



# Media Kit

**ADVERTISE WITH US.**

**501-623-6397**

**[advertising@hsvvoice.com](mailto:advertising@hsvvoice.com)**



**88%**

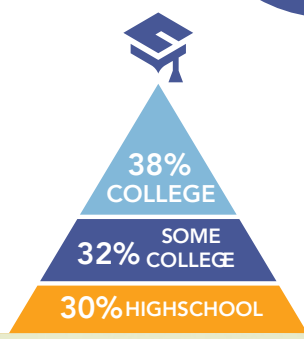
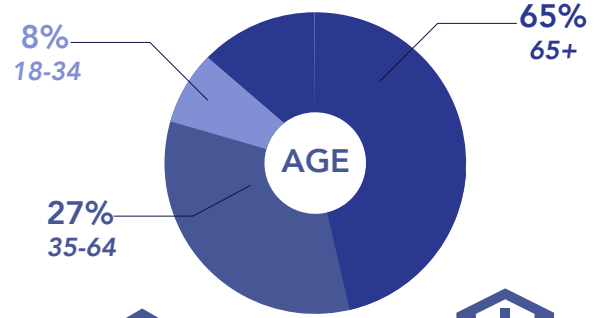
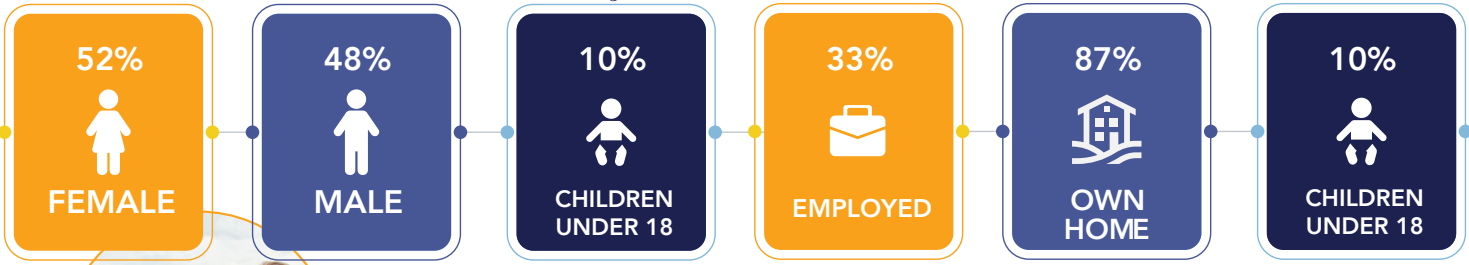
of Hot Springs

Village residents turn to **HSV Voice** newspaper & **HSV Life Magazine** for local events, stories, and business news.



3576 N. HWY 7, Hot Springs Village, AR 71909

# Market Profile & Distribution



**\$56,916**  
Median Household Income

**\$230,360**  
Median Home Value



The **go-to source** for local news and information, reaching **80%+** consumers every month!

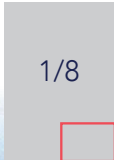
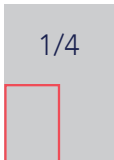
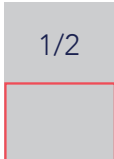
- 18,800** ▶ Monthly Website Unique Visitors
- 10,500** ▶ Monthly Mailed HSV Life Magazines
- 9,000** ▶ HSV Voice Weekly Readers
- 7,500+** ▶ Social Media Followers
- 3,000+** ▶ Weekly Email Subscribers

HSV VOICE HAS OVER **27,500** ACTIVE & ENGAGED CONSUMERS ACROSS THE NEWSPAPER'S PRINT & DIGITAL PLATFORMS



All Around Arkansas • Book Reviews • Dining Hot Spots • Event Calendar • Neighbors • Recipes • And More!

