

Arkansas Business 2016

PRINT + ONLINE + EVENTS

Arkansas Business offers exceptional value with the opportunity to build awareness and generate leads among the state's most influential and hard-to-reach business decision makers.



Arkansas Business

THE STATE'S BUSINESS NEWS AUTHORITY

UPDATED DAILY: ArkansasBusiness.com

Red Alert
The receiver for John Rogers' former assets and his creditors express concerns about the \$15 million offer by his friends at Red Alert Media Matrix. [P9]

SPOTLIGHT: Health Care

Med Center Eyes Expansion



Exec Q&A With Chad Aduddell

The interim market CEO for CHI St. Vincent describes the hospital system's efforts to curb health care costs. [P26]

UAMS sees increase in patient demand because of ACA

By Matt Friedman

The Affordable Care Act as applied in Arkansas has worked so well for the University of Arkansas for Medical Sciences that administrators are considering expanding the university's 46-bed hospital to nearly 70 beds. The hospital's CEO, Robert H. Baker, says the ACA has increased the number of patients treated from about 70 percent of the region's total to 80 percent. Baker says, "We feel it's important for us to accept hospital care as an important part of our mission, but if we don't have the bed, we can't accept them."



BioVent Provides Business Guide

Purchase Tickets Now for 40th Annual...

Arkansas Business of the Year Award

27TH ANNUAL

Thursday, February 26, 2015
Statehouse Convention Center | Wally Allen Ballroom
Little Rock, Arkansas
6:00 p.m. Reception | 7:00 p.m. Dinner
ArkansasBusiness.com/ABOY

Arkansas Business BOOK OF LISTS 2016

Colliers
ABPG
Arkansas Business Group

Arkansas Business

UND

OUR TOP 100 OF THE ONES TO WATCH

Delivering Excellence on every project. Learn more at VCCUSA.com

VCC
Facilities in Connection

Arkansas Business

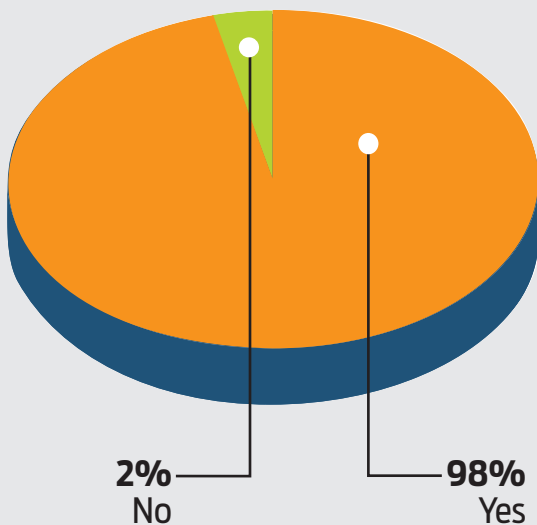
REACH A VALUABLE AUDIENCE

Decision makers with the authority & purchasing power to bring you business

Demographics

About *Arkansas Business* and ArkansasBusiness.com readers

Make purchasing decisions for their company or organization



Job Function

- 54%** Executive or senior management
- 20%** Professional

Wealth and Education

- 40%** Net worth of \$1 million+
- 69%** Household income of \$100,000+
- 80%** Graduated from a 4-year college
- 40%** Have degree or education beyond bachelor's

Median Age: 46

- 51%** Between ages 30 and 54
- 30%** Between ages 50 and 64
- 19%** 65 or older
- 68%** Male
- 32%** Female

