

Ad Size	Dimensions (w x h)	Per-Issue Rate	SAVE \$\$\$!	Notes
Back Cover (Full Page)	8.375 x 10.125 in	\$500	<p><b>Make a 1-year commitment (any four consecutive issues) and receive a \$20% discount on the per-issue rates.*</b></p>	<p>The Beacon prefers camera-ready, full-color ads. If you require ad design services, extra charges may apply.</p>
Full Page	8.375 x 10.125 in	\$400		
Half Page (Vertical)	3.6 x 9.875 in	\$200		
Half Page (Horizontal)	7.2 x 5 in	\$200		
1/3 Page (Vertical)	2.3 x 9.875 in	\$150		
1/3 Page (Horizontal)	7.2 x 3.25 in	\$150		
1/3 Page (Square)	4.75 x 4.75 in	\$150		
Business Card	3.5 x 2 in	\$100		
Personal Underwriter	n/a	\$45 minimum	<p>* – Sorry, discount does not apply to underwriters.</p>	<p>Underwriters will be listed in the magazine as donors/underwriters but will not be considered advertisers. Your support will be treated as a tax-exempt donation to The Foundation.</p>
Corporate Underwriter	n/a	\$90 minimum		

Questions? Contact **Terry Austin** ([terry.austin@arkansasmethodist.org](mailto:terry.austin@arkansasmethodist.org)) or **Shay Willis** ([shay.willis@arkansasmethodist.org](mailto:shay.willis@arkansasmethodist.org)), or call 870.239.7077.

*It's all about you.*

## Frequently Asked Questions

### What's the discount structure?

If you commit to running an ad in four consecutive issues of The Beacon, we'll take 10% off the Per-Issue Rates listed above. For example, the annual discount rate for a half-page ad (normally \$200) would be \$180.

### Do I have to commit to the same size ad for the whole year to secure the discount rate?

No. As long as you commit to advertising for four consecutive issues, you are free to choose different ad sizes and still receive the discount.

### Is this tax-deductible?

Since you are receiving a service (advertisement), it is **not** considered a tax-deductible donation. Personal and Corporate Underwriters' contributions, however, are considered tax-deductible.

### Can you design my ad for me?

We have the capability to do so, but our preference is to receive camera-ready ads from you, preferably in PDF format. Ad dimensions are provided on the rate card above. If you do not have access to camera-ready advertisements, we are happy to work with you to design an ad if you need those services.

### Who will see The Beacon?

We have a subscription list of nearly 4,000 local residents, and we distribute additional copies within medical center properties, select retailers and businesses in the region.