUMMARY

In the face of the tumultuous year of 2020, *The Daily Record* continues to be a leader in the region's robust business sector in Central Arkansas, the hub of government and commerce in Arkansas' capital city. *The Daily Record* is the VOICE for legal and real estate communities in the region and those who want to do business with them. As the lone 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.

Since 1925, *The Daily Record* has also been chronicling Central Arkansas' real estate, legal, government and business sectors for nearly a century. In the past year, we have expanded our business news coverage to include executive comings and goings; government actions that affect the business marketplace; hot innovations and technological advances and an insider look at developments in key industrial sectors, including health care, small business, nonprofits, and the regional job market impacted by the COVID-19 health crisis.

In 2021, we have emerged from the pandemic with a stronger focus on our niche market and audience. We invite your business or organization to take a fresh look at how we can help you reach your clients, top executives and business leaders and grow your business with us.

### OUR VALUE PROPOSITION

*The Daily Record* is a paid editorial and subscriber-based news service. We also offer a wide range of cost-effective, high-impact editorial and advertising opportunities that will get your message to the right audience. We offer weekly news covering the Central Arkansas real estate market and legal community, as well as local industries that are key market drivers of the regions economy, including healthcare, government, energy, nonprofit, education, technology and small business sectors.

Our local brand strength is recognized throughout Central Arkansas. For years, *The Daily Record* has served as 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.

*As you look to move your business past the pandemic, consider us as a future advertising and media partner.*

### OUR FOCUS SECTIONS

- Central Arkansas Real Estate Market & Development
- Law, Legal Community & Courts
- Banking & Finance
- Job Market, Workforce
- Local and State Government
- Corporate & Business Developments, Promotions & Hirings
- Healthcare & Hospitals
- Technology & Manufacturing
- Tourism

# OUR ADVERTISING REACH

## CENTRAL ARKANSAS

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*The Daily Record* prints 7,000 copies weekly. With a paid subscriber base of over 6,000 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.

### **DAILY RECORD EDITORIAL SPONSORSHIP OPPORTUNITIES**

#### **Daily Record Real Estate Market Report**

In the second half of 2021, *The Daily Record* news staff will publish a high-level real estate report using data curated from the Little Rock and National Realtors Association. Sponsorship of this monthly report is available to real estate-oriented businesses and includes a headline banner with your business and corporate logo. The Sponsor will also be able to provide commentary in the monthly report and receive a banner ad on *The Daily Record* website.

*The Daily Record* is also developing other post-pandemic weekly and/or monthly industry reports on the legal community, local commercial real estate market, and other key Central Arkansas business sectors. Please contact the publisher for information on those sponsorship opportunities.



# ADVERTISING OPTIONS

## 2021 DISPLAY ADVERTISING OPTIONS

### Daily Record Print Advertising

#### Front Page Banner – 2/3 Length

Ad dimensions are:  
6.75" Wide X 1.375" Tall

#### Front Page Banner – Full Length

Ad dimensions are:  
10.25" Wide X 1.375" Tall

#### One-Eighth Page Ad

Ad dimensions are:  
5.08" Wide X 7.156" Tall

#### Quarter Page Ad

Ad dimensions are:  
5.08" Wide X 7.156" Tall

#### Half Page Ad

Ad dimensions are:  
10.25" Wide X 7.156" Tall

#### Full Page Ad

Ad dimensions are:  
10.25" Wide X 14.5" Tall



Materials for ads being built by *The Daily Record* are due on the two weeks prior to publication date. All camera-ready artwork is due the Wednesday prior to publication date. There are no cancellations after the ad closing date. Any submitted ads should be in JPG or PDF format with a resolution of 150 DPI or higher.

### Daily Record Online Advertising

#### Front Page Banner

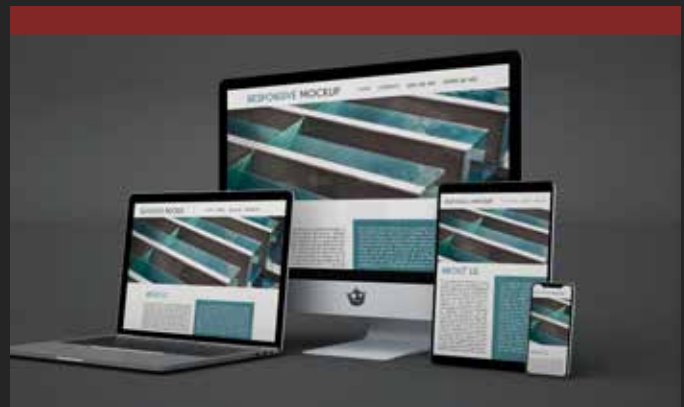
Ad dimensions are:  
728 Pixels Wide X 90 Pixels Tall

#### Square Side Banner Ad

Ad dimensions are:  
250 Pixels Wide X 250 Pixels Tall

#### Extended Banner Ad

Ad dimensions are:  
250 Pixels Wide X 500 Pixels Tall



Have a custom advertising campaign that you are interested in creating? Contact us to discuss how we can combine both print and digital advertising options to meet your specific needs. Specialty packages can be crafted with negotiable rates.