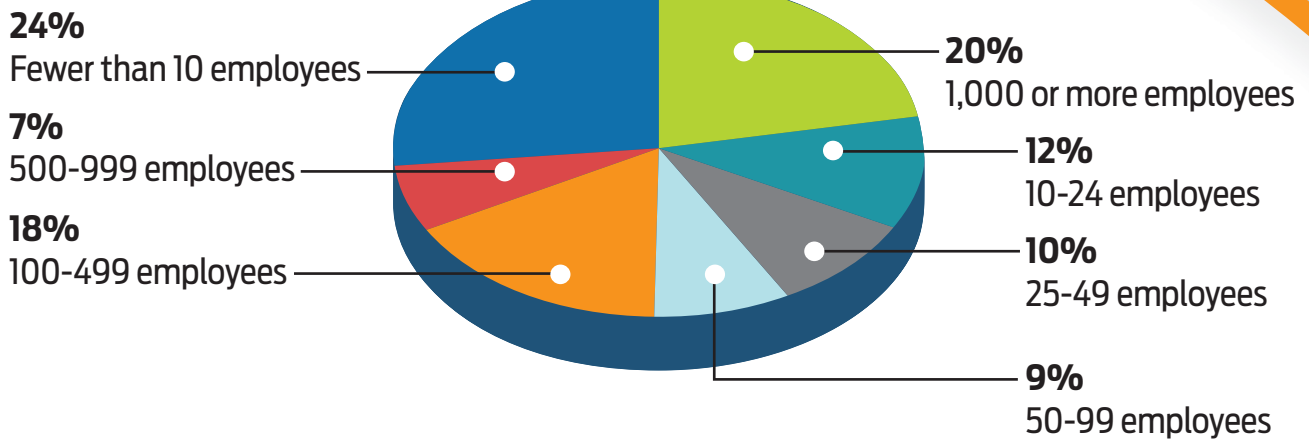
Company Activities They Influence

- 67% Corporate business strategies & business plans
- 47% Real estate or site location
- 50% Employee benefit programs
- 35% Mergers & acquisitions
- 34% Insurance risk management programs
- 41% Corporate insurance
- 47% Health insurance

Business Purchases They Influence

- 64% Office furniture and fixtures
- 42% Audio/visual equipment
- 63% Office machines
- 38% Company cars & trucks
- 65% Computer & network equipment
- 58% Telephone & communications equipment & services
- 34% Security equipment
- 56% Building equipment
- 43% Corporate banking services
- 40% Corporate legal services
- 41% Corporate accounting services

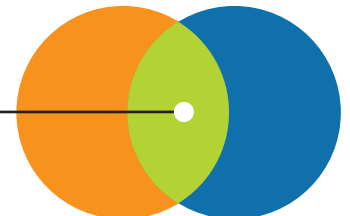
Their Business



Arkansas Business Readership
80,000 weekly readers

ArkansasBusiness.com Readership
190,000 unique monthly visitors

Only a 30% overlap in readership between print and online readers means diversity in audience.



*Based on a survey of more than 2,000 print and online readers.

