

DAILY RECORD

LITTLE ROCK, ARKANSAS MEDIA KIT



OUR ADVERTISING REACH

Coverage includes Pulaski, Saline, Faulkner and Lonoke Counties

- 4,000 Paid Subscribers
- Key readership includes:
Attorneys, Realtors,
Business Leaders

PRINT ADVERTISING



Front Page Banner
6.75" Wide x 1.5" Tall



Eighth Page Ad
5" Wide x 3" Tall



Quarter Page Ad
5" Wide x 5.75" Tall



Half Page Ad
10.25" Wide x 5.75" Tall

Full Page Ad
10.25" Wide x 11" Tall

DIGITAL ADVERTISING



- **Banner Ad**
587 Pixels Wide x 100 Pixels Tall
- **Rectangle Ad**
288 Pixels Wide x 500 Pixels Tall
- **Box Ad**
288 Pixels Wide x 288 Pixels Tall

Maximize Your Reach in Central Arkansas with Print & Digital Ad Opportunities

Contact us today to discuss a custom advertising campaign!

501-374-5103

jay@dailydata.com

www.dailyrecordlr.com

DAILY RECORD

LITTLE ROCK, ARKANSAS

MEDIA KIT

ADVERTISING RATES



OPEN	OPEN	5X DISCOUNT	12X DISCOUNT
FRONT PAGE BANNER	\$250	\$220 12% DISCOUNT	\$188 25% DISCOUNT
FULL PAGE	\$1,000	\$880 12% DISCOUNT	\$748 25% DISCOUNT
HALF PAGE	\$525	\$462 12% DISCOUNT	\$393 25% DISCOUNT
QUARTER PAGE	\$295	\$260 12% DISCOUNT	\$221 25% DISCOUNT
EIGHTH PAGE	\$175	\$154 12% DISCOUNT	\$131 25% DISCOUNT

WHO WE ARE...

- Trusted Central Arkansas business & legal news source since 1925.
- Primary source for public notices, real estate, and court records.
- Covers deeds, foreclosures, permits, licenses, and filings.
- Reaches daily data-driven insights from official public records.
- Provides attorneys, Realtors, developers, and business leaders.
- Provides exclusive information not found in

HOW TO REACH US

 **501-374-5103**

 Jay@dailydata.com

 www.dailyrecordlr.us

The Daily Record is published weekly throughout Central Arkansas.

AD DEADLINES

- **PRINT ADS** due by **SEVEN (7)** business days prior to upcoming publication.
- **DIGITAL ADS** due by **NOON ONE (1)** business day prior to publication.

AD SPECIFICATIONS & FILE FORMATS

PRINT ADS

- PDF, JPG, TIFF
- High-resolution files required
- CMYK color mode
- Fonts embedded
- Max file size: 20MB

DIGITAL ADS

- JPG, PNG, GIF
- RGB color mode
- Static ads only
- Dimensions, per media kit specs

Maximize Your Reach with the **Daily Record's** Print & Digital Opportunities