

# Arkansas Business

Arkansas' Business Authority Since 1984

## 2022 MEDIA KIT

PRINT / ONLINE / MOBILE / EVENTS



### Arkansas Business

**The Amazon Way**  
Unlike other companies, the retail giant didn't focus on incentives. [P12]

**Remote Work**  
Payroll will likely grow more complicated. [P12]

**Executive Q&A With Justin Urso**  
The chief of the U.S. Maritime Innovation Studio says students in the program get access to "world-class mentors." [P16]

**The List (P12-14)**  
Great Recipients, Employees  
Whisper [P13]  
Growing ready firm sees leadership shift

#### SPOTLIGHT: Workplace Trends

**NWA Program Offers \$10K To Lure Move**  
Recruitment effort focuses on attracting STEAM workers

By MaryLynn

Developer Bill Bunker hasn't decided whether or when to develop a massive branch of a new office for his firm, but he's already looking to recruit Arkansas.

Bunker is one of 10 initial recipients of the Northwest Arkansas Council's Life Works Here program, which provides financial incentives to attract skilled workers to the region. The \$10,000 incentive for workers to move to the area is a significant benefit.



### Arkansas Business

**Boyette's Best**  
Despite the pandemic, 2020 was his best year, says Del Boyette, CEO of Boyette Strategic Advisors. [P12]

**Exec Q&A: Denise Thomas**  
The CEO of the World Trade Center Arkansas says businesses that want to export their products need to do their homework. [P16]

**The List (P16-17)**  
Largest Chambers of Commerce  
Whisper [P13]  
State Ofa Fort Smith Cannabis grower

#### SPOTLIGHT: Economic Development

**To Keep Job Surge, Newport Keeps Tax**

By Kelly Muzzey

For the past 30 years, a half-cent tax on every backhoe in Newport has helped the city's economy develop, helping to stem an exodus and lure business. County runs a computer database for 1,000 workers per year.

Residents of the area part town seem to be a 75 percent increase in jobs in Newport.

Development jobs in Newport, a 75 percent increase in jobs in Newport.

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## ARKANSAS BUSINESS OF THE YEAR AWARDS

33RD ANNUAL CELEBRATION

MARCH 3, 2021  
DOUBLETREE & ROBINSON BALLROOMS  
LITTLE ROCK, ARKANSAS  
ARKANSASBUSINESS.COM/ABOY

### Arkansas Business

VOL. 38, NO. 15 / MARCH 12-18, 2021 / \$1.50 / UPDATED DAILY: arkansasbusiness.com

UPSCALE  
REAL ESTATE  
IN ARKANSAS

MARKET FACTS  
BANKING AND FINANCE  
CONSTRUCTION  
PROFESSIONAL SERVICES  
EDUCATION  
GENERAL INTEREST  
HEALTH CARE & INSURANCE  
REAL ESTATE  
TECHNOLOGY

ABPG

# Arkansas Business

ABOUT OUR READERS



Reach  
People of  
Influence.  
98%

of our readers make purchasing decisions  
for their company or organization.

**45 minutes**

The average time spent  
reading a typical edition  
of *Arkansas Business*

**68%**

of our readers are executive  
or senior level management

**12%**

of readers have a net worth  
of \$5 million or more

**50%**

of readers have engaged  
with products or services  
advertised in *Arkansas Business*

