

# ARSCAN

ARKANSAS REGIONAL STATEWIDE  
CLASSIFIED ADVERTISING NETWORK

Now it's even easier to  
reach your target market

**CHECK  
OUT OUR  
REDEFINED  
REGIONS**

**Arkansas Regional  
Statewide Classified  
Advertising Network**

**NORTHWEST REGION**

**315,000**

circulation

**NORTHEAST REGION**

**422,213**

circulation

**CENTRAL REGION**

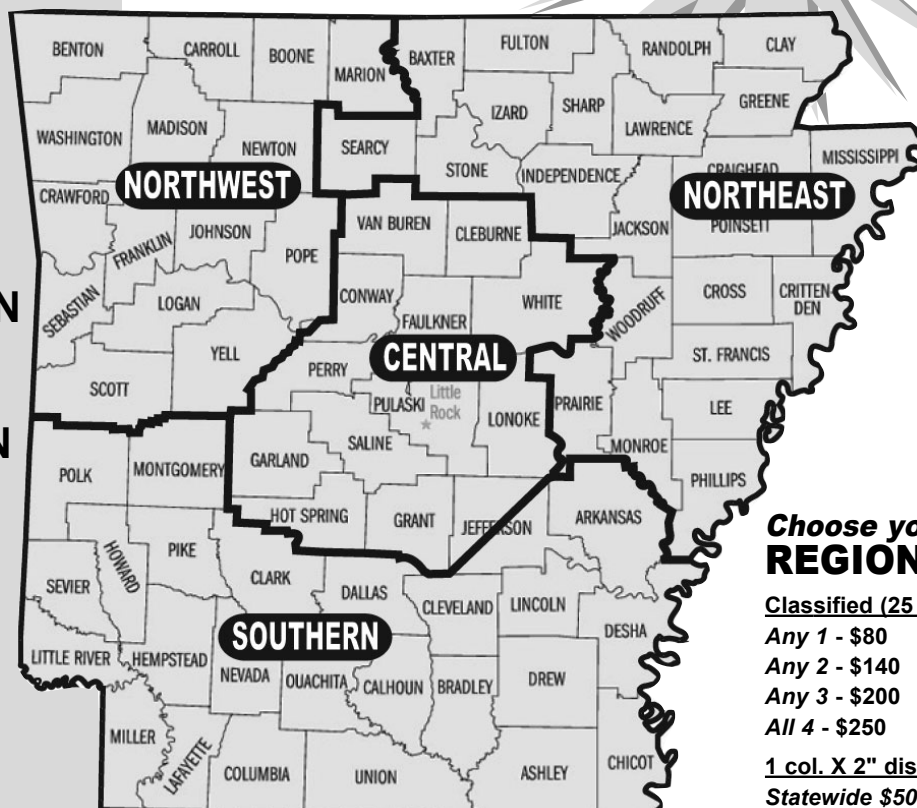
**158,442**

circulation

**SOUTHERN REGION**

**324,549**

circulation



**Choose your  
REGIONS**

**Classified (25 words\*)**

Any 1 - \$80

Any 2 - \$140

Any 3 - \$200

All 4 - \$250

**1 col. X 2" display**

**Statewide \$500**

**Any 1 region \$175**

*\*Additional words \$10 each*

**Easy,  
Affordable,  
Customized,  
EFFECTIVE!**

Arkansas Regional Statewide Classified Advertising Network can carry your advertising message to any part of the state! YOUR advertising message will be seen by thousands of customers – at a fraction of the cost of advertising in each newspaper individually.

**CALL LINDA HIGGS OR EVA  
BAKALEKOS AT APS TODAY!**

**501.374.1500**

800.569.8762 FAX 501.374.7509



**Arkansas Press Services**  
A subsidiary of Arkansas Press Association

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# ARSCAN NEW Regions

## Region 1: Northeast

### Weeklies/Non-Dailies

Brinkley Argus  
 Calico Rock White River Current  
 Des Arc White River Journal  
 DeValls Bluff Times  
 Harrisburg, The Modern News  
 Hazen, Grand Prairie Herald  
 Horseshoe Bend, Pacesetter Times ◇  
 Manila, The Town Crier  
 Marianna Courier-Index  
 Marion Salute  
 Marked Tree, Tri-City Tribune  
 Marshall Mountain Wave  
 McCrory, Woodruff County Monitor-  
 Leader-Advocate  
 Melbourne Times  
 Mountain View  
 Newport Independent  
 Osceola Times  
 Piggott Times  
 Rector, Clay County Democrat  
 Trumann Democrat  
 Walnut Ridge Times Dispatch  
 Wynne Progress ◇

