



PRINT • RADIO • TV • PUBLIC RELATIONS

ARKANSAS TALKS COMMUNICATION NETWORK

Enhancing racial and cultural relationships for a better world.

2017 MEDIA KIT

Presented by



Patricia Rogers-Ward, Founder/CEO

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www.arkansastalks.org



ADVERTISING RATES

Full Page – h 21.25 x w 11.5	\$1295.00	Vertical Only
Half Page – h 10.25 x w 11.5	\$795.00	Horizontal or Vertical
Junior 1/2 Page – h 9 x w 7.664	\$695.00	Horizontal
¼ Page – h 5.31 x w 5.75	\$395.00	Horizontal or Vertical
1/8 Page – h 3 x w 3.77	\$195.0	Block
Business Card	\$75.00	Horizontal or Vertical

AD SIZES & MECHANICS

Arkansas Talks Uses a 25" web Broadsheet

	Frequency	Promotional	Annual Volume Agreement:
1 column – 1.916"	Purchase	Free	40% discount for advertising
2 columns – 3.832"	2	1	in every issue
3 columns – 5.748"	4	2	Color \$50.00
4 columns – 7.664"	6	3	
5 columns – 9.58"	8	4	
6 columns – 11.50"	10	8	

Pre-built ads should meet the following specifications: Ads should be submitted as an image format or .pub with fonts embedded, 300-resolution file for newsprint. CMYK formatted. No Pantone or RGB colors will be accepted

*Pricing and packages are subject to change and/or vary depending on customization.

SUPPORTER DONATIONS – Supporter Donations are in lieu of traditional subscriptions, which allows the general public, small business and organizations to support Arkansas Talks. The levels of Supporter donations include various incentives such as receiving the newspaper by mail for one year, certificate/letter of appreciation, an Arkansas Talks branded gift, plus discounts on Arkansas Talks sponsored products, events and advertising are as follows (see enclosed Supporter Form for details):

Annual Partner Sponsorships

Your annual sponsorship will support Arkansas Talks (AT) Newspaper and Radio Shows. The levels of sponsorship include a featured article in the newspaper & guest on radio show to talk about your business, agency or organization; free ad(s) in newspaper and promoted as a sponsor on the radio show, and logo displayed on the arkansastalks.org website.



- Newspaper by Mail/or as a distribution site
- AT Incentive Gift
- Profile article on business/organization
- 1 Free 1/2 Page Ad & (8) ¼ page ads
- 50% Discount on additional advertising (12 mos.)
- Featured guest on radio show
- 10 30-sec. spots on other radio affiliates

- Newspaper by Mail/or as a distribution site
- AT Incentive Gift
- Profile article on business/organization 1 Free 1/2-page Ad & (5) 1/4 page ads
- 50% Discount on every issue advertising (12 mos.)
- Featured guest on radio show
- 10 30-sec. spots on other radio affiliates
-

\$2000
Silver

- Newspaper by Mail/or as a distribution site
- Profile in newspaper
- 1 Free 1/2 and (3) 1/4 Page Ad
- 30% Discount on every issue advertising (12 mos.)
- Featured guest on radio show

\$1000
Bronze

- Newspaper by Mail/or as a distribution site
- Profile in newspaper
- 1 Free 1/2 Page Ad & (2) 1/8 Page Ads
- 30% Discount on every issue advertising (12 mos.)
- Featured guest on radio show

Our Purpose



THE ARKANSAS TALKS COMMUNICATIONS NETWORK, LLC (ATCN), Post Office Box 164409, Little Rock, AR 72216, Phone: 501.291.3008, is a female, minority owned multi-media firm dedicated to publishing and talking about an African-American perspective on Politics, Leadership, Accountability and Economic Development through a network of a statewide free newspaper and Internet Radio & TV Talk Shows.

ARKANSAS TALKS was founded in 2012 by Patricia Rogers-Ward, as Chairman/CEO. The management is supported by an Executive Board and a team of independent professionals, contributing their experience in collaboration for a divine purpose.

The mission of Arkansas Talks is to empower leadership and the general public through Information and Knowledge by reporting and talking about things you don't normally hear. To research and report on the impact of public policy on the underserved population and assist them in making informed decisions for a better quality of life.

The Arkansas Talks newspaper is published monthly, and physically distributed to 20000 homes, through a network of supporters, NAACP chapters, churches, libraries, city halls, and high traffic businesses throughout the State of Arkansas. The newspaper enjoys the support of a growing list of influential business, political, religious and civic leaders throughout Arkansas and across the country.