**70%**

of our readers are male  
and **30%** are female

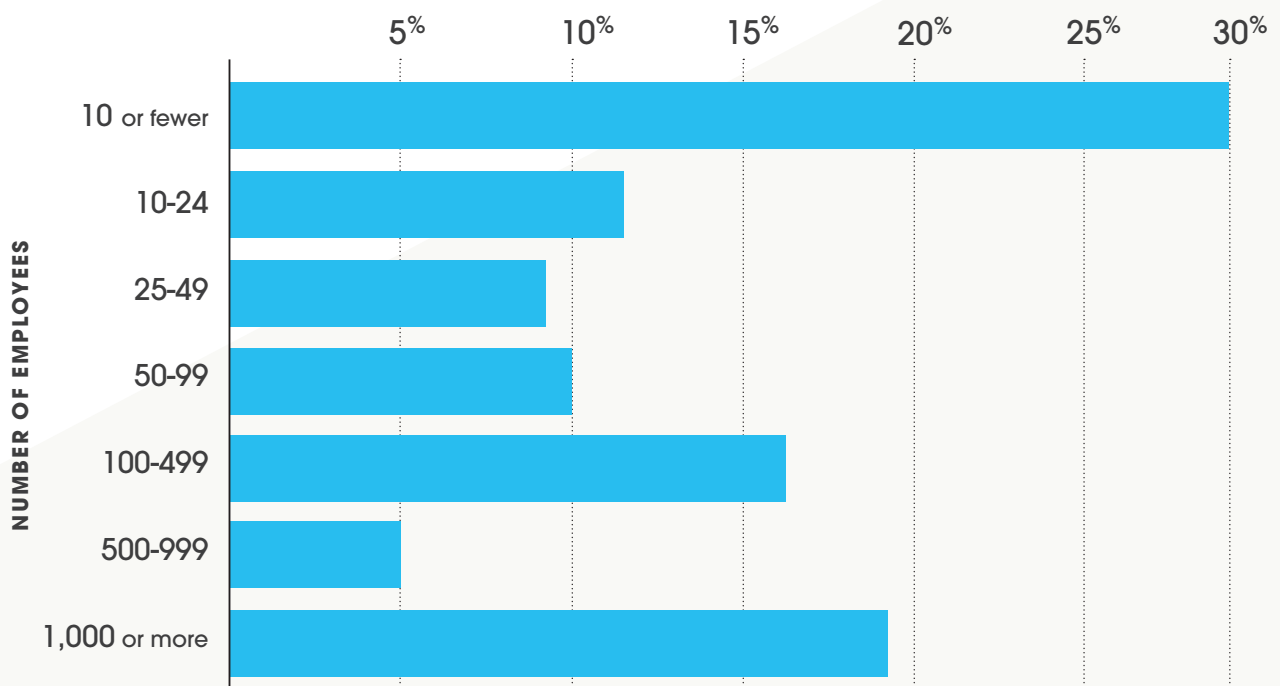
## Company Activities They Influence

- 46%** Corporate business strategies & business plans
- 32%** Real estate or site location
- 31%** Employee benefit programs
- 29%** Corporate insurance
- 29%** Health insurance
- 27%** Mergers & acquisitions
- 23%** Insurance risk management programs

## Business Purchases They Influence

- 41%** Computer & network equipment
- 36%** Office furniture and fixtures
- 35%** Building equipment
- 35%** Telephone & communications equipment & services
- 33%** Office machines
- 31%** Corporate banking services
- 27%** Corporate legal services
- 27%** Corporate accounting services
- 25%** Audio/visual equipment
- 25%** Company cars & trucks
- 20%** Security equipment

