

# FROM COVER TO COVER, THE BEST READ IN TOWN

**J**onesboro Occasions is all about the best the city has to offer. From incredible philanthropic events to fine living, *Occasions* covers what people are talking about. Chock full of color photos of high-profile people, coverage of nonprofit events and entertaining feature stories, **it's the magazine Jonesboro's most affluent consumers can't wait to read.**

We take our readers inside Jonesboro's most exclusive gatherings and goings on. We highlight philanthropy and the arts. *Jonesboro Occasions will showcase people* who volunteer and work for the greater good of the community.

As Jonesboro's monthly city magazine, we'll include a complete dining guide, a calendar of major philanthropic events and special sections focusing on fashion, health, the arts, home furnishings, books and music and more.

Jonesboro Occasions is the most effective way to reach the city's most discriminating shoppers with **full color advertising** in a glossy magazine format. It's distributed **free of charge** at Jonesboro's finest establishments and through direct mail to our exclusive, customized mailing list.

**This is the perfect advertising medium** for retailers, restaurants and services catering to **up-scale consumers** in Jonesboro and the surrounding area.

Jonesboro  
**OCCASIONS**

PO Box 1681 • Jonesboro, AR 72403-1681 • Phone: 870.931.0012

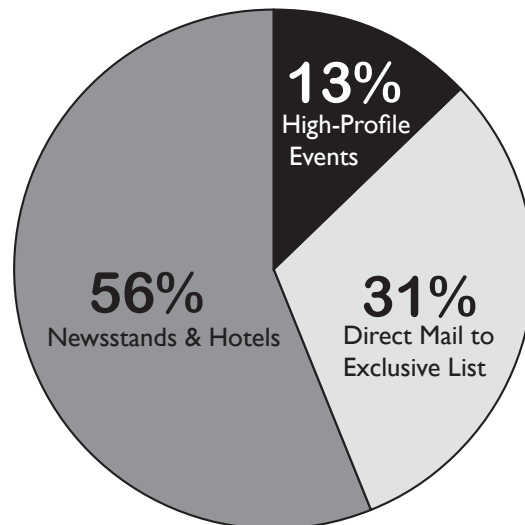
# STRATEGIC CIRCULATION

## BRINGING THE BEST TO THE BEST

**J**onesboro Occasions magazine is selectively distributed to reach a **targeted audience** of readers who want **upscale products and services**. Advertisers' messages will be seen monthly by 20,000 affluent consumers, leaders in business education, government, philanthropy and society.

Distribution targets upper-middle to high-income households, upscale business establishments, high-profile events and visitors to the city. Jonesboro and Craighead County have 9,700 households with \$50,000 plus incomes and 4,400 of those have \$75,000 plus incomes. Nearly 27% of Jonesboro's adult population has at least a bachelor's degree compared with the state average of 16%.

### DISTRIBUTION BREAKDOWN



*Jonesboro Occasions* offers an affordable, high-quality advertising medium that has **shelf-life with your most sought-after consumers**.

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# EDITORIAL LINEUP

Coverage of philanthropic, cultural, business & social events



Profiles of community leaders



Dining guide



Q&A with civic leaders



Gallery O- Exhibit of Local Art



The Best Overall- Books & Music of Local Interest



A Day In the Life Of..



Real Estate Review



Calendar of nonprofit events



## MONTHLY FEATURE SECTIONS

Fashion, Health Care, Home Furnishings, Dining, Travel, Holidays,

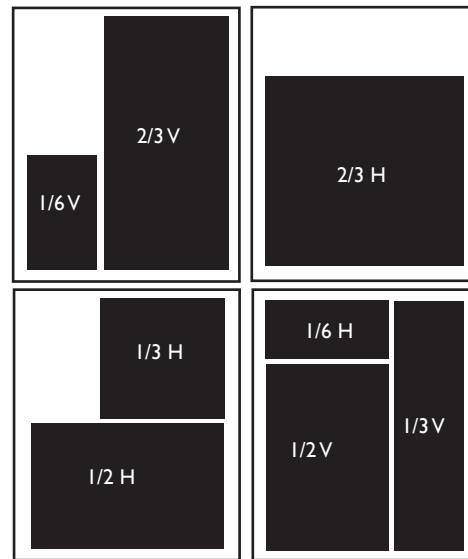
Landscaping/Gardening, Auto, Weddings, Education & More!