AD SPACE AVAILABLE	MONTHLY RATE	MONTHLY RATE for 4-Months	AD SIZE (Inches)
Premium Page Positions <small>(Inside Cover, Back Cover &amp; Inside Back, Page 3)</small>	\$1,225	\$975	8.375" x 10.875"**
Full Page	\$975	\$825	8.375" x 10.875"**
3/4 Page Horizontal	\$775	\$665	8.25" x 7.5"
3/4 Page Vertical	\$775	\$665	4.5" x 10"
1/2 Page Horizontal	\$575	\$495	7.625" x 5"
1/2 Page Vertical	\$575	\$495	3.75" x 10"
1/4 Page Horizontal	\$400	\$325	7.625" x 2.5"
1/4 Page Vertical	\$400	\$325	3.75" x 5"
1/8 Page Horizontal	\$250	\$200	3.75" x 2.5"
1/8 Page Vertical	\$250	\$200	1.75" x 5"
Restaurant Business Card or Coupon	\$150	---	3.75" x 2.5"



\*8.375" x 10.875" includes bleed.



Issue	Week Publishes	Deadline	Issue	Week Publishes	Deadline
JAN	Dec 26	Nov 28	JULY	Jun 23	May 29
FEB	Jan 27	Dec 26	AUG	Jul 25	Jun 26
MAR	Feb 24	Jan 24	SEP	Aug 25	Jul 24
APR	Mar 24	Feb 21	OCT	Sept 23	Aug 28
MAY	Apr 23	Mar 27	NOV	Oct 23	Sept 25
JUNE	May 26	Apr 24	DEC	Nov 24	Oct 24

*Deadlines*

HSV Life Magazine is mailed monthly to every home & business in the 71909 zip code with a reach of **10,500!**

Covering all of your favorites such as local events, people, places, businesses, and monthly features with a deeper dive into the life of our Village.

HSV Life Magazine is the perfect place to promote your business, club, church, restaurant, and other products & services!



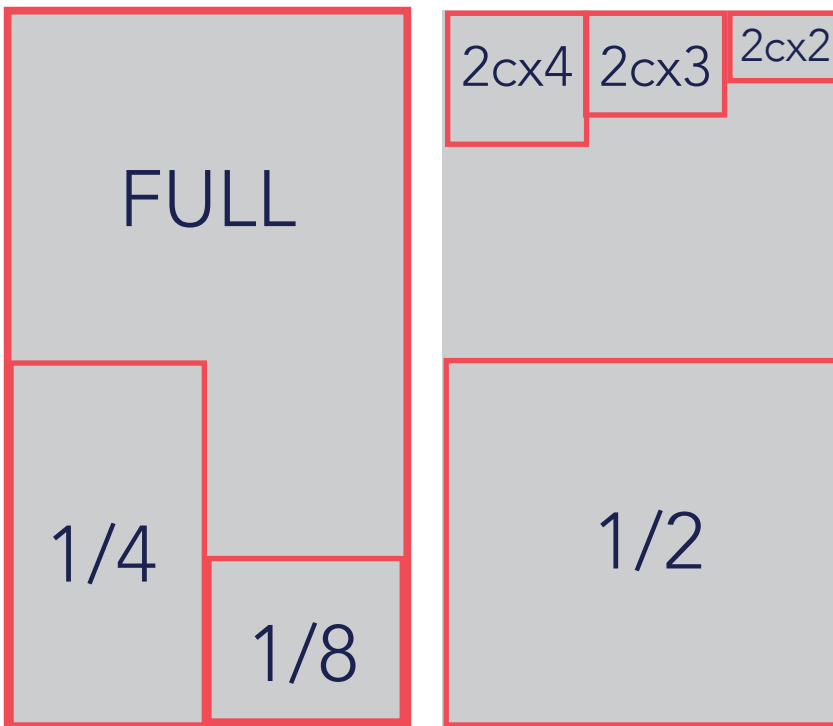
COMMON AD SIZES	OPEN RATE B&W	OPEN RATE COLOR	NON-PROFIT B&W	NON-PROFIT COLOR
Business Card 2c x 2 (3.222 in x 2 in)	\$52	\$137	\$40	\$90
2c x 3 (3.222 in x 3 in)	\$78	\$163	\$60	\$110
2c x 4 (3.222 in x 4 in)	\$104	\$189	\$80	\$130
1/8 Page 3c x 5 (4.9167 in x 5 in)	\$195	\$280	\$150	\$200
1/4 Page 3c x 10 (4.9167 in x 10 in)	\$390	\$475	\$300	\$350
1/2 Page 6c x 10 (10 in by 10 in)	\$780	\$945	\$600	\$700
Full Page 6c x 20.5 (10 in by 20.5 in)	\$1,599	\$1824	\$1,230	\$1,380



Local Retail  
Advertising  
& Classified  
Rates:  
\$13 PCI



Non-profit:  
\$10 PCI



COLUMNS.....	WIDTH (IN)
1.....	1.5278
2.....	3.2222
3.....	4.9167
4.....	6.6111
5.....	8.3056
6.....	10

ASK US ABOUT ABOUT OUR  
**"BUSINESS BUILDER" PROGRAM!**  
 \$11 PCI FOR 10 WEEKS!