### Dailies

Batesville Daily Guard  
 Blytheville Courier News  
 Forrest City Times-Herald  
 Helena Daily World  
 Jonesboro Sun  
 Paragould Daily Press ◇  
 Mountain Home Baxter Bulletin  
 West Memphis Evening Times

## Region 2: Central

### Weeklies/Non-Dailies

Augusta, White River Delta  
 Dispatch  
 Bald Knob Banner  
 Beebe News  
 Bryant Times  
 Cabot Star-Herald  
 Carlisle Independent  
 Clinton, Van Buren County  
 Democrat  
 England Democrat  
 Fairfield Bay News  
 Heber Springs Sun-Times  
 Hot Springs Village Voice ◇  
 Jacksonville Patriot  
 Judsonia, White County  
 Record/Searcy Sun  
 Lonoke Democrat  
 Maumelle Monitor  
 North Little Rock, The Times  
 Sheridan Headlight v  
 Sherwood Voice  
 White Hall Journal  
 White Hall Progress

### Dailies

Benton Courier  
 Conway, Log Cabin Democrat  
 Little Rock, Daily Record  
 Searcy Daily Citizen  
 Hot Springs Sentinel Record  
 Malvern Daily Record

## Region 3: Northwest

### Weeklies/Non-Dailies

Clarksville, Johnson County Graphic  
 Alma Journal  
 Atkins, The Chronicle  
 Bella Vista, Weekly Vista  
 Berryville, Carroll County News  
 Berryville, Star-Tribune  
 Booneville Democrat  
 Charleston Express  
 Danville, Yell County Record  
 Dardanelle, Post-Dispatch  
 Dover Times  
 Elkins, White River Valley News  
 Farmington Post  
 Flippin, The Mountaineer Echo  
 Fort Smith, River Valley Advertiser  
 Gentry, The Courier Journal and  
 The Decatur Herald  
 Gravette News Herald  
 Greenwood Democrat  
 Huntsville, Madison County Record  
 Jasper, Newton County Times  
 Lincoln Leader  
 Mansfield, The Citizen  
 Paris Express  
 Pea Ridge, The Times  
 Prairie Grove Enterprise  
 Rogers Hometown News  
 Siloam Springs, Herald-Leader  
 Van Buren, Press Argus-Courier  
 Waldron, Scott County Times  
 Waldron News

### Dailies

Fort Smith Times-Record  
 Harrison Daily Times  
 Russellville, The Courier  
 Springdale, The Morning News

## Region 4: Southern

### Weeklies/Non-Dailies

Ashdown, Little River News  
 Crossett, Ashley Cty. News Observer  
 De Queen Bee  
 DeWitt Era-Enterprises  
 Dumas Clarion ◇  
 Eudora Enterprise  
 Fordyce News-Advocate  
 Glenwood Herald  
 Gurdon Times  
 Hamburg, Ashley County Ledger  
 Hampton, South Arkansas Sun  
 Lake Village, Chicot County Spectator  
 Lewisville, Lafayette Cty Democrat ◇  
 McGehee-Dermott Times-News  
 Mena Star  
 Monticello Advance Monticellonian  
 Mount Ida, Montgomery Cty News  
 Murfreesboro Diamond  
 Nashville News  
 Rison, Cleveland County Herald  
 Prescott, Nevada County Picayune  
 Smackover Journal  
 Stamps, Lafayette County Press  
 Warren, Eagle Democrat  
 Star City, Lincoln American

### Dailies

Arkadelphia Daily Siftings Herald ◇  
 Camden News  
 De Queen Daily Citizen  
 El Dorado News-Times  
 Hope Star  
 Magnolia Banner-News ◇  
 Pine Bluff Commercial  
 Texarkana Gazette  
 Stuttgart Daily Leader

◇ denotes shopper circulation included

**NEW**

### **REGION 1 TOTALS**

23 weeklies + 8 dailies  
 = 31 newspapers

**NEW**

### **REGION 2 TOTALS:**

21 Weeklies + 6 Dailies  
 = 27 Newspapers

**NEW**

### **REGION 3 TOTALS**

31 weeklies + 4 dailies  
 = 35 newspapers

**NEW**

### **REGION 4 TOTALS**

25 weeklies + 9 dailies  
 = 34 newspapers

**TOTAL WEEKLY 100**

**TOTAL DAILY 27**

**TOTAL NEWSPAPERS 127**

**STATEWIDE ARSCAN CIRCULATION 1.2 MILLION**

**STATEWIDE ARSCAN READERSHIP 2.5 MILLION**