

300 SPRING STREET
HOT SPRINGS NATIONAL PARK, ARKANSAS 71901
501-623-7711 • Fax 501-623-2984
Home page: www.hotsr.com

RETAIL DISPLAY ADVERTISING RATES

As of December 1, 2020

OPEN RATE (No Contract)

CONTRACT RATES

National Rate (per column inch).....	\$33.94
Local Rate (per column inch).....	\$23.08
Small Business Rate (per column inch)..... <i>(same ad, 4 times within 30 days)</i>	\$15.57
CARE PACKAGE (15 or 30 days).....	\$11.54
NONPROFIT & CHURCH RATE (per column inch).....	\$14.23

DOLLAR VOLUME	PER COL. INCH
\$2,500.....	\$19.16
\$5,000.....	\$16.08
\$10,000.....	\$15.57
\$20,000.....	\$15.03
\$35,000.....	\$14.62
\$50,000.....	\$14.23
\$75,000.....	\$13.64
\$100,000.....	\$13.21
\$125,000.....	\$12.93
\$150,000.....	\$12.38
\$175,000.....	\$12.13
\$200,000.....	\$11.85

Ask your Account Representative
about Frequency Discounts

All balances over 30 days are
subject to finance charge
of .00833 per month

*These net rates are based on total
advertising dollars spent annually
excluding preprint revenue.*

ADVERTISING DEADLINES:

To Run	Deadline
Monday.....	Thursday 2:00 pm
Tuesday.....	Friday 5:00 pm
Wednesday.....	Monday 12:00 pm
Thursday.....	Monday 5:00 pm
Friday.....	Tuesday 5:00 pm
Saturday.....	Wednesday 5:00 pm
Sunday Society & Entertainment.....	Wednesday 2:00 pm
Sunday Main News.....	Thursday 12:00 pm

COLOR ADS AND ALL ADS FULL PAGE IN SIZE AND OVER, ADD 24 HOURS TO DEADLINES SHOWN ABOVE.
Call for special/promotional section deadlines.

MECHANICAL SPECIFICATIONS

RETAIL DISPLAY ADVERTISING

Page Size: 6 Columns 10.625" wide x 20.66" tall

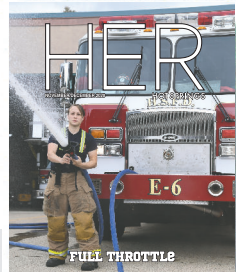
1 col. width.....	1.6667"	4 col. width.....	7.0417"
2 col. width.....	3.4583"	5 col. width.....	8.8333"
3 col. width.....	5.25"	6 col. width.....	10.625"

Double Truck (Center Spread) Dimensions: 21.7917" wide x 20.66" tall

COLORS RATES

Up to 15".....	\$50.00	Up to 90".....	\$200.00
Up to 32".....	\$90.00	Up to 129".....	\$290.00
Up to 64.5.....	\$150.00		

HER MAGAZINE RATE CARD



Rates	1 issue	3 issues	6 issues	12 issues	Premium Positions	1 issue	3 issues	6 issues	12 issues	
1/16 Page	\$150	\$140	\$120	\$105	Inside Back	\$1,400	\$1,300	\$1,175	\$1,100	
1/8 Page	\$205	\$200	\$190	\$175	Page 2 or 3	\$1,450	\$1,350	\$1,275	\$1,175	
1/4 Page	\$400	\$375	\$350	\$325	Back Cover	\$1,550	\$1,475	\$1,375	\$1,300	
1/2 Page	\$750	\$700	\$675	\$625						
Outer Strip	\$420	\$395	\$375	\$350	1 Page Advertorial		2 Page Advertorial		2 Page Center Spread Advertorial	
Bottom Strip	\$420	\$395	\$375	\$350	1x Rate	\$1,100	1x Rate	\$1,400	1x Rate	\$1,550
Full Page	\$1,200	\$1,150	\$1,075	\$1000	3x Rate	\$950	3x Rate	\$1,275	3x Rate	\$1,375
					6x Rate	\$850	6x Rate	\$1,150		
					12x Rate	\$700				

HER Magazine is a woman focused publication featuring innovative ideas, inspirational stories, fashion, home trends, and much more. Spotlighting the people, places and things that you're familiar with, but want to know more about, HER delivers local, targeted content in a high-end format. Creative thinking and trendy design gives HER the edge when it comes to entertaining and educating the modern Hot Springs area woman.

For more information call your Retail Advertising Representative today at 501-623-7711