## READERSHIP BY BUSINESS SIZE



# 2022 EDITORIAL CALENDAR

	FOCUS	LIST	BONUS DISTRIBUTION; SPECIAL SUPPLEMENT OR AD SECTION
Jan. 3	Executive Q&A		
Jan. 10	Gaming	Gaming Receipts; Lottery Retailers	
Jan. 17	Banking & Finance	Mortgage Lenders	Arkansas Bankers Association Women in Banking Conference, Jan. 20
Jan. 24	Health Care	Doctors by County	
Jan. 31	Fifth Monday	Private Investment Offerings	
Feb. 7	Architecture & Engineering	Architecture Firms; Engineering Firms	
Feb. 14	Business of Marijuana	Medical Marijuana Cards by County; MMJ Cultivators/Dispensaries Pounds Sold & Estimated Revenue	
Feb. 21	Minority Business Development	SBA Lenders	
Feb. 28	Tourism	Largest Hotels; Total A&P Tax Collections	Governor's Conference on Tourism, Feb. 28-March 2; <b>ABOY supplement</b>
March 7	Security Technology	IT Companies by Total Arkansas Employees	
March 14	Commercial Real Estate	Pulaski Co. & NWA Real Estate Deals; Largest Auctions	
March 21	Biggest Deals of 2021	Biggest Deals; Largest Bond Issues	
March 28	Upscale Real Estate	Top Real Estate Agents & Teams; Largest Real Estate Agencies	
April 4	Banking	Arkansas Banks by Assets	Arkansas Bankers Association Annual Convention, April 5-7
April 11	Higher Education	2-year and 4-year Colleges; MBA Programs	
April 18	Construction	Largest Commercial Contractors	ARSHRM Annual Conference, April 20-22
April 25	Aviation & Aerospace	Aerospace Companies; Busiest Airports	Arkansas Aerospace Summit
May 2	Workplace Trends	Largest Private Employers	
May 9	Trucking & Transportation	Trucking Companies	Arkansas Trucking Association Annual Conference, May 17-20
May 16	Solar & Green Energy	Solar Arrays	
May 23	40 Under 40		
May 30	Poultry	Poultry Companies	Poultry Festival, June 10-11
June 6	Municipal Trends	City Sales Tax Receipts; County Sales Tax Receipts	Arkansas Municipal League Annual Meeting, June 15-17
June 13	Law	Law Firms	Arkansas Bar Association Annual Conference, June 15-17
June 20	75 Largest Private Companies	75 Largest Private Companies	
June 27	Women in Business	Certified Woman-owned Businesses	<b>Leadership Arkansas/ Arkansas State Chamber Mid-Year Report</b>
July 4	Infrastructure	Highway Construction Projects; Subcontractors (Electrical and Mechanical)	
July 11	Business of Steel	Steel Production Companies	
July 18	Banking & Finance	Banks by ROE; Credit Unions	
July 25	Public Companies	Public Companies Annual Reports; Public Companies Executive Compensation	<b>Growth Report: Fort Smith</b>
Aug. 1	Health Care	Nursing Homes; Assisted Living; Home Health Providers	
Aug. 8	Distribution & Logistics	Industrial Parks	
Aug. 15	Agriculture & Timber	Forest Products Companies; Farm Subsidies	
Aug. 22	Economic Development	Chambers of Commerce	AEDCE Annual Meeting, Aug. 28-30
Aug. 29	Fifth Monday	Breweries; Distilleries; Wineries	
Sept. 5	Utilities & Sustainable Business	Environmental Consulting Firms; Public Utilities (Gas and Electric)	<b>Arkansas Legal Hall of Fame</b>
Sept. 12	20 in Their 20s	Certified Minority-owned Businesses	
Sept. 19	Commercial Real Estate	Commercial Property Management Firms	
Sept. 26	Banking & Finance	Banks by Deposits	Arkansas Bankers Association Mega Conference, Sept. 27-28
Oct. 3	Government & Policy	Lobbying Firms; State Government Contractors	
Oct. 10	Made in Arkansas	Largest Manufacturers	<b>Coolest Thing Made in Arkansas</b>
Oct. 17	Nonprofits & Fundraising	Nonprofits; Nonprofit Employees Compensation	
Oct. 24	Wealth Management	Broker Dealers; Money Managers; Trust Departments	
Oct. 31	Fifth Monday	Stockholders	<b>CFO of the Year</b>
Nov. 7	Hospitals	Largest Hospitals & Medical Centers	Arkansas Hospital Assoc. Annual Meeting, Nov. 9-10; <b>Best Places to Work</b>
Nov. 14	Education & Business	Public School Districts; Private Schools and Charter Schools	
Nov. 21	Insurance	Insurance Agencies; P&C Companies	
Nov. 28	Outdoor Sports & Business	Firearms & Ammo Manufacturers	<b>Growth Report: Fayetteville</b>
Dec. 5	Construction	Commercial Projects	
Dec. 12	Accounting	Accounting Firms	
Dec. 19	End of Year Double Issue		<b>Trendsetter City; Best of Biz</b>
Dec. 26	2023 Book of Lists		

## .COM Advertising Rates

**ARKANSASBUSINESS.COM** is the state's most trusted and used business website. Don't miss the opportunity to have a daily advertising presence with this distinct audience.



## E-NEWSLETTERS

### MORNING ROUNDUP

Sent each weekday, the Morning Roundup reaches business decision makers as they begin their workday with the top headlines of the day.

DURATION	INVESTMENT
1 month	\$1,680/month
6 months	\$1,340/month
12 months	\$1,150/month

### DAILY REPORT

This must-read has been reaching Arkansas' business decision makers for more than a decade.

DURATION	INVESTMENT
1 month	\$2,425/month
6 months	\$1,920/month
12 months	\$1,560/month

### BREAKING NEWS

Be there when the news breaks. Guaranteed four times a month in the form of Breaking News, Early News, and/or Late News.