Arkansas Business 2016 EDITORIAL CALENDAR

Date	Editorial Focus	List	Bonus Distribution	Space	Materials
Jan 4	Executive Q&A Special Ad Section: Industry Perspectives			12/11/2015	12/18/2015
Jan 11	Health Care	Hospital Owned Clinics		1/1/2016	1/5/2016
Jan 18	Banking & Finance	Mortgage Lenders		1/8/2016	1/12/2016
Jan 25	Retail: A Business Perspective	Largest Shopping Centers (with anchors)		1/15/2016	1/19/2016
Feb 1	Architecture & Engineering	Architecture firms; Engineering Firms		1/22/2016	1/26/2016
Feb 8		Biggest Deals of 2015		1/29/2016	2/2/2016
Feb 15	Arkansas Business of the Year	Arkansas Business of the Year Finalists	Arkansas Business of the Year, Thursday, Feb. 25th	2/5/2016	2/9/2016
Feb 22	Technology	Largest IT Consulting Firms		2/12/2016	2/16/2016
Feb 29	(Fifth Monday)			2/19/2016	2/23/2016
Mar 7	Aviation & Aerospace	Busiest Airports	Arkansas Aerospace Summit, March 8-9	2/26/2016	3/1/2016
Mar 14	Tourism	Hotels & New Restaurants	Governor's Conference on Tourism, March 12-15, Springdale	3/4/2016	3/8/2016
Mar 21	Power List	Power List		3/11/2016	3/15/2016
Mar 28	Commercial Real Estate	Largest Pulaski County and Northwest Arkansas Real Estate Deals		3/18/2016	3/22/2016
Apr 4	Employee Mental Health	Directory of Rehabilitation Facilities	Atk. Society for Human Resource Mgmt. Conference April 6-8, Rogers 3/25/2016	3/29/2016	4/5/2016
Apr 11	Education & Business	Two-Year & Four-Year Colleges/Univ; MBA Programs		4/1/2016	4/5/2016
Apr 18	Executive Assistant	Largest Employers; Largest Payroll Companies		4/8/2016	4/12/2016
Apr 25	Construction	Largest Commercial Contractors	Arkansas Construction Hall of Fame Banquet, April 28	4/15/2016	4/19/2016
May 2	Special Ad Section: Growing a Small Business: Advice from the Trenches	SBA Lenders	SBA Week, May 1-7	4/22/2016	4/26/2016
May 9	Banking & Finance	Banks by Assets	Arkansas Bankers Association Meeting, May 11-13, Little Rock	4/29/2016	5/3/2016
May 16	Transportation & Logistics	Largest Trucking Companies	Arkansas Truckers Association	5/6/2016	5/10/2016
May 23	Upscale Residential Real Estate	Largest Real Estate Agencies; Top Agents & Sales Teams		5/13/2016	5/17/2016
May 30	75 Largest Private Companies (Fifth Monday)	75 Largest Private Companies		5/20/2016	5/24/2016
Jun 6	Business Protection	Alarm Companies		5/27/2016	5/31/2016
Jun 13	Law	Largest Law Firms	Arkansas Bar Association Annual Meeting	6/3/2016	6/7/2016
Jun 20	40 Under 40	2016 40 under 40 Profiles	40 Under 40	6/10/2016	6/14/2016
Jun 27		Largest Associations	Leadership Greater Little Rock	6/17/2016	6/21/2016
Jul 4	Health Care	Largest Nursing Homes		6/24/2016	6/28/2016
Jul 11		Largest College Endowments		7/1/2016	7/5/2016
Jul 18	Business Irons	Oldest Arkansas Companies	Leadership Arkansas/State Chamber Report	7/8/2016	7/12/2016
Jul 25	Banking & Finance	Banks by Return on Equity		7/15/2016	7/19/2016
Aug 1	Nonprofits	Largest Nonprofit Organizations		7/22/2016	7/26/2016
Aug 8	Highway Construction & Infrastructure	Highway Contractors; Mechanical & Electrical Subcontractors		7/29/2016	8/2/2016
Aug 15	Wealth Management	Largest Broker Dealers; Money Managers & Trust Departments	Arkansas Women's Hall of Fame	8/5/2016	8/9/2016
Aug 22	Economic Development	Largest Chambers of Commerce, Industrial Parks,			
Aug 29	Public Companies (Fifth Monday)	Economic Development Groups	Arkansas Economic Developers	8/12/2016	8/16/2016
Sep 5	Education	Public Companies Annual Reports & Public Company Executive Compensation		8/19/2016	8/23/2016
Sep 12	Young Professionals; 20 in their 20's	School Superintendents		8/26/2016	8/30/2016
Sep 19	Commercial Real Estate & Development	The New Influentials; 20 in their 20's Profiles		9/2/2016	9/6/2016
Sep 26	Environmental & Green Business	Largest Commercial Property Management Firms		9/9/2016	9/13/2016
Oct 3	Hospitals	Environmental Consulting Firms; Air & Water Permits	Arkansas Environmental Federation, Oct 5-7 / Best Places to Work 9/16/2016	9/20/2016	9/27/2016
Oct 10	Banking & Finance	Largest Hospitals & Medical Centers	AHA Annual Meeting, Oct 5-7	9/23/2016	9/27/2016
Oct 17	Energy & Utilities	Banks by Deposit		9/30/2016	10/4/2016
Oct 24	Special Report: Skills Gap	Electric & Gas Utilities, including municipalities	Fastest Growing Companies	10/7/2016	10/11/2016
Oct 31	(Fifth Monday)		CFO of the Year	10/14/2016	10/18/2016
Nov 7	Insurance	Largest P&C Companies; Insurance Agencies	Healthcare Heroes	10/21/2016	10/25/2016
Nov 14	Agriculture & Timber	Largest Crops & Largest Forest Product Companies		10/28/2016	11/1/2016
Nov 21		Nonprofit Executive Compensation	Giving Guide	11/1/2016	11/8/2016
Nov 28	Accounting	Largest Accounting Firms	Real Estate Symposium	11/18/2016	11/22/2016
Dec 5	Construction	Largest Commercial Projects		11/25/2016	11/29/2016
Dec 12	Wealthiest Arkansas Stockholders	Stockholders	Best of Business	12/2/2016	12/6/2016
Dec 19	End of the Year Double Issue			12/9/2016	12/13/2016

GENERAL INFO

PRODUCTION SERVICES

Design, copy-writing and photography services are available upon request. Please see digital specifications for more information.