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# ADVERTISING SPECIFICATIONS

AD SIZES	WIDTH AND DEPTH
Full page no bleed	7" X 10"
Full page bleed	8-5/8" X 11-1/8"
2/3 page vertical	4-9/16" X 10"
2/3 page horizontal	7" X 6-1/2"
1/2 page horizontal	7" X 4-7/8"
1/2 page vertical	4-9/16" X 7-7/16"
1/3 page vertical	2-1/8" X 10"
1/3 page horizontal	4-9/16" X 4-7/8"
1/6 page vertical	2-1/8" X 4-7/8"
1/6 page horizontal	4-9/16" X 2-1/4"



## DIGITAL AD SPECIFICATIONS

Jonesboro Occasions requires that ads be provided in digital format (no film). All files MUST be accompanied by a quality printed proof. Ads will be accepted on CD-ROM or via e-mail. Preferred format is a press optimized PDF (Portable Document Format). Continuous tone or photo images must be provided in high resolution (300 dpi). Line art should be at least 1200 dpi. All ads should be built at 100% of final size.

While PDF format is preferred, we will also accept Mac-based Adobe InDesign, Illustrator and Photoshop files. Native files must be accompanied by all Postscript fonts and linked graphics. Truetype fonts are not acceptable. All other digital files created in any other application (e.g. Microsoft Word, Corel Draw) will be declined. Ads submitted which do not meet the above guidelines will either be returned to the advertiser to correct or will incur production charges.

## COLOR REQUIREMENTS

All digital files must be in the four-color process mode (CMYK). Any files provided in RGB format or Pantone spot color format will be subject to production charges.

## ADVERTISING SERVICES

Special design, copy writing and photography services are available upon request.

## ADVERTISING PRODUCTION CHARGES

Design/ typesetting/ digital output for 1/2 page ad or larger.....	No Charge
Design/ typesetting/ digital output for 1/3 page ad or smaller.....	\$.50
Custom design work (logo design, etc.).....	\$.75 per hour
Photography.....	\$.50 per hour
Photo Scans.....	\$.25 per scan

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# Jonesboro OCCASIONS

## ADVERTISING AGREEMENT

A Publication of Herald Haven Media, LLC  
PO Box 1681, Jonesboro, AR 72403-1681  
Office 870.931.0012 Fax 870.931.0023

Date \_\_\_\_\_ Account Executive \_\_\_\_\_  
Company \_\_\_\_\_  
Advertising Contact Name \_\_\_\_\_  
Billing Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
Contact Phone \_\_\_\_\_ Contact Fax \_\_\_\_\_  
Contact E-Mail Address \_\_\_\_\_  
Company Web Site \_\_\_\_\_

Invoice Company

Invoice Agency

If Agency:

Agency Name: \_\_\_\_\_

Agency Materials Contact Name: \_\_\_\_\_

Agency Phone: \_\_\_\_\_

**ACCOUNT STATUS:**  New Account (Credit Application Attached)  Cash/Check (Attached)  Credit Card (Number & Expiration Attached)  Renewal

**ADVERTISEMENT SIZE:**  Back Cover  Two Page Spread  1/2 Page Vertical  1/3 Page Horizontal  
 Inside Front Cover  Full Page  1/2 Page Horizontal  1/6 Page Vertical  
 Inside Back Cover  2/3 Page Vertical  1/3 Page Vertical  1/6 Page Horizontal  
 Page 3  2/3 Page Horizontal  SPECIAL SECTION: \_\_\_\_\_

**RATE CARD:**  Standard Rates  Dining Guide Rates  Non-Profit Organization Rates

**SPACE RESERVATION DATES:** Start Date \_\_\_\_\_ End Date \_\_\_\_\_ (Ads must be run within one year for frequency rates)

**RATE AND FREQUENCY:**  Open Rate  6-11 Insertions  12 Insertions \$ \_\_\_\_\_ Gross Cost Per Insertion

**INSERTION MONTHS:**  January  April  July  October  
 February  May  August  November  
 March  June  September  December

**AD MATERIALS:**  Ad to be provided digital ready  Ad to be produced by Jonesboro Occasions

Note: Applicable production charges are not included in ad insertion rate and will be billed separately.

