

# Arkansas Newspaper Connection

Volume 21, No. 8 February 25, 2026 • [arkansaspress.org](http://arkansaspress.org)

## SENIOR ADVERTISING ACCOUNT EXECUTIVE

AY Media Group (AY Magazine, Arkansas Money & Politics) is looking for a Senior Advertising Account Executive to drive sales of print and digital advertising across our fast-paced statewide publication.

### Key Responsibilities:

- Lead Generation: Identify potential clients through cold calls, emails, and follow-ups.
- Client Management: Inherit a current book of business while actively pursuing new clients.
- Relationship Building: Develop and maintain strong relationships with clients to help them grow through our advertising solutions.
- Sales Strategy: Create multi-media proposals and deliver engaging presentations to prospective clients.

### Qualifications:

- Significant experience in outside sales, with a strong track record of success.
- Proven ability to make cold calls and effectively communicate over the phone.
- Competitive spirit with a strong desire to achieve and exceed sales goals.
- Excellent time management skills and the ability to thrive in a fast-paced environment.
- Enthusiastic team player with strong consultative sales skills.

If you're ready to take your career to the next level with AY Media Group, please email your resume today. [hbaker@aymag.com](mailto:hbaker@aymag.com).

## PRESS OPERATOR

Ashley County Publishing Co., Inc. in Crossett, Arkansas has a position available for a web press operator. This is a daytime position with a Tuesday through Friday print schedule each week. Press is a GOSS / DGM with a four high and five floor units as well as two Jardis splicers.

Knowledge of Kansa 480 inserting machine is a plus. Printing and general maintenance are a part of the job as well as some mailroom work. Vacation, life insurance and short-term disability insurance are provided. Group health insurance is offered.

To apply, send a resume to [rkennedy@ashleynewsobserver.com](mailto:rkennedy@ashleynewsobserver.com).

## MULTIMEDIA ACCOUNT EXECUTIVE

*Banner News* in Magnolia is hiring a Multimedia Account Executive who gets results. You'll build lasting partnerships with clients and help them grow their businesses across multiple platforms. We want someone who knows how to create strong business relationships and consistently delivers. You understand that clients come first. Your job is to create custom solutions that fit each client's needs. You'll design and launch fresh marketing strategies across different platforms. We don't just sell ad space; we tell stories that connect with the audiences our clients want to reach.

You're good at finding new sales opportunities with both new and current advertisers. You'll grow our client base through your initiative. You'll pitch to potential clients and show them why our display advertising and digital marketing work. You'll sell digital solutions and help clients succeed online. You'll attend sales and training sessions to keep up with industry changes and sharpen your skills.

Enjoy benefits such as paid vacation, holidays, sick leave, personal days, and parental leave. We prioritize your health with our comprehensive insurance coverage for health, dental, vision, and more. Plan for the future with long-term disability and retirement plans, and access additional support through our Employee Assistance Program when needed.

This role requires a commitment to safety. You'll need to pass drug screening and background checks, maintain a clean driving record, and follow our company driving policy.

*Banner News* is an equal-opportunity employer. We do not discriminate based on race, color, religion, sex, sexual orientation, gender identity, national origin, disability, age, genetic information, or any other legally protected class or status.

## LET'S GET SOCIAL



@ArkansasPressAssociation



@ARPressAssoc

Ads run free for members and students for six weeks.

Deadline is Tuesday 10 a.m.

Email to [lance@arkansaspress.org](mailto:lance@arkansaspress.org).

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## SENIOR GRAPHIC DESIGNER

WEHCO Media, Inc. is looking for a Senior Graphic Designer, a multidisciplinary visual designer, responsible for creating static brand and marketing assets across both traditional and digital channels. With a strong grasp of brand identity and marketing objectives, this role brings campaign concepts to life through engaging visuals tailored to all ad placements. A key focus of this position is creating high-impact, conversion-oriented digital ad units across social and programmatic channels. The ideal candidate is both creatively driven and technically aware, with a deep understanding of visual hierarchy, responsiveness, and interactive behavior. Familiarity with HTML and CSS is a strong plus, enabling greater collaboration with developers and hands-on refinement of digital deliverables.

### Key Responsibilities

- Design high-performing static and animated digital ads for paid media campaigns across display, social, and video platforms.
- Design creative assets for traditional print channels, including newspaper ads, magazine spreads, brochures, flyers, and direct mail.
- Develop responsive design assets for websites, email templates, landing pages, and campaign modules.
- Support brand identity work, including logo development, brand guidelines, and visual identity extensions.
- Collaborate closely with UX designers, brand strategists, and performance marketers to ensure visual assets align with platform specifications and campaign goals.
- Prepare, optimize, and export assets in appropriate formats for handoff or implementation, ensuring speed and scalability.
- Incorporate brand guidelines while adapting design across multiple formats, sizes, and device types.
- QA and troubleshoot creative performance issues across devices, platforms, or file types.
- Stay informed on digital design trends, ad platform requirements, and performance benchmarks.
- Support the creation of design templates, style guides, and systems for repeatable execution.
- Assist with light HTML/CSS editing or markup in collaboration with developers (a plus, not required).

### Benefits

- 401K & profit sharing
- Paid vacation and sick leave
- Paid holiday and floating holiday
- Paid personal day
- Paid parental leave
- Health, dental, and vision insurance
- Life, disability, and accident insurance
- Critical illness and hospital indemnity coverage
- Employee assistance program
- Behavior program

Submit Resume: Allison Shirk, [ashirk@wehco.com](mailto:ashirk@wehco.com).

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