

# ARKANSAS TIMES - www.arktimes.com - is Arkansas's Most Dynamic Website

**W**ith constant updating on all blogs - Arkansas Blog, Rock Candy, Eat Arkansas and Eye Candy - we have broken national news stories and features!

In addition to this 24/7 aggressive updating, our weekly issue goes live Wednesday and it's vital to anyone looking for LOCAL news, politics and what to do, where and when.

## ADVERTISING OPTIONS INCLUDE:

### ROTATING WEB ADVERTISING

Rotating banners are available in the following IAB sizes and prices. Ads can link to a splash page or website.

### SQUARE

300X250 pixel, appears run of site in right hand navigation both above and below the fold.

### LEADERBOARD

728X90 pixel, appears at the top of each page except the home page.

### HALF PAGE

300X600 pixel, always appears above the fold next to the Arkansas Blog as well as run of site above and below the fold.

### HOMEPAGESUPER-LEADERBOARD

This giant, non IAB leaderboard 960X90 pixel appears at the top of the home page directly below the Arkansas Times masthead. It is designed for advertisers who want to dominate the entry page for www.Arktimes.com. It is very large and cannot be missed.

Ads can link to a splash page or website.

**EXCLUSIVE NON-ROTATING** ad positions can be individually customized and priced.



## ARKANSAS'S MOST POPULAR BLOG SPONSORSHIP PROGRAMS

Blog Sponsorship ads are custom 400X60 pixel banners and are exclusive. Ads can link to a splash page or website.

**MAX BRANTLEY'S ARKANSAS BLOG** The Arkansas Blog page receives more traffic than any other page on the site including the home page. It is updated constantly from 5 a.m. until 8 p.m. daily by Editor Max Brantley and the driving force of arktimes.com.

**338,573 monthly traffic\***

**LINDSEY MILLAR'S ROCK CANDY** Rock Candy is our popular entertainment news blog that appears on its own page as well as on the home page where we feature the three latest posts as a teaser. It is updated throughout the day by Entertainment Editor Lindsey Millar, one of the most knowledgeable music and cultural critics in the state.

**209,700 monthly traffic\***

**EYE CANDY** Eye Candy is Art Editor Leslie Peacock's visual arts blog where patrons and artists can read about and respond to all local art world news — exhibits, new local talent, the business of art and more. Find it on the home page just under Eat Arkansas.

*New Feature*

**EAT ARKANSAS** Eat Arkansas is the creation of our local food critic Kat Robinson who obsesses about all things edible locally. Restaurant reviews, openings, new menu items, vegetable markets, ethnic food, great seafood and meat markets are the daily bread of Eat Arkansas.

**11,342 monthly traffic\***

## NON-ROTATING HALF BANNER SECTION TOPPERS

Advertisers can target their buy by section with two 320X70 'billboards' that appear at the top of all the pages in the **news section**, **entertainment section**, **restaurant section** or on the **home page**. These are non-rotating positions that offer advertisers 100% share of voice within these targeted audiences. Ads can link to a splash page or website.

\*HISTORY NUMBERS FROM URCHIN

These are our standard sizes, but we will endeavor to accommodate advertisers with other dimensions and unique requests. Advertisers can expect between 120,000 and 400,000 impressions monthly, depending on the ad size selected.