

## **FAQ About Stock/Filler Ads**

### **Hot Springs Village Real Estate Guide: *The Marketplace***

#### **Published by the Hot Springs Village Board of REALTORS®**

**What is a stock/filler ad?** We pay the printer for a minimum number of pages. After the magazine is laid out with all the custom ads, sometimes there is space left over. Instead of leaving that space blank, we fill it with stock/filler ads.

**When would my stock/filler ad appear in the magazine?** We use stock/filler ads as needed, rotating those we have on file. If you submit a stock/filler ad, you are giving us permission to use that ad whenever we need to fill space, without additional permission from you. There is no guarantee that your stock/filler ad will appear in a particular issue, or a certain number of times.

**When and how am I billed?** You do not pay anything when you submit a stock/filler ad. If we actually run that ad, then you will be charged \$67.50 for each issue in which your ad appears. Invoices are sent by email around the middle of the month when a new issue is published.

**Is this a good deal?** Yes, it is good for everyone. If we use your stock/filler ad, you pay only \$67.50 per issue for a half-page ad. To compare, a half-page custom ad costs \$95 per issue. We receive some revenue for that ad space, which helps keep the magazine viable. Also, additional ads make the magazine more attractive and useful for consumers.

**What size is a stock/filler ad?** Stock/filler ads must be half-page ads.

**What content works for a stock/filler ad?** General information about you and your business works well. Because stock ads are used only when needed, avoid content that is time-sensitive or seasonal, such as property listings or holiday greetings.

**What is the difference between a stock/filler ad and a custom ad?** Most ads are custom ads. If you direct us to publish an ad in a particular issue or issues, it is a custom ad. It will appear in the issue(s) you requested (assuming you meet the publication deadlines), and you will be billed at custom ad rates. On the other hand, we use stock/filler ads only when we need to fill space. That is why they cost less.

**What if I still have questions?** Please contact the HSVBOR Association Executive, Kelly Hardin, at (501) 226-5894 or [hsvborar@gmail.com](mailto:hsvborar@gmail.com). Our office hours are Monday through Thursday, from 8 am to 1 pm.