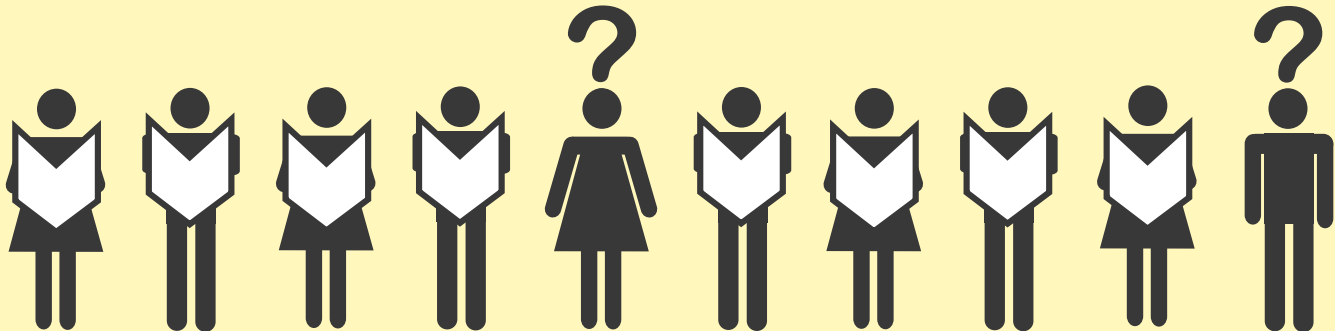


8 Out of 10 Arkansans Read a Newspaper or Shopper at Least Once Per Week*



In Stone County Arkansans Read the *Stone County* **LEADER**

Published every Wednesday, the Leader reaches more than 82% of homes in the county and is the 7th largest weekly in Arkansas. Timely and accurate news coverage puts your advertising where you want it to be-- in front of loyal and responsive paid subscribers of the printed edition AND the online edition. The Leader offers a professional and experienced design staff, the top winner of the Arkansas Press Association's statewide competition for four years running.

*Based on a 2001 Readership study conducted by American Opinion Research among adult Arkansans

2015 DISPLAY ADVERTISING RATES

Open Rate (1-3 Time Publication)	\$8.00 per column inch	COLUMN WIDTHS:
4-Week Rate (4 Consecutive Publications)	\$6.50 per column inch	1 col. = 1.563 inches 5 col. = 8.32 inches
Full and Half Page Rate	\$6.50 per column inch	2 col. = 3.25 inches 6 col. = 10 inches
Non-profit Rate	\$5.75 per column inch	3 col. = 4.94 inches Depth of a full page =
National Agency Gross Rate	\$8.50 per column inch	4 col. = 6.63 inches 20.313 inches

Color on Ads is \$35 plus 50¢ per column inch on top of base advertising charge (Maximum of \$65 plus ad cost)

CLASSIFIED ADVERTISING

15¢ per word (\$3.00 minimum)
 Personal ads up to 30 words are Free to subscribers
 Business & Service Directory - \$12.00 per col. inch per month

INSERTS

6¢ each or \$60 per thousand. 5¢ per single sheet (8½ x 11)
 4500 inserts needed for local market coverage.
Rates for larger inserts may be higher depending on size and weight. Call for quote.

DEADLINE: MONDAY AT NOON • GUARANTEED PROOF: FRIDAY AT NOON

Call 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