**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 JANUARY 19, 2026**

***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: ADH “It’s Their Shot Ad 1”, 2x4 Statewide, **PICKUP FROM 1-12 (two weeks ago) or treat as new ad copy**

Ad 2: Bath Makeover, “New Year New Bathroom!”, 2x4 Statewide, **Pickup from 1-19**

Ad 3: Leaf Filter, “New Year Clog Free”, 2x4 Statewide, **Pickup from 1-19**

Ad 4: Physicians Mutual, “Dental Insurance”, 2x4 Statewide, **Pickup from 1-19**

Ad 5: Olshan Foundation Solutions, 2x2 Statewide, **NEW AD COPY**

Ad 6: Generac, 2x2 Statewide, **Pickup from 1-19**

Ad 7: Veteran Car Donations, 2x2 Statewide, **Pickup from 1-19**

Ad 8: Erie Metal Roofs, 2x2 Statewide, **Pickup from 1-19**