The Arkansas Talks Radio Show broadcasts live on Little Rock based, KABF 88.3 FM, every Wednesday from 9 – 10am with hosts, Pat Rogers-Ward, Rizelle Aaron, and award winning journalist Deborah Robinson-Allen. The weekly programming continues the conversation around topics from the newspaper, which focus on Leadership accountability, participatory democracy, black spending power, education, incarceration crisis and hot issues that impact the underserved communities.



Print

Radio

TV

Public Relations

BROADCAST and DISTRIBUTION

Coverage – National (See distribution at www.arkansastalks.org)



RADIO TALK SHOW

Arkansas Talks broadcast every Wednesday on KABF 88.3 FM from 9-10 a.m. The show offers a weekly recap of the newspaper topics, with studio and call-in guests, from around the country to offer specific expertise in support of the discussion. Listen live at the KABF link www.kabf.org or at www.arkansastalks.org. The show is hosted by Patricia Rogers-Ward, and award winning journalist, Deborah Robinson, who is also the Executive Producer.

FREE NEWSPAPER

The newspaper is distributed statewide, to a growing list of locations that are listed on the website and covers the entire State of Arkansas and targeted cities across the country. The publication is available online at www.arkansastalks.org and is delivered via email to elected officials and prominent civic leaders. It is also promoted through Facebook, Twitter, Instagram and LinkedIn. Printing volume –20,000 copies. Print schedule is monthly.

DEADLINE:

All advertising must be received by Thursday preceding week of release.

POLICY:

All advertising accepted subject to publisher's approval. Publisher has the right to edit or reject any advertisements. Failure to meet position requests will not constitute cause for adjustment, refund, or return. ARKANSAS TALKS shall retain rights, title, and interest to all advertising that is the creative efforts of ARKANSAS TALKS. If reciprocal agreements exist, other newspaper organizations can request a copy of the ad at no cost to them or of the advertiser if the ad is pre-built by ARKANSAS TALKS.

BILLING/CREDIT POLICY:

No credit shall be extended to newly formed businesses. Those businesses and individuals to whom credit is extended shall pay ARKANSAS TALKS' invoices upon receipt. The extension of credit to any entity will be extended on a case -by-case basis, at the discretion of management. Invoices exceeding 30 days without full payment shall accrue a monthly interest charge of 3.5% on the unpaid balance. Invoices unpaid after 60 days will be classified as delinquent and subject to collection procedures.

RETURN CHECK POLICY:

There will be a \$50 charge on all returned checks. Upon receipt of a customer's second returned check, ARKANSAS TALKS will require customer to pay for future services with cash, credit card, or money order. The new arrangement will remain in effect for a period of 6 months.

CORRECTION POLICY:

When content or mistakes in print occur, ARKANSAS TALKS will correct errors that are unmistakably a result of ARKANSAS TALKS' action, in the very next issue.

Effective January 2017

Why Advertise with Arkansas Talks?

A commitment to Arkansas Talks offers you access to the underserved communities of Arkansas and surrounding states which has been considered a “non-reading population. The U. S. Census bureau suggest that there is over 600,000 Black & Latino populations in Arkansas. Arkansas Talks’ team of designers, copywriters and photographers stand behind every word of Arkansas Talks Newspaper and are proud to serve this community. Our creative team of professionals are all peers and allies of the underserved community and understand the needs, intricacies and cultures within and without.

Your advertising and sponsorship dollars become symbolic of your commitment to human rights, equality and more so equity for all human beings. In return, we promise a results-driven campaign that will capture the full attention of your targeted customers. From our fabulous full-color covers and meticulously designed feature spreads to our premium full-page advertisements, each page of Arkansas Talks is treated as a centerpiece of the overall design of the newspaper.

The demographic target for Arkansas Talks includes business owners, leaders and Black & Latino people and allies statewide. Through the focus of the newspaper, they will tend to be men, women and gender non-conformists of all races but the goal is to make the content relevant for anybody who is sensitive to Black & Latino issues and culture.

Reader Profile

All Levels of Education

Professionals & Skilled Labor

Community Engaged

Black & Latino People and Allies

Every Age Group

20,000 COPIES STATEWIDE

Frequency: Monthly

Funding Sources: Privately Funded

Distribution Channels: Targeted
Complimentary Copies & Subscriptions