

Who We Are

The Sheridan Headlight began operation as Grant County's first newspaper on Sept. 1, 1881, under the name The Sheridan Spy, which was founded by W.N. Cleveland and Henry Bales. In 1882, Joseph S. Willian the paper and renamed it The Sheridan Headlight.

Over 130 years later, The Headlight remains independently owned with its sole focus and coverage on Grant County.

- The Sheridan Headlight is the only newspaper with a home base in Grant County.
- The Headlight focuses on local coverage including city/county government, Sheridan and Poyen school districts, local business and community events and much more.

Contact Us

The Headlight is located in the center of Sheridan, two blocks north of the Grant County Courthouse, behind Sheridan City Hall and beside the Grant County Library.

P.O. Box 539 / 204 N. Oak St., Ste. B

Sheridan, AR 72150

Phone: 870-942-2142

Fax: 870-942-8823

Email:

Advertising - ads@thesh Sheridanheadlight.com

News - info@thesh Sheridanheadlight.com

Website: www.thesh Sheridanheadlight.com



The Sheridan Headlight
204 N. Oak St., Ste. B
Sheridan, AR 72150

The Sheridan Headlight Media Guide



THE SHERIDAN HEADLIGHT Advertising Rate Card

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Additional Services

Classified Advertising:



- \$6.75 for up to 250 characters, 10 cents for each additional character, per publication
- Box borders - \$1.00
- Larger ads fall under display ad pricing
- Deadline is Thursday at Noon for the following week's paper

Color Rates:



- Full Color - \$25 flat rate plus 50 cents per column inch up to 1/2 page
- Spot color - \$15 flat rate plus 50 cents per column inch up to 1/2 page

Legal Notices:



- First Publication – 35 cents per word
- Second & All Other Publications - 30 cents per word
- Proof of Publication - \$3.00
- Must be emailed.

Digital Advertising

Why You Should Advertise With Us

Sponsorship Advertisements			
Size in Pixels	Position	Cost w/ \$\$\$ spent in print ads	Cost per week a la carte
250 X 250	Top Left Logo/Header Sponsor w/ 2.7385x2.6069 in. print	\$200	N/A
200 X 200	Weather Sponsor w/ 1x3 weather print	\$175	N/A
300 X 250	Search Sponsor w/ 5x1.5139 print ad bottom front page	\$125	N/A
Banner Advertisements			
Size in Pixels	Position (# available)	Cost w/ \$\$\$ spent in print ads	Cost per week a la carte
728 x 90	Lead Banner-Under Slider Stories w/ 5x1.5139 print ad bottom front page	\$125	N/A
728 x 90	Section Banner Ads (3)	\$100	\$75
Right Side Tile Advertisements			
Size in Pixels	Position (no. available)	Cost w/ \$\$\$ spent in print ads	Cost per week a la carte
300 X 250	Latest News (2)	\$75	\$50
300 X 250	E-Editions (1)	\$75	\$50
300 X 250	Events (3)	\$75	\$50

The Sheridan market is a very desirable area for advertisers to reach for a number of reasons. The town is growing, both in population and infrastructure.

The schools are excellent so it is not surprising that young families look to locate here. In terms of demographics, Sheridan tops the state average in a variety of statistics. Home values, educational attainment, per capita income, Sheridan leads the way in these and many other yardsticks that describe an affluent populace.

The Sheridan Headlight has been there all the way, providing news, features and sports for our growing community.

Let us help you get your message out to our readers, both in print and on our newly designed digital platform. You will not be disappointed!

Print Advertising

Mechanical Data

Column Width	
1 Column	1.833 inches
2 Column	3.792 inches
3 Column	5.750 inches
4 Column	7.708 inches
5 Column	9.667 inches
6 Column	11.625 inches

Display Advertising

Display Ad Prices Per Inch	
0-15 inches	\$5.80
16-50 inches	\$5.70
54-100 inches	\$5.45
101-500 inches	\$5.25
501 & Up inches	\$5.05
National Prices	\$8.25

Ad Deadline is Thursday at NOON for the following week's paper.

Preprinted Inserts (Per Week)	
Tabloid: up to 16 pages	\$275
Broadsheet: up to 12 pages	\$275

Additional charge for oversized, heavy and not folded inserts may apply. Inserts are to be delivered to our office (204 N. Oak St., Ste. B, Sheridan, AR 72150) by Wednesday at 2 p.m. the WEEK BEFORE publication. Office hours are Monday-Thursday 8 a.m. to 3 p.m. Circulation is 2,500. Inserts **MUST BE BOXED**. No loading dock available.

Sample Display Ad Pricing (Black & White)			
Columns x Height In.	Price	Columns x Height In.	Price
1 x 2	\$11.60	3 x 4	\$69.60
1 x 3	\$17.40	3 x 5	\$87.00
2 x 2	\$23.20	3 x 6	\$102.60
2 x 3	\$34.80	3 x 7	\$119.70
2 x 4	\$46.40	3 x 8	\$136.80
2 x 5	\$58.00	3 x 10	\$171.00
2 x 6	\$69.60	3 x 11 (1/4 pg.)	\$188.10
2 x 7	\$81.20	4 x 4	\$91.20
2 x 8 (1/8 pg.)	\$91.20	4 x 5	\$114.00
2 x 9	\$102.60	4 x 10	\$228.00
2 x 10	\$114.00	6 x 11 (1/2 pg.)	\$359.70
3 x 3	\$52.20	Full Page (6 x 21)	\$677.25

Color pricing is a \$25 flat rate fee plus an additional .50 cents per column inch up to 66 inches (1/2 page).

