

PPP2 Extension
 SBA
 Legislative
 COVID-19
Daily Record
 February 23, 2021
 Serving Central Arkansas since 1925
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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.

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 News Briefs +PG.2
 USA +PG.4
 Public Records +PG.3
 Legal Notices +PG.10
 Court Bulletin +PG.10

COVID-19
 SPECIAL SECTION KEEPING YOU UP TO DATE WITH SMALL BUSINESS RESOURCES ON PAGES 10-11
Daily Record
 May 8, 2020
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BLUEPRINT FOR RECOVERY

Central Arkansas businesses try out varied strategies to reopen after month long COVID-19 isolation. Find out more on page 3.




CITITRENDS



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Daily Record
 December 31, 2020
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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)

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E-File, Better Pace
 History Minute
 Breakfast Rebrand
Daily Record
 November 10, 2020
 Serving Central Arkansas since 1925
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Arkansas Sun Power

Array of solar projects on the horizon; fueled by 2019 legislation



Solar Access Act of 2019 fueling solar projects across the state (Photos provided by two Solar of Rogers and ASX Solar of Little Rock)

READERS
 North Pulaski Board of Health
NOTICES
 Final Central Arkansas Records
LEGAL CASES
 Court Briefs

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Daily Record
 November 21, December 1, 2020
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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.



COSTCO WHOLESALE
LITTLE ROCK, ARKANSAS
MG2
idParrell



Little Rock Mayor Frank Scott Jr. surveys plans for a local development in his role as the city's Chief Growth Officer.

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Daily Record
 December 31, 2020
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CYBER DANGERS AHEAD! New year brings new online threats



After the widespread loss of 200 million agencies and businesses in late 2020, U.S. networks are increasingly vulnerable to foreign cyber threats in 2021. See page 11.

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DAILY RECORD LITTLE ROCK, ARKANSAS

Daily Record 2023 Media Kit

OUR ADVERTISING REACH

CENTRAL ARKANSAS



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.

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.

ADVERTISING OPTIONS

2023 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.