



Special offer ONLY for business directory advertisers:

Get a FREE ad and 50% off on any three new ads in Arkansas Catholic

As a way of expressing our appreciation for advertising support of the 2011 *Arkansas Catholic Business Directory*, we're offering business directory advertisers a FREE ad in *Arkansas Catholic*.

Your paid order for a ...

- Directory full page gets a FREE 1/4-page newspaper ad (\$170 value)
- Directory half page gets a FREE 1/8-page newspaper ad (\$90 value)
- Directory 1/4-page gets a FREE 1/16-page newspaper ad (\$46 value).

You can even choose to apply your free ad as a credit toward existing newspaper ad orders.

Order your business directory ad by February 17, 2011

Extra bonus HALF PRICE ads

Business directory advertisers qualify for a special 50% discount on the cost of any three new newspaper ads in *Arkansas Catholic*. That's HALF PRICE.

This is a great way to reinforce your message to the thousands of Catholics in Arkansas who will be using the 2011 *Arkansas Catholic Business Directory*, seeking other Catholics to do business with.

And if you're already advertising regularly in *Arkansas Catholic*? You can add the three ads for this special to your schedule at half off your current rate.

All three ads may be scheduled to run any time before this special offer expires. This offer is good for new advertising orders of 1/16th page or larger. Previously scheduled ads are not eligible for the discount.

50% discount offer expires August 26, 2011. Call today!

ARKANSAS CATHOLIC AD RATES

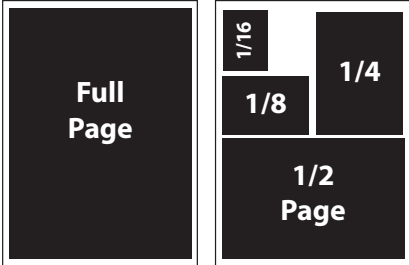
Black & white

Full page	\$598.00
1/2 page	\$320.00
1/4 page	\$170.00
1/8 page	\$ 90.00
1/16 page	\$ 46.00

Premium position

Back page (full color) ... \$698.00

Ad rates are net.



AD SIZES (Tabloid)

1/16 page	2.465" w x 2.95" h
1/8 page	5.104" w x 2.95" h
1/4 page	5.104" w x 6.08" h
1/2 page	10.375" w x 6.08" h
Full page	10.375" w x 12.37" h

Ad layout/design services available. Call for details.



P.O. Box 7417
Little Rock AR 72217

For information or to order your special ads in *Arkansas Catholic*, please call Leslie Henson-Kita at (501) 664-0125 or e-mail lkita@dolr.org.