2022/2023 MEDIA KIT

WESTERN ARKANSAS' MOUNTAIN FRONTIER

VISITORS GUIDE

NEW!

Digital Advertising Options

50,000 Guides Printed

Updated Design & Editorial

MOUNTAIN BIKING

VINEYARDS

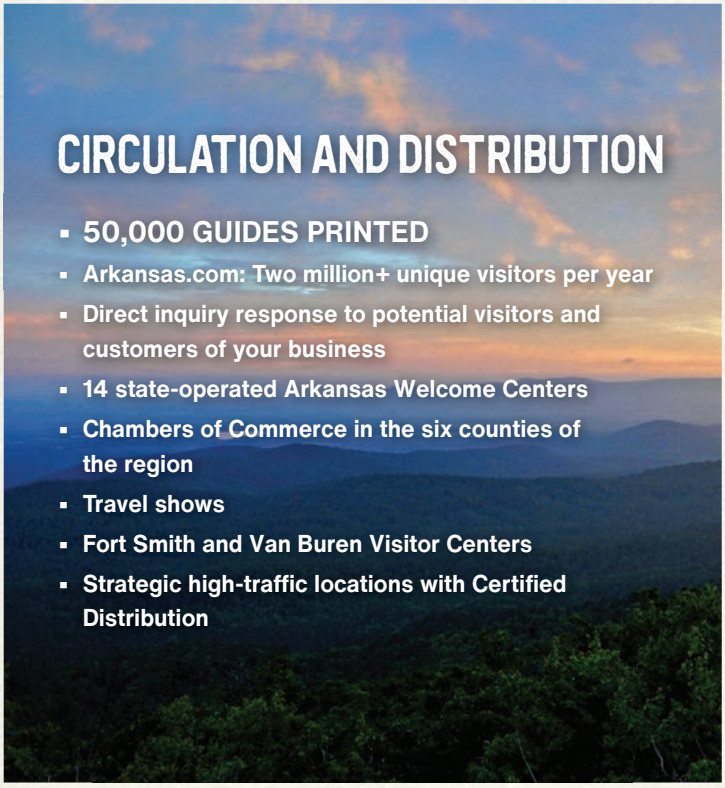
SCENIC RIDES

Western Arkansas' Mountain Frontier
History. Beauty. Adventure.

Representing: Crawford, Franklin, Logan, Polk, Scott and Sebastian Counties

VisitWestArkansas.com

INVEST IN THE ASSOCIATION THAT PROMOTES YOUR REGION AND YOUR BUSINESS ACROSS MULTIPLE MEDIA CHANNELS.



CIRCULATION AND DISTRIBUTION

- 50,000 GUIDES PRINTED
- Arkansas.com: Two million+ unique visitors per year
- Direct inquiry response to potential visitors and customers of your business
- 14 state-operated Arkansas Welcome Centers
- Chambers of Commerce in the six counties of the region
- Travel shows
- Fort Smith and Van Buren Visitor Centers
- Strategic high-traffic locations with Certified Distribution

DEADLINES

Space: January 7, 2022
Material: January 14, 2022

PRINT ADVERTISING RATES

All Rates Net

Back Cover*	$2700
Inside Covers*	$2592
Full Page/Special Position*	$2484
Full Page	$2376
One-Half Page	$1539
One-Fourth Page	$864
One-Eighth Page	$459
Dining Guide One-Fourth Page	$650
Dining Guide One-Eighth Page	$350

*Awarded on a first-come, first-served basis with partners given first right of refusal in subsequent years.

ECONOMIC IMPACT OF TOURISM

- The most recent Economic Report published that tourists spent **$221.89** million in our six counties.
- This sustained **2,120** tourism-related jobs.
- In turn, this generated:
  - **$13.99 million** in state taxes
  - **$4.83 million** in local tax revenue

ASSOCIATION MARKETING STRATEGY

- Arkansas.com
- Arkansas Travel Guide
- Arkansas Motorcycling Guide
- Arkansas Outdoor Adventure Guide
- Arkansas Cycling Guide
- Participation at selected travel shows
- VisitWestArkansas.com website

WEBSITE AND INTERACTIVE GUIDE

The Visitors Guide in its entirety will be featured on VisitWestArkansas.com. Website visitors are able to view the guide and click advertiser links directly. Restaurants, lodging properties, wineries and retail stores that advertise in the guide will be listed on the website with direct links to the advertisers' websites.

NEW INTERACTIVE GUIDE RATES & SPECIAL OFFERS!*

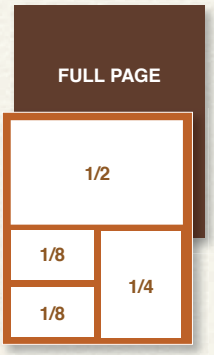
Interstitial Page	$1000
Video ad	$750
Tall Page	$500
Resource Guide	$325
Hyperlink	No Charge

*Print guide advertisers receive 15% discount on digital guide advertising. Full-page print guide advertisers receive one digital guide product free.

PRODUCTION SPECIFICATIONS

FULL-PAGE ADS

Trim Size – 8.375” x 10.875”
Bleed Size – 8.625” x 11.125”
Live Area – 7.375” x 10.875”
Bleed ad includes 0.125” bleed on all sides.
All live material 0.5” from trim.



NON-BLEED ADS

One-Half Page: 7.375” x 4.7615”
One-Fourth Page: 3.625” x 4.875”
One-Eighth Page: 3.625” x 2.375”

Special Note: Initial ad design is included in the advertising rate. Client is allowed two revisions. After two revisions, client will be billed $55 per revision. Publisher will repeat last ad on file if new artwork or detailed ad instruction is not received by material deadline. If there is no previous insertion, client is liable for cost of contracted space not used, and space will be allocated at discretion of publisher.