DURATION	INVESTMENT
1 month	\$2,425/month
6 months	\$1,920/month
12 months	\$1,560/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 12-month frequency category sponsorships include 50,000 run-of-site bonus impressions on arkansasbusiness.com.

### Categories

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

\*Denotes two e-newsletters are sent in the category each week.

The rates are to purchase one e-newsletter per week.

\*\*Denotes e-newsletter sent every other week.

DURATION	WEEKLY OR BIWEEKLY	EVERY OTHER WEEK**
1 month	\$1,285/month	\$785/month
6 months	\$865/month	\$470/month
12 months	\$605/month	\$365/month

# 70%+

of users visit the websites of arkansasbusiness.com advertisers



# 50%+

of subscribers use arkansasbusiness.com as their primary source for local online business information





# 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	\$685/month	\$930/month	\$1,745/month	\$3,065/month
6 months	\$580/month	\$770/month	\$1,450/month	\$2,415/month
12 months	\$450/month	\$615/month	\$1,065/month	\$1,755/month

## SPONSORED CONTENT

Showcase your expertise within your industry to the readers of arkansasbusiness.com with a sponsored story that includes an ad takeover on the story page and exposure on the Daily Report and *Arkansas Business'* social media channels.

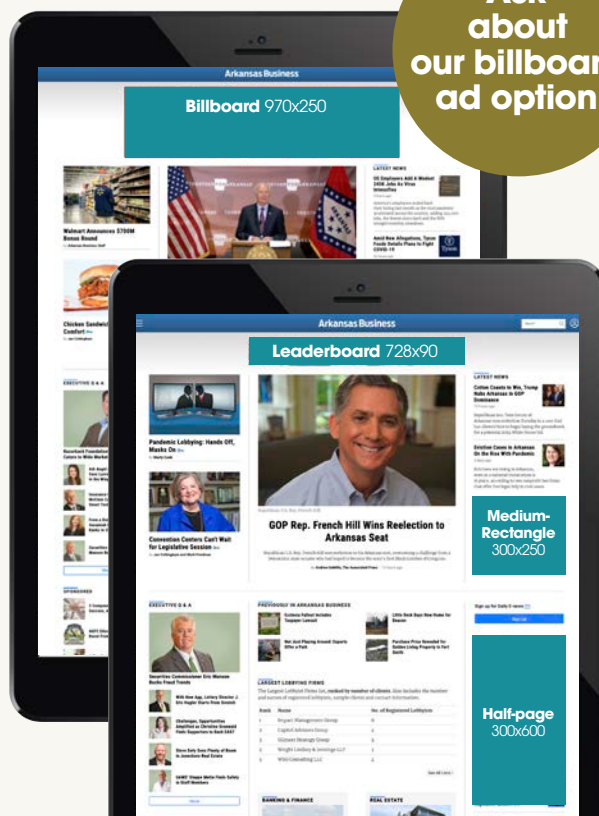
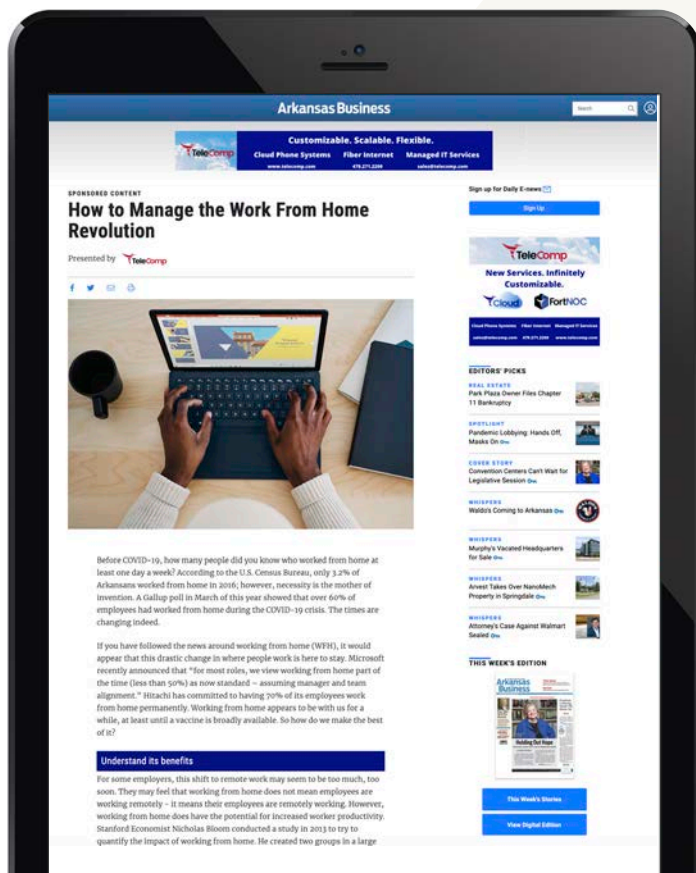
DURATION	INVESTMENT
1-5x	\$2,310/time
6-11x	\$1,845/time
12+x	\$1,460/time

