

# 2018 CONWAY COMMUNITY PROFILE & RESOURCE GUIDE

# CONWAY+



## Conway+

Produced by the Conway Area Chamber of Commerce, Conway+ is the most comprehensive guide to the Conway area economy. Our brand, content, and distribution strategy combine to put your business or organization in front of the market's highest-value individuals and households.

### TOPICS

Guarantee the position of your ad in one of the following sections:

\*Names and order of sections are subject to change.

- Communities
- Economy
- Education
- Health Care
- Leisure
- Outdoors
- Real Estate
- Shopping

### PRINT

Conway+ is distributed to businesses and consumers via direct mail and the Conway Area Chamber of Commerce.



BUSINESS-TO-CONSUMER



**4,000**  
SELECT HOUSEHOLDS  
in the North Metro trade area

**100** RELOCATING HOUSEHOLDS  
in the trade area with incomes greater than \$75,000  
*Even the most established local businesses have to keep introducing themselves to new residents.*



**100** NEW MOVERS  
and potential movers  
*Newcomers establish an average of more than 70 business relationships in their first 120 days in a new community. Many of these decisions take place before they arrive.*

PRINT  
READERSHIP  
**12,000+**

BUSINESS-TO-BUSINESS

**1,200+**  
MEMBER  
BUSINESSES

**100** NEW HIRES  
through Conway's major  
employer network:



*Hewlett Packard Enterprise, Axiom, Kimberly-Clark, University of Central Arkansas, Hendrix College, Central Baptist College*

PRINT  
CIRCULATION  
**6,000**

### DIGITAL

Conway+ is hosted on Issuu.com/ConwayChamber and embedded on ConwayArkansas.org and ConwayChamber.org. Our targeted marketing strategy on Facebook puts the guide in front of thousands of potential customers.

January 10 – June 1, 2016



DIGITAL  
READERSHIP  
**600** MONTHLY

DIGITAL  
IMPRESSIONS  
**1,500** MONTHLY

**355**  
CLICKS   
ON LINKS WITHIN PUBLICATION

Ads in the online version of Conway+ link directly to your business's website at no additional charge.

Contact Lindsay Henderson at 501-932-5403 or Lindsay@ConwayArkansas.org for advertising information.



# ADVERTISING OPPORTUNITIES

## CONWAY COMMUNITY PROFILE & RESOURCE GUIDE

	Center Spread	Back Cover	General Spread	Inside Front Cover	Full Page (facing Inside Front Cover)	Full Page (facing Table of Contents)	Inside Back Cover
First right of renewal	•	•	•	•	•	•	•
Receive electronic database of relocators (name/ mailing address) twice a year	•	•	•	•	•	•	•
<b>Investment</b>	<b>\$3,995</b>	<b>\$3,495</b>	<b>\$3,495</b>	<b>\$2,495</b>	<b>\$2,495</b>	<b>\$2,495</b>	<b>\$2,495</b>
No. Sold/Total No. Available	0/1	0/1	N/A	0/1	0/1	0/1	0/1

	Full Page Advertorial	Full Page	1/2 Page Vertical/ Horizontal	1/3 Page	1/6 Page	Single Column	Mini Display
Receive electronic database of relocators (name/ mailing address) twice a year	•	•	•	•			
<b>Investment</b>	<b>\$2,595</b>	<b>\$2,295</b>	<b>\$1,495</b>	<b>\$1,295</b>	<b>\$895</b>	<b>\$475</b>	<b>\$395</b>
No. Sold/Total No. Available	N/A	N/A	N/A	N/A	N/A	N/A	N/A

# Conway Publications Advertising Summary

## AD SPECIFICATIONS AND REQUIREMENTS

All digital files submitted must be minimum 300 DPI, CMYK files. The preferred format is a press-optimized PDF. Advertisements submitted as a PDF file must have all elements, including fonts, embedded and must be saved at the highest-quality print setting. PDF files must be submitted without trim marks and must not include bleed in size unless the advertisement is intended to bleed.

Conway Publications Inc. will not accept Publisher, PageMaker, Microsoft Word, or Microsoft PowerPoint files. Low-resolution materials or images will not be accepted.

Bleed advertisements must be built with 0.125" additional image on all four sides.

All live text or images must be at least 0.375" from the trims.

All advertisements must be submitted at 100% of the final size of the advertisement purchased by Advertiser. Unless the Advertiser pays for alternations, the advertisement must be ready for publication without requiring any adjustments to size, color, or text. **Editing of advertisements and artwork is not included in the cost of the advertisement.**

Advertiser shall provide its artwork to Conway Publications in the electronic format described above. Artwork shall be sent via email to [Ads@ConwayArkansas.org](mailto:Ads@ConwayArkansas.org). Large electronic files may require other arrangements.

Advertisements shall not include any rude, offensive, or obnoxious material. This includes but is not limited to elements of violence, nudity, sexual content, or adult language. Material deemed detrimental to the publication by Conway Publications shall not be accepted. Ultimately, all content must be approved by Conway Publications.

## AD SIZE OPTIONS

