

# Do You Want to Increase Your Business?



## Advertising in the LEADER Will Get Results

The Leader is Stone County's most widely read newspaper; reaching more than 82% of homes in the county\* and the 7th Largest Weekly in Arkansas. \*Based on latest census, in-county subscriptions and single copy sales

Timely and accurate news coverage puts your advertising where you want it to be—in front of loyal and responsive paid subscribers • The Leader is a weekly publication; your ad will get looked at many times over • The Leader offers a professional and experienced design staff; the top winner in the Arkansas Press Association's State Advertising Competition for 2011.

### 2011 DISPLAY ADVERTISING RATES

Open Rate (1-3 Time Publication)	\$6.90 per col. inch	<b>Column Widths:</b> 1 col.=1.563" 2 col.=3.25" • 3 col.=4.94" • 4 col.=6.63" 5 col.=8.32" • 6 col.=10"
4-Week Rate (4 Consecutive Publications)	\$5.75 per col. inch	
Non-Profit Rate	\$5.00 per col. Inch	
Full-Page Rate	\$5.75 per col. inch	

### CLASSIFIED ADVERTISING

15¢ Per Word      \$3.00 Minimum  
 Personal Word Ads Up to 20 Words are FREE to Stone County Leader Subscribers!

### NATIONAL AGENCY RATE

Gross National Rate— \$7.50 per col. inch

### INSERTS

6¢ each or \$60 per thousand. 5¢ per single sheet\*  
 4500 inserts need for local market coverage.\*

\*Single Sheet 8½ x 11

Rates for larger inserts may be higher depending on size and weight. Call for quote.

**Full Color: \$25 + 50¢ per col. Inch**  
**Maximum Color Cost - \$60 + Ad Price**

**DEADLINE** — Monday at NOON:  
**GUARANTEED PROOF**— Friday at Noon

### PUBLICATION DAY - WEDNESDAY WEEKLY

**Call 870.269.3841 or Send an e-mail to leaderads@mvtel.net**