## 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 two advertisers for each ad size: 728x90 leaderboard or 300x600 half-page and 300x250 medium-rectangle.

DURATION	INVESTMENT
1 month	\$1,600/month
6 months	\$1,340/month
12 months	\$995/month

Ask  
about  
our billboard  
ad option



Medium-Rectangle  
300x250

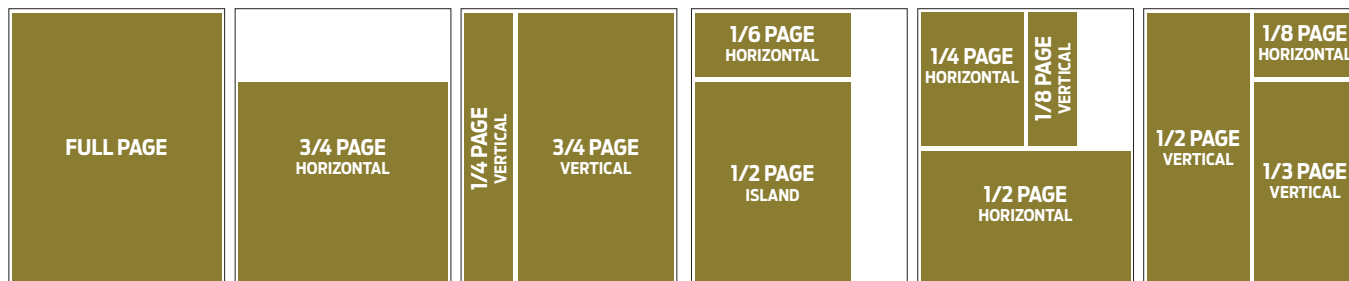
Half-page  
300x600

## PRINT ADVERTISING RATES

Your standing appointment with the state's business leaders for more than 35 years

	52x	26x	19x	13x	7x	OPEN
Two pages	\$4,290	\$5,170	\$5,735	\$6,330	\$6,720	\$7,215
Covers	\$2,905	\$3,415	\$4,045	\$4,555	\$5,095	\$5,695
Full Page	\$2,785	\$3,280	\$3,880	\$4,370	\$5,060	\$5,470
3/4 Page	\$2,465	\$2,895	\$3,425	\$3,685	\$4,440	\$4,830
1/2 Island	\$2,115	\$2,490	\$2,945	\$3,325	\$3,815	\$4,150
1/2 Page	\$1,845	\$2,175	\$2,575	\$2,895	\$3,335	\$3,625
1/3 Page	\$1,515	\$1,790	\$2,115	\$2,385	\$2,740	\$2,980
1/4 Page	\$1,095	\$1,285	\$1,515	\$1,700	\$1,925	\$2,075
1/6 Page	\$875	\$1,025	\$1,215	\$1,365	\$1,570	\$1,705
1/8 Page	\$735	\$865	\$1,025	\$1,155	\$1,325	\$1,445

## MECHANICAL REQUIREMENTS & AD SPECS



**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.

- **Adobe Acrobat 5 (PDF 1.4) files are preferred.**
- **All pantone, spot colors and RGB images must be converted to CMYK before saving in PDF format**  
Otherwise, problems may occur with the PDF and 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%**  
(Low resolution logos and pictures pulled from websites are not acceptable).
- **Ads should be emailed to [ads@abpg.com](mailto: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.

### Ad Sizes

	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 Charges

Two-page Spread .....	\$270
Full Page .....	\$235
3/4 Page .....	\$195
1/2 Page .....	\$180
1/3 Page .....	\$115
1/4 Page .....	\$100
1/6 Page .....	\$90
1/8 Page .....	\$80