## Circulation Distribution: 4,500

### COLOR RATES (NET)

1" - 30": \$85  
 31" - 60": \$165  
 61" - 123": \$225

### ROP/CLASSIFIED NATIONAL RATES

\$16.25 PCI, 15% commission is allowed to recognized advertising agencies.

### POLITICAL ADVERTISING

Same as ROP rates, no discounts. All political ads must be prepaid at time of placement and must include a disclaimer.

### CLASSIFIED LINE RATES

Up to 25 words, \$12.50 min.; additional words 25¢ each.  
 Center or bold type available for \$1 extra per transaction.  
**GOLF ITEM ADS:** \$6 for 30 words or less, up to 3 items. 25¢ per additional word.  
**GARAGE SALE ADS:** \$12.50 for 30 words or less, 25¢ per additional word, or \$30 for a 1x3" display ad.  
*All ads must be prepaid, cash, check or credit card. Includes private party and commercial ads. Line ads are also uploaded on hsvvoice.com.*

*Publishes Tuesdays*  
**Ads due prior Thursday at 12 PM.**

Email high resolution PDFs to [advertising@hsvvoice.com](mailto:advertising@hsvvoice.com).

## FRONT PAGE STICKY-NOTE

**3x3 square peel-off sticky note** placed on the front page of our newspaper's full distribution. Custom shapes available by request. Two week lead time required. Only one sticky-note may run per week, based on availability. *Ask us for availability & rates.*

## FRONT PAGE SKYBOX PRINT AD

Your ad on page 1A of the newspaper, next to the Hot Springs Village Voice logo. Ad size is **2cx2.5** (3.222 inches wide by 2.5 inches tall). Full color included in rate. Space subject to availability: \$275/week

## INSERTS:

### TOTAL DISTRIBUTION: 4,500, STOCK: 60LB

Ship to: 404 Graham Rd, Jacksonville AR 72076  
Delivery 8am-5pm Monday-Friday. Carton packing preferred. Inserts must be delivered to Jacksonville address 7 days in advance & design must conform to USPS regulations. No zoning of inserts available.

## REPRINTED RATES (NET):

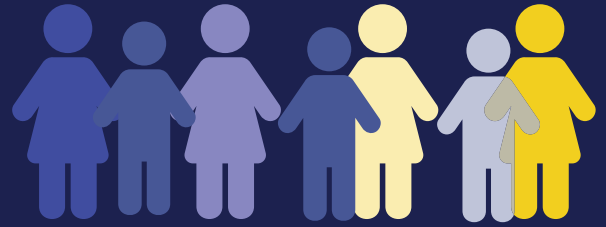
Single Sheet: \$60  
4 Page Tabloid / 2 Standard: \$65  
8 Page Tabloid / 4 Standard: \$70  
12 Page Tabloid/ 6 Standard: \$75  
16 Page Tabloid/ 8 Standard: \$80  
*Additional \$30 per thousand if folding required.*

## PRINT & DELIVER RATES:

*Send us your camera-ready flyer and we will insert to our full distribution for a flat fee. Samples available by request. 2 week lead time required.*

- **2-sided**, 8.5x11in on 70lb gloss  
5,000 copies / 1 week insertion: \$1,450  
10,000 copies / 2 weeks insertion: \$1,850
- **4-pages**, 11x17in on 70lb gloss  
5,000 copies / 1 week insertion: \$1,850  
10,000 copies / 2 weeks insertion: \$2,350