MATERIAL SPECIFICATIONS

Files submitted as PDF/X1a:2001 with 0.125” bleed all around are preferred. We also accept Mac-formatted InDesign files, Adobe Photoshop files (include merged and layered files), hi-res PDFs and Adobe Illustrator documents. If submitting ads in native applications, place all scans at 100%, 300 DPI. Include all fonts (printer and screen) and other elements used to build the document. TrueType fonts will not be accepted. Reverse type should be a minimum of 10 point. InDesign files must be sent with packaged files.

Ads submitted as JPEG or PNG files will not be accepted.

Special Note: Publisher is not responsible for any material outside the live matter area as it is subject to trim. Provided ads must meet publisher’s specifications or charges may be incurred. Publication reserves the right to reject any advertisement it deems inappropriate.

AD MATERIAL SUBMISSIONS

SUBMIT TO:
Caitlin Vestal
Ad Coordinator
Caitlin.Vestal@cjrw.com
501-975-8308

PHOTOGRAPHY LIMITATIONS

Full Page – Five photos
One-Half Page – Three photos
One-Fourth Page – Two photos
One-Eighth Page – One photo
Photography is available for advertisers at an additional cost. If interested, please visit with your account executive for a quote.

RESERVE YOUR SPACE NOW!

The Western Arkansas' Mountain Frontier Association has retained CJRW advertising agency to sell, produce and publish its 2022/23 guide. A representative of CJRW will be contacting you soon to discuss your participation. Please join us in making this another great year for Arkansas tourism.

Lauren Euseppi Lauren.Euseppi@cjrw.com
o: 501-975-7219 c: 501-317-9237

Tiffany Maltezo Tiffany.Maltezo@cjrw.com
c: 501-940-0928

Emilie Reno Emilie.Reno@cjrw.com
c: 501-240-2975

Lisa Garrett Lisa.Garrett@cjrw.com
c: 501-607-3001

PAYMENT TERMS FOR ADVERTISING

We must have a signed contract and your payment of one-half of the total cost of ad to guarantee space reservation. Balance due within 30 days of receipt of invoice.

- **Balance due March 1, 2022**
- **Make checks payable to:**
  Western Arkansas’ Mountain Frontier

cjrw

300 Main Street
Little Rock, AR 72201
501-975-6251
cjrw.com

WESTERN ARKANSAS' MOUNTAIN FRONTIER OFFICERS AND DIRECTORS 2021/2022

PRESIDENT
Amy Jones ..... Fort Smith.....783-8888 or 719-3015
amy@fortsmith.org

VICE PRESIDENTS
CRAWFORD COUNTY
Jane Owen ..... Van Buren.....474-7767
jane@artsonmainvb.com

FRANKLIN COUNTY
Al Wiederkehr ..... Wiederkehr Village.....468-9463
alwiederkehr@centurytel.net

LOGAN COUNTY
Robin Gillett ..... Booneville 675-0400
robs86@yahoo.com

POLK COUNTY
Nancy Wright ..... Mena.....394-5000
nwright@remax.net

SCOTT COUNTY
Shirley Blythe..... Waldron 637-3730
blythe_gary@yahoo.com

SEBASTIAN COUNTY
Tim Jacobsen ..... Fort Smith.....783-8888
tim@fortsmith.org

SECRETARY
Maryl Purvis ..... Van Buren.....474-6164
koeth@vanburen.org

TREASURER
Billy B. Dooly..... Fort Smith.....452-8848
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BOOKKEEPING
Debbie Chandler ..... Fort Smith.....883-2996
dchandler50@gmail.com

IMMEDIATE PAST PRESIDENT
Tim Seeberg 970-270-5954
tseeberg1@gmail.com

DIRECTORS
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Ralph Donnangelo ..... Mountainburg.....369-2469
ralph.donnangelo@arkansas.gov

FRANKLIN COUNTY
Jennifer Thomas..... Ozark 667-5337
mainstreetozark@yahoo.com
Sarah Rodriguez ..... Ozark 667-2525
ozark.chamber@gmail.com
Dennis Wiederkehr ..... Wiederkehr Village..... 209-1048
idowine2@gmail.com

LOGAN COUNTY
Paula Magers ..... Paris.....963-5332
paula.magers@arkansas.gov

POLK COUNTY
Regina Walker..... Mena..... 243-7191
rwalker2854@sbcglobal.net
Pasha Watson ..... Mena.....437-4734
pasha@visitmena.com

SCOTT COUNTY
Shirley Blythe..... Waldron 637-3730
blythe.gary1@gmail.com
Elizabeth Horn..... Mena.....234-3946
newspapereditor.ar@gmail.com

SEBASTIAN COUNTY
Bob Purvis..... Greenwood.....996-6357
bpurvis@greenwoodarkansas.com
Tim Jacobsen ..... Fort Smith.....783-8888
tim@fortsmith.org

EX OFFICIO
Maryl Purvis ..... Van Buren.....474-6164
koeth@vanburen.org

MEMBERS AT LARGE
Janie Glover..... Fort Smith..... 649-7498
jglover1939@yahoo.com
Paul Post ..... Altus 264-3999
pauljpost@gmail.com

AREA CODE 479

Western Arkansas' Mountain Frontier
History. Beauty. Adventure.

6301 Maplefield Drive ▪ Fort Smith, AR 72916
479-883-2996 ▪ VisitWestArkansas.com