

# ARKANSAS Senior Resource Directory<sup>©</sup>

**THE COMPLETE GUIDE FOR ACTIVE SENIORS, CAREGIVERS AND SENIORCARE PROFESSIONAL**

122 COUNTRY CLUB DRIVE | HOT SPRINGS, AR 71901 | PHONE: 501-321-6171

## ADVERTISING AGREEMENT

Date: \_\_\_\_\_ ASRD Representative \_\_\_\_\_

Company: \_\_\_\_\_

Authorized Buyer \_\_\_\_\_ Buyers email \_\_\_\_\_

PLEASE PRINT

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Company Web Address \_\_\_\_\_

Sign, Scan and eMail to: info@arkseniorresourcedirectory.com Or Mail to: 122 Country Club Drive, Hot Springs, AR 71901

**Agrees to Purchase: (Ad prices are based on advertiser furnishing press ready artwork files)**

- Double Page Spread ( two pages opposite with bleed) ..... \$2,500 each time = \_\_\_\_\_
- Back Cover (with bleed) ..... \$2,500 each time = \_\_\_\_\_
- Inside Front Cover (with bleed) **OR** First Page (1) ..... \$2,250 each time = \_\_\_\_\_
- Inside Back Cover (with bleed) ..... \$1,900 each time = \_\_\_\_\_
- Full Right Hand Page (with bleed) ..... \$1,750 each time = \_\_\_\_\_

**If ASRD has to design your ad and/or make it press ready,  
you will be charged the following art design and production rates:**

- Double Page or Covers \$225 ..... = \_\_\_\_\_
- Full Page (bleed or non bleed) \$200 ..... = \_\_\_\_\_

**Advertising Total..... = \_\_\_\_\_**

**In the Arkansas Senior Resource Directory for the Issue/Period:**

\_\_\_\_\_ August 2024 through January 2025 - six months shelf life (ads/copy due July 1st)

\_\_\_\_\_ February 2025 through July 2025 - six months shelf life (ads/copy due January 5th)

\_\_\_\_\_ Every Issue until further notice

*I hereby authorize the Arkansas Senior Resource Directory (hereby referred to as ASRD) to run my ad in their next issue. Advertisers and agencies assume liability for all contents, text, photos, illustrations, representations and advertisements printed, and also assume responsibility for any claims arising therefrom made against the ASRD. The ASRD has the right to refuse any advertising not keeping with the publication's standards. The ASRD shall not be responsible for errors in any advertisement due to errors in ad copy or artwork furnished by the advertiser. In the event of any error in any advertisement not caused by errors in the ad copy or artwork furnished by the advertiser, the liability of the ASRD shall be limited to the return of any advertising charges paid by the advertiser to the ASRD. The inclusion of the advertisers advertisement in this directory shall not constitute an endorsement of the advertiser or the advertiser's product or service and this directory shall contain a disclaimer. All advertising invoices are due and payable in Garland County, Arkansas.*

**ALL ADS MUST BE PAID 30 DAYS BEFORE PUBLICATION DATE**

Accepted by: \_\_\_\_\_ / \_\_\_\_\_ Date: \_\_\_\_\_

Authorized Representative

Position

AD RATES EFFECTIVE January 2024