

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



12B 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 characters, 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 –

Introductory Pricing (Prices good through September 31, 2024)

Sponsorship Advertisements			
Size in Pixels	Position	Spend \$\$\$ in Print Ads, Receive:	Cost per Monthly a la carte
250 X 250	Top Left Logo/Header Sponsor (Position 1) (Fixed-1 ad only in spot)	\$801 & Up	N/A
200 X 200	Weather Sponsor (Position 2) (Fixed-1 ad only in spot)	\$701-\$800	N/A
300 X 250	Search Sponsor (Position 3) (Rotating-3 ads in spot)	\$501-\$700	\$125
Banner Advertisements			
Size (Pixels)	Position (3 ads per spot, rotating)	Cost w/ \$\$\$ spent in print ads	Cost per month a la carte
728 x 90	Lead Banner-Under Slider Stories (Position 10)	\$401-\$500	\$100
728 x 90	Above Sports Section Banner Ads (Position 11)	\$301-\$400	\$85
728 x 90	Above Deaths Section Banner Ads (Position 12)	\$201-\$300	\$65
728 x 90	Bottom Section Banner Ads (Position 13)	\$201-\$300	\$40
Right Side Tile Advertisements			
Size in Pixels	Position (3 ads per spot, rotating)	Cost w/ \$\$\$ spent in print ads	Cost per month a la carte
300 X 250	Below Latest News (Position 4 & 5)	\$301-\$400	\$80
300 X 250	Below E-Editions (Position 6)	\$301-\$400	\$75
300 X 250	Below Events (Positions 7, 8 & 9)	\$101-\$200	\$35
<i>* All pricing based on monthly agreements. Ads will run for a full month.</i>			

Why You Should Advertise With Us

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.**

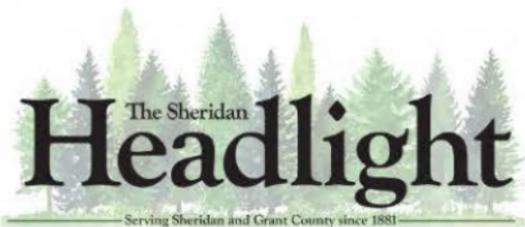
Sample Display Ad Pricing (Black & White)			
Columns x Height In.	Price	Columns x Height In.	Price
1 x 2	\$11.60	3 x 4	\$69.60
1 x 3	\$17.40	3 x 5	\$87.00
2 x 2	\$23.20	3 x 6	\$102.60
2 x 3	\$34.80	3 x 7	\$119.70
2 x 4	\$46.40	3 x 8	\$136.80
2 x 5	\$58.00	3 x 10	\$171.00
2 x 6	\$69.60	3 x 11 (1/4 pg.)	\$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).

Monday, March 11, 2024

Position 1

For more info, call Millie at 870-942-2142. For an informational presentation, click here to learn more!



50°F overcast clouds

Position 2

gccc@windstream.net

Home News Sports Deaths Opinions Photos Classifieds Public Notices E-Editions



Position 9

Search

Position 3

The Sheridan Headlight

Latest News

- Morton in high spirits announcing retirement
- Cotton visits SMS 8th grade
- Sheriff requests county adopt tow charge policy
- Grant County 4-H aids youth in learning life skills
- SHS offers aid to students through SHS Clothing Boutique

Local



Morton in high spirits announcing retirement

For the past nine years, the Sheridan High School cheer squad was helmed by Dana Morton, who led the team ...



Cotton visits SMS 8th grade

U.S. Senator Tom Cotton, R-Arkansas, made a memorable visit to Sheridan Middle School last week, where he engaged eighth-grade students ...



Sheriff requests county adopt tow charge policy

Who regulates wrecker services in Grant County? According to Grant County Sheriff Pete Roberts, that service is not regulated in ...



Grant County 4-H aids youth in learning life skills

4-H helps children learn life skills to become productive adults.



SHS offers aid to students through SHS Clothing Boutique

Sheridan High School has always made an effort to make sure all of its students have access to their basic ...

Position 4

The Sheridan Headlight

E-Editions



Headlight 3-6-24

Position 10

Sports



SHS Cheer earns recognition

Members of the SHS cheer team were recognized for their many achievements this year.

year.



SHS wrestling makes history at State

The Sheridan wrestling team made history tonight. Shayne Dobson became Sheridan's first-ever state champion in the sport!



Sophomore shines on Sheridan Senior Night

The Sheridan Lady Yellowjackets sent their seniors off in style with a 59-36 win over the Arkansas (Texarkana) Razorbacks on ...



Jackets win in two-hit shutout

The Sheridan Yellowjackets took to the field for the first time in 2024, taking on the Mountain Home Bombers on ...



Jackets rout Razorbacks at home

Seniors took center stage on Tuesday, Feb. 20, as the Yellowjackets took down the Arkansas (Texarkana) Razorbacks 69-42 to celebrate ...

Position 11

Deaths



Zelma Rita Jacks Stuckey

Zelma Rita Jacks Stuckey of Bentonville, Ark., died Feb. 18, 2024, at Circle of Life Hospice in Bentonville. Rita was ...



Henry Earl Whitmire

Henry Earl Whitmire of Sheridan, Ark., was born Nov. 18, 1933, in Sheridan, the son of the late Henry Frank ...



Floyd Thomas Haley

Floyd Thomas Haley of North Little Rock, Ark., formerly of Sheridan, Ark., was born and raised in Eudora, Ark., on ...



Thomas Lee Gifford

Thomas Lee Gifford, 75, of Leola, Ark., passed away on Feb. 16, 2024. He was born on March 2, 1948, ...



Jimmy Dale McClain

Jimmy Dale McClain of Sardis, Ark., was born July 29, 1941, in Cotton Plant, the son of the late Bishop ...

Position 12

Position 5

Events

March

SUN	MON	TUE	WED	THU	FRI	SAT
25	26	27	28	29	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

To Submit an Event [Click Here](#)

Today's Events

No calendar events have been scheduled for today.

Position 6

Visit us @ <https://www.aaccenter.org/>
www.aaccenter.org/what-we-do

Position 7

870-942-2142 Click here to learn more!

Position 8