Special Instructions: \_\_\_\_\_

I have read and understand the terms of this agreement which appear on the front and reverse side of this agreement and in the rate card. I have full authority to execute this contract, and in doing so accept full responsibility for payment of costs of advertising space and applicable production charges within 30 days, as well as late fees and any interest charges. I understand that Jonesboro Occasions will make every effort to accommodate placement requests, but page or location in the magazine cannot be guaranteed. It is understood that because of the exclusive nature of this publication, the advertisement(s) is subject to the approval of the publisher, who reserves the right to reject any advertisement received from me. Further, by my signature below, I personally guarantee all payments, or if representing an agency, my agency personally guarantees all payments.

Authorized Name (please print) \_\_\_\_\_ Title \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Account Executive \_\_\_\_\_ Date \_\_\_\_\_

# ADVERTISING COPY & CONTRACT PROVISIONS

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## CREDIT & PAYMENT TERMS

New accounts are required to pay in advance or complete a credit application. A monthly late charge will be assessed on any unpaid balance (maximum legal limit allowed). Payment in advance may be required from new advertisers until credit has been established. Advertisers are billed monthly, and payment is due on receipt of the invoice. In addition to receiving these invoices, any advertiser who has an outstanding balance or whose account has shown any activity during a month will receive a statement for that month. A late charge will be added to accounts 30 days delinquent. No advertising will be accepted from advertisers whose accounts carry balances older than 90 days without prior approval from the Publisher. Legal fees, court costs and other costs incurred by the Publisher in the process of collection for payment of the advertising space will be paid by the advertiser and/or agency involved in executing the contract.

## CONTRACT & FREQUENCY TERMS

If the number of insertions is not specified on order or contract, each insertion will be billed at the open rate. Advertising ordered at a frequency discount rate and not earned within one year of first insertion or by the contract expiration date will be billed at earned rate (short rate). Frequency discounts are granted only to contract advertisers and are in no case retroactive. Contracts protect frequency discount levels, but prices are calculated at the prevailing rate at the time of insertion. At that point, insertions that have been published at the contract price are recalculated at the frequency rate which has been earned and the advertiser is billed for the difference. Publisher reserves the right to refuse to publish advertising which in its opinion does not conform to the reasonable standards of the publication or which may subject Publisher to claims of liability to third persons.

## INDEMNIFICATION & LIABILITY OF PUBLISHER

In consideration of publication of an advertisement, the advertiser and/or agency jointly and severally indemnify and hold harmless the Publisher and its employees against expenses and losses resulting from the publication of the contents of an advertisement. Publisher shall not be liable for any failure to print, publish or circulate an advertisement due to circumstances beyond the Publisher's control.

## COPY & CONTRACT PROVISIONS

Advertising contracts are not transferable. Cancellation of advertising will not be accepted after ad space reservation date. If a mistake is advertising (including but not limited to omission, copy error, or size error) and is the fault of the Publisher, advertiser remedies will be limited to whichever of the following is appropriate: cancellation or reduction of production charges; insertion of a "make-good" advertisement in next available edition; or cancellation of charges for the portion of the advertisement rendered valueless by the error. Publisher will assume no other responsibility for mistakes and the advertiser expressly agrees that a contract or insertion order shall not be invalidated by mistakes. In any event, advertiser shall give written notice to Publisher (attention of the sales manager) within 7 days after publication of any advertisement containing any errors or omissions made by Publisher. Publisher shall try but shall be under no obligation to give notice of rate adjustments or charges to errors or omissions.

## AGENCY COMMISSION

A 15% commission from the gross amount of space cost is granted to bona fide advertising agencies that provide camera-ready materials. This amount is forfeited on all accounts unpaid after 90 days from date of invoice. Mailing lists, inserts and production charges are not commissionable.

## PREPRINTED INSERTS

Specifications for preprinted insert requests should be submitted to the Publisher for consideration. Availability and pricing will be based on size, weight and configuration of the preprinted piece.

## PREMIUM POSITIONS

Guaranteed or premium positions include the back cover, inside front cover, inside back cover and page 3. Position requests are given full consideration but Publisher cannot be held liable for failure to accommodate said requests.

## BULK SUBSCRIPTIONS

Subscription bulk orders are available at a substantial discount. Please contact the Publisher.

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