**83%** of adults read **newspaper inserts** - that's a lot of newspaper readers seeing your products & services!



**72%**  
of consumers believe that  
"newspaper advertising  
is important"

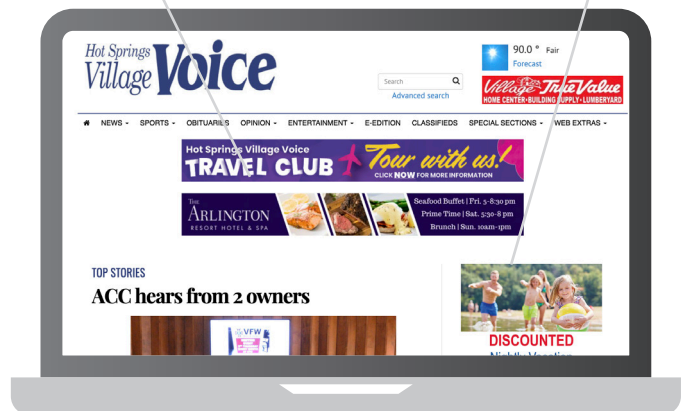
**52%**  
of consumers use newspaper  
ads to make important  
buying decisions

*HSV Voice.com*

18,800 Monthly  
Unique Visitors

Leaderboard  
728 pixels (w) x 90 pixels (h)

Medium rectangle  
300 pixels (w) x 250 pixels (h)



**Medium Rectangle** (300px x 250px): \$125/mo.

**Leaderboard** (728px x 90px): \$150/mo.

**Weather Sponsor:** \$375/mo

Your logo on hsvvoice.com and front page of newspaper.

**Sponsored Content:** \$300+

300 word article plus 1x1 photo/caption in the main newspaper, plus your article on hsvvoice.com and tagged Facebook post linking to article. 1x week.

PLUS...

**Weekly E-News Ad** to 3,000+ weekly subscribers: \$150/mo.

300px x 250px. 2 available.



# Industry Stats

% of shoppers who are readers of the HSV Voice Newspaper and HSV Life Magazine.

- Assisted Living: **95%**
- Automobile Industry: **83%**
- Banking & Financial: **84%**
- Healthcare Services: **81%**
- Home Furnishings: **80%**
- Home Improvement: **80%**
- Homes Services: **89%**
- Liquor, Wine, & Beer: **85%**
- Restaurants & Bars: **81%**
- Retailers / Stores: **80%**

# Your Team



Jennifer Allen  
*Publisher*  
501-623-6397  
jallen@hsvvoice.com



Summer Benedict  
*Sales Executive*  
(Hot Springs Village & Benton)  
501-623-6397  
sbenedict@hsvvoice.com



J. Kendall Kegley  
*Sales Executive*  
Classified & Real Estate  
501-623-6397  
jkegley@hsvvoice.com

## OTHER SERVICES WE PROVIDE:

### Custom Design & Print Services

Want to publish a magazine and have the content but need layout design and printing services? We're here to help with almost any design & print service you can think of. Ask your sales rep for a custom quote.

- Professional Logo Design
- Business Cards
- Rack Cards
- Full size calendars

### Traditional Direct Mailers

Ask us about direct mailing! We can help, from

creative to fulfillment, and hopefully save you money in the process! If you already have a direct mailing list, provide that to us for your free quote. Two-week turn around on camera ready art. Samples available.

### Digital Marketing / Online Presence

Ask us about website design, SEO, SEM, social media marketing and management, targeted display, and email marketing. Your sales rep will work with you to assess your needs and provide a custom quote.

**501-623-6397**  
**ADVERTISING@HSVVOICE.COM**

#### Policies

A. J.Allen, LLC reserves the right to revise rates at any time upon 30 days notice.

B. Publisher reserves the right to edit, alter, cancel or reject advertising at any time.

C. Advertising simulating news can be set in body type but must carry the word(s) "Advertisement" or "Sponsored By" at the top of the ad.

D. Position of ad will not be guaranteed unless the advertiser agrees to a 25% additional charge; however, every effort will be made to accommodate reasonable requests.

E. The publisher's liability for errors or omissions in connection with an advertisement is strictly limited to publication of the ad in a subsequent issue or refund of any monies paid for the ad. Compensation for errors in any advertisement will be limited to the space occupied by the error.

F. Credit is granted only to those advertisers who have established credit with J.Allen, LLC. All bills are net and due and payable when presented. The advertiser holds J.Allen, LLC harmless for all fees and expenses it may incur in enforcing payment of any accounts due.