PRINTING SPECIFICATIONS

Printing Process: Web Offset. Four-color process inks are used (cyan, magenta, yellow, black). No PMS inks are available.

Color Reproduction: We strive to match our client's color specifications, but cannot guarantee a perfect match.

PREMIUM POSITIONS

Guaranteed positions are available for an additional charge. 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 call our circulation department at 501-372-1443 for details.

MAILING LIST RENTAL

The names of the subscribers of *Arkansas Business* are available in part or full, divided by ZIP codes. These names can be delivered via pressure-sensitive labels or send file to mail house. There is a \$25 setup fee. The cost is \$175 per thousand names and \$10 per thousand labels. This charge is for a one-time use only.

CREDIT & PAYMENT TERMS

New accounts are required to pay in advance until credit has been established. Credit applications are required to establish credit. Advertisers are billed weekly. Payment is due on receipt of 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. No advertising will be accepted from advertisers whose accounts carry balances older than 90 days without prior approval from the accounting department. Affidavits will be furnished in lieu of tearsheets if requested more than 60 days after publication.

CONTRACT & FREQUENCY TERMS

If the number of insertions is not specified on order or contract, each insertion will be billed at the non-contract 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 that has been earned, and the advertiser is billed for the difference. Additionally, any insertions or merchandising received on unfulfilled contracts will be billed at full values according to current rate card. Publisher reserves the right to refuse to publish advertising that in its opinion does not conform to the reasonable standards of its publications or that may subject publisher to claims of liability to third persons.

COPY & CONTRACT REGULATIONS

Advertising contracts are not transferable. Cancellation of advertising will not be accepted after ad closing date. If a mistake in advertising occurs (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 issue; 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 seven 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 percent commission from the gross amount of space cost is granted to outside advertising agencies that provide camera-ready materials. This amount is forfeited on all accounts unpaid after 120 days from date of invoice. Mailing lists, inserts and online rates are not commissionable.

ArkansasBusiness.com reaches more than 190,000 unique visitors monthly, and 70 percent of them do not read the print edition of *Arkansas Business*.

Don't miss the opportunity to have a daily advertising presence with this distinct audience.

E-NEWSLETTERS

Morning Roundup

Sent each morning at 8AM to more than 21,000 subscribers, the Morning Roundup reaches business decision makers as they begin their workday with the top headlines of the day.

Duration	Investment
1 month	\$1,385/month
6 months	\$1,135/month
12 months	\$995/month

Daily Report

A must-read for Arkansas' business decision makers for more than a decade. Reach 29,000 a-list subscribers with your message before they set off to their lunch appointment.

Duration	Investment
1 month	\$1,915/month
6 months	\$1,585/month
12 months	\$1,350/month

Breaking News

Be there when the news breaks. Reach 29,000 Daily Report subscribers when major business stories hit the wire. Guaranteed 4/month in the form of Breaking News, Early News, Late News.

Duration	Investment
1 month	\$1,915/month
6 months	\$1,585/month
12 months	\$1,350/month

INDUSTRY SPONSORSHIPS

Target the industry you serve with an industry sponsorship. Your ad is placed on both the industry page on ArkansasBusiness.com and a weekly industry-specific e-newsletter. All frequency category sponsorships include 50,000 run-of-site bonus impressions on ArkansasBusiness.com.

Categories

- | | |
|-----------------------|--------------------|
| Agriculture | Media & Marketing |
| Banking & Finance | Nonprofits |
| Business Services | Northwest AR |
| Construction | Public Companies |
| Education | Real Estate |
| Energy | Restaurants & Food |
| Government & Politics | Retail |
| Health Care | Small Business |
| Insurance & Benefits | Technology |
| Investments | Tourism |
| Legal | Transportation |
| Manufacturing | |

Duration	Investment
1 month	\$1,125/month
6 months	\$765/month
12 months	\$525/month



RUN-OF-SITE ADVERTISING

Reach the readers on ArkansasBusiness.com with ad placements throughout the site. Receive a **guaranteed number of advertising impressions**, distributed evenly over a specified period.

Sizes: 728x90 leaderboard, 300x250 medium rectangle, 300x600 half-page.

