

The East Ender

P.O. Box 1452, Little Rock, AR 72203 • phone: 501-888-3522 • e-mail: east-ender@att.net
 web site: www.oureastend.com • contact: Andy Mayberry or Julie Mayberry

Quick Info

The East Ender was established in 2000 by Andy and Julie Mayberry. It is a monthly tab-sized publication (1,500 print quantity - average distribution approximately 900-1,000) covering the East End community of Saline County and surrounding area. It is circulated through rack sales, in-store sales, paid home delivery and free distribution. Individual copies are available at a cost of 50 cents, and home mail delivery is available for \$15 annually.

East End is one of the two largest unincorporated areas in Arkansas, along with Hot Springs Village. It had a population of 6,998 at the 2010 U.S. Census. Because *The East Ender* is the only print or broadcast media specific to the area and focuses on local residents and news, it is highly read and enjoyed by "East Enders." It is the chief source of news about the people and events in East End. Its local content and monthly frequency result in a longer shelf-life than many publications, meaning your ad has a greater chance of being seen.

To find out more about East End, visit www.OurEastEnd.com, an informational web site maintained by *The East Ender*.

Retail Advertising

The standard retail advertising rate is \$5.50 per column inch.

Standard Ad Sizes/Rates

- Business card size - (2 columns W X 2 inches H) - \$22 black/white only
- Double business card size (2 columns W X 4 inches H) - \$44 black/white only
- Quarter page - \$76 black/white (w/color \$96) 6.075 W X 4.6 H
- Half page - \$137.50 black/white (w/color \$180) 10.25 W X 5.375 H
- Full page - \$275 black/white (w/color \$325) 10.25 W X 10.75 H
- Custom sizes are available upon request.

- 5 col.-10.25"
- 4 col.-8.175"
- 3 col.-6.075"
- 2 col.-4.0"
- 1 col.-1.917"

Note: Color advertisements are available only on selected pages. Because color space is limited, ad placement on these pages cannot be guaranteed without prior approval and is sold on a first-come, first-served basis.

We will design your ad **FREE** of charge for you.

If you prefer to furnish your own camera-ready art, please call or e-mail for ad dimensions and acceptable formats.

