2022 Advertising Rates

(All rates are net effective Jan. 1, 2022 - Rates subject to change)

GENERAL INFORMATION:
The Cleveland County Herald is a weekly newspaper published each Wednesday at Rison, Arkansas, the county seat for Cleveland County, Arkansas. Contacts:
Advertising: Britt Talent, editor/publisher
Advertising Asst./Graphic Designer: Douglas Boultinghouse

MONTHLY EARNED RATES:
All rates apply to retail and classified display advertising space. Earned rates are based on the total number of column inches placed during a calendar month:

- Less than 31.5 inches ............................................................................................... $4.85/inch
- 31.5 inches to 99.5 inches ...................................................................................... $4.40/inch
- 100 inches and over ............................................................................................... $3.95/inch

MONTHLY CARD RATE:
The same advertisement running a minimum of four consecutive insertions with no changes in copy or reduction in size - $3.75/inch

NON-PROFIT RATE:
Available for churches and other non-profit organizations ........................................ $3.37/inch

COLOR CHARGES:
Color charges are $2.50 per column inch ($50 minimum charge) with a maximum charge of $200

CLASSIFIED RATES: 15 cents per word. $2.00 minimum charge

LEGAL NOTICE RATES: 25 cents per word + $1.00 per proof of publication

PREPRINT INSERTION RATES:
Preprinted inserts should be in our office at 215 Main Street in Rison no later than the Monday preceding the insertion date.

- 4 page tabloid or less .............................................................. 7 cents/insert
- 8 page tabloid/4 page broadsheet ........................................... 7.5 cents/insert
- 12 page tabloid/6 page broadsheet ......................................... 8 cents/insert
- 16 page tabloid/8 page broadsheet ....................................... 8.5 cents/insert
- 20 page tabloid/10 page broadsheet ..................................... 9 cents/insert
- 24 page tabloid/12 page broadsheet .................................... 9.5 cents/insert
- 28 page tabloid/14 page broadsheet .................................... 10 cents/insert
- FOLDING CHARGES ........................................................................ 2 cents/insert

ADVERTISING DEADLINES:
All display advertising and copy must be in no later than Noon Monday preceding the Wednesday insertion date. Early deadlines may apply for holidays. Please call for exact deadlines.

MECHANICAL MEASUREMENTS:
PASS measurements: Full page - six (6) columns (11.625 inches wide) by 21 inches tall

- 1 column: 1.833 inches
- 2 columns: 3.792 inches
- 4 columns: 7.708 inches
- 5 columns: 9.667 inches