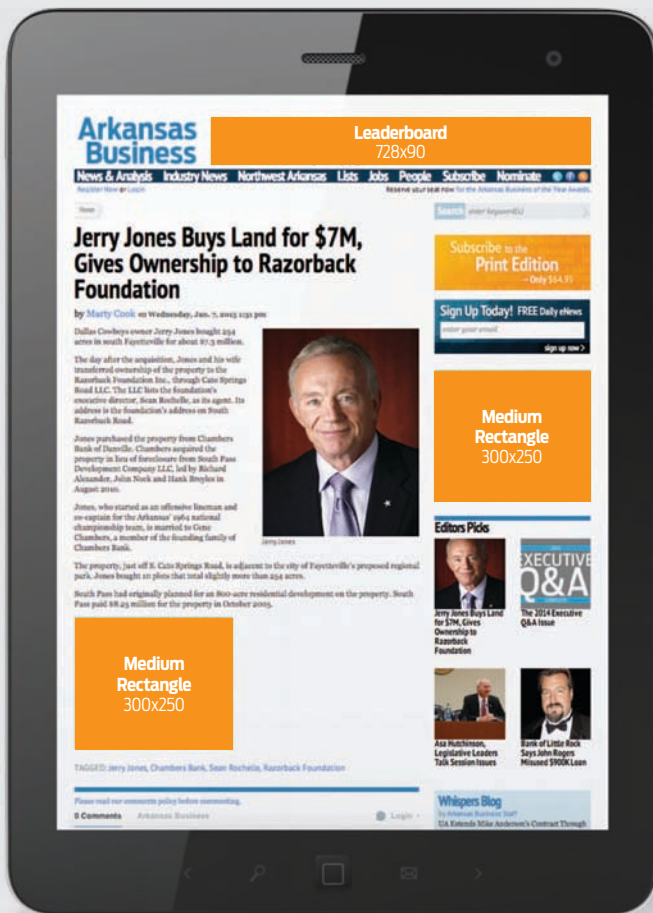
Duration	15,000	25,000	50,000	100,000
1 month	\$595/month	\$805/month	\$1,510/month	\$2,675/month
6 months	\$510/month	\$675/month	\$1,245/month	\$2,150/month
12 months	\$395/month	\$545/month	\$950/month	\$1,580/month

HOMEPAGE SPONSORSHIP

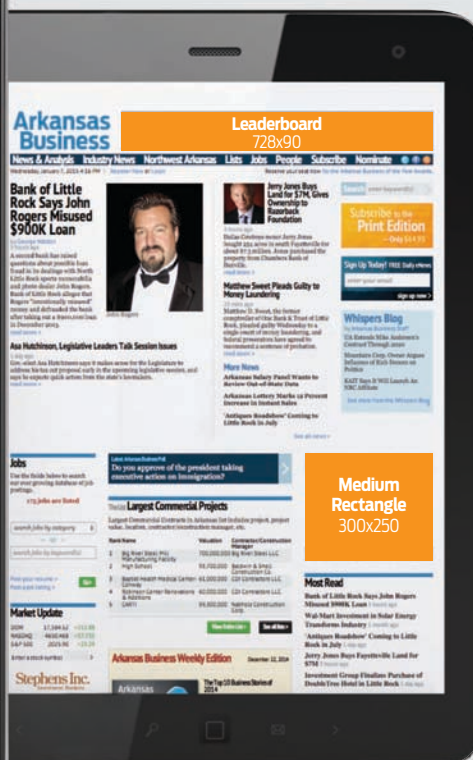
Elite branding among the top headlines. Be the first impression as people enter ArkansasBusiness.com. Homepage sponsors are industry exclusive, and rotated between only 2 advertisers for each ad size: 728x90 leaderboard and 300x250 medium rectangle.

