

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; one of the top 4 winners in the Arkansas Press Association's State Advertising Competition for the last 4 years.

DISPLAY ADVERTISING RATES

Open Rate	\$6.30 per col. inch
4-Week Rate	\$5.25 per col. inch
Non-Profit Rate	\$4.60 per col. inch
Full-Page Rate	\$5.25 per col. inch

NATIONAL AGENCY RATE

Gross National Rate— \$7.50 per col. inch

INSERTS

6¢ each or \$60 per thousand. 5¢ per single sheet*
4300 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.

CLASSIFIED DISPLAY RATES

Open Rate	\$6.30 per col. inch
4-Week Rate	\$5.25 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!

**Full Color: \$25 Minimum
plus 50¢ per col. inch
Plus Cost of Space**

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

Call Linda or Bill at 870-269-3841 or Send an e-mail to leaderads@mvtel.net

Stone County Leader • 104 West Main (delivery address) • PO Box 509 (mailing address) • Mountain View, AR 72560