**Arkansas Press Association**A close-up of a logo

Description automatically generated

**INSERTION ORDER**

TO:    **The DAN Coordinators of APA Member Newspapers**

FR:    Rebecca McGraw, [rebecca@arkansaspress.org](mailto:rebecca@arkansaspress.org) or 501-374-1500

**RE:         DAN instructions for ads to run the week of DECEMBER 1, 2025**

***Ads may be downloaded from*** [***https://arkansaspress.org/apa-marketing-services/download-ads/***](https://arkansaspress.org/apa-marketing-services/download-ads/)

**Region 1 – Northeast  |  Region 2 – Central  |  Region 3 – Northwest  |  Region 4 – South**

Ad 1: Chupps “12/9 Fairland OK Auction”, 2x4 **Regions 1 (NORTHEAST) and 3 (NW) only**, **NEW AD COPY**

Ad 2: Chupps “Broken Arrow 12-16 Auction”, 2x4 **Regions 3 (NW) and 4 (South) only**, **NEW**

**AD COPY**

**AD 2.5 (LATE ADDITION) Ponders Auctions “12-6 Auction” 2x4 Statewide, NEW AD COPY**

Ad 3: Arkansas Scholarship Lottery, “Students Win” 2x4 Statewide, **NEW AD COPY**

Ad 3: Arkansas Community Foundation, “December Ad Year End” 2x4 Statewide, **NEW AD COPY**

Ad 5: Bath Makeover, “Fall Savings Hog Sponsor” 2x4 Statewide, **Pickup from 11-24**

Ad 6: Leaf Filter, 2x2 Statewide, **Pickup from 11-24**

Ad 7: Generac, 2x2 Statewide, **Pickup from 11-24**

Ad 8: Veteran Car Donations, 2x2 Statewide, **Pickup from 11-24**

Ad 9: Erie Metal Roofs, 2x2 Statewide, **Pickup from 11-24**

Ad 10: DirecTV, 2x2 Statewide, **Pickup from 11-24**