Duration	Investment
1 month	\$1,375/month
6 months	\$1,175/month
12 months	\$905/month

Run-of-Site Advertising



Homepage

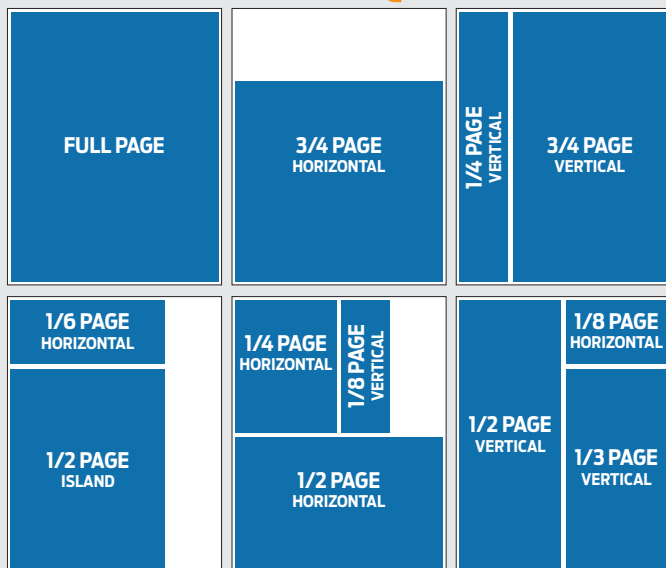


2016 PRINT ADVERTISING RATES

SIZE	OPEN	52X	40X	26X	19X	13X	7X
2 pages covers	\$6,420	\$3,970	\$4,375	\$4,835	\$5,205	\$5,745	\$6,035
full page	\$5,020	\$2,800	\$3,025	\$3,375	\$3,635	\$3,905	\$4,495
3/4 page	\$4,795	\$2,595	\$2,810	\$3,165	\$3,450	\$3,690	\$4,265
1/2 island	\$4,140	\$2,240	\$2,445	\$2,805	\$3,075	\$3,305	\$3,770
1/2 page	\$3,645	\$1,955	\$2,130	\$2,405	\$2,680	\$2,895	\$3,250
1/3 page	\$3,175	\$1,610	\$1,735	\$2,045	\$2,260	\$2,460	\$2,805
1/4 page	\$2,590	\$1,315	\$1,435	\$1,700	\$1,885	\$2,035	\$2,310
1/6 page	\$1,805	\$810	\$875	\$1,128	\$1,280	\$1,435	\$1,595
1/8 page	\$1,485	\$605	\$665	\$905	\$1,035	\$1,145	\$1,290
1/8 page	\$1,250	\$495	\$535	\$760	\$855	\$960	\$1,110

All rates include full color

MECHANICAL REQUIREMENTS



AD SIZES	INCHES WIDTH X HEIGHT
Two-page Spread w/bleed	21.25" x 13"
Trim Size	10.5" x 12.75"
Full Page w/bleed	10.75" x 13"
Full Page (non bleed)	9.75" x 12"
3/4 Horizontal	9.75" x 8.743"
3/4 Vertical	7.271" x 11.708"
1/2 Island	7.271" x 8.743"
1/2 Horizontal	9.75" x 5.774"
1/2 Vertical	4.791" x 11.708"
1/3 Vertical	4.791" x 8.743"
1/4 Horizontal	4.791" x 5.774"
1/4 Vertical	2.312" x 11.708"
1/6 Horizontal	7.271" x 2.8"
1/8 Horizontal	4.791" x 2.8"
1/8 Vertical	2.312" x 5.774"

DESIGN/TYPESETTING CHARGES

Two-page Spread	\$225
Full Page	\$195
3/4 Page	\$180
1/2 Page	\$150
1/3 Page	\$95
1/4, 1/6 Page	\$85
1/8 Page	\$60

OTHER CHARGES

Minimum Type Charge	\$65
Photo Retouching	\$120

Arkansas Business can produce ads for publication on a graduated cost basis that includes design work only. Additional artwork and photography can be done at an additional fee to the advertiser.

AD SPECS

- Adobe Acrobat 5 (PDF 1.4) files are preferred.
- 4 Color ads - All pantone, spot colors and RGB images must be converted to CMYK before saving in PDF format. Otherwise, problems may occur with the PDF, Arkansas Business Publishing Group will not be held responsible.
- When creating a PDF from InDesign and Illustrator, create outlines on all fonts.
- Only use 300 dpi resolution photos placed at 100% . Line art at 1,200 dpi. (Low resolution logos and pictures pulled from websites are not acceptable.)
- Ads should be emailed to: ads@abpg.com.

Ads submitted that do not meet the above listed specifications will either be returned to the advertiser to correct or will incur digital production charges at \$78/hour. Production charges are not commissionable.



P.O. BOX 3686
LITTLE ROCK, AR 72203
501-372-1443 • FAX 501-375-7933
ARKANSASBUSINESS.COM