

Spring River Area Chamber of Commerce

February 2024 Newsletter



Spring River Area
CHAMBER of
COMMERCE

Serving the Business, Tourism, Civic & Historic
interests in Ash Flat, Hardy, Highland & Cherokee
Village since 1981

www.sracc.org

info@sracc.org

119 E. Main Street - Hardy - 870-856-3210



Photo by Hazelle Whited
at Annular Eclipse on
October 14, 2023 in
Mathis, Texas

Dear Chamber Members:

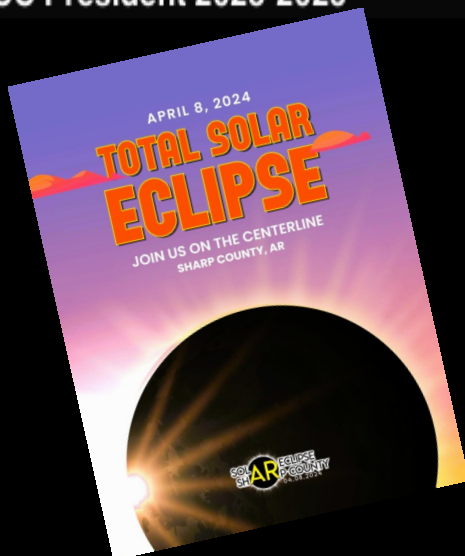
B-r-r-r-r! January was pretty darned cold! Let's hope February will warm up a bit so we can get some work done.

Can you believe the 2024 Eclipse is only a little over 2 months away? Our region is busy preparing for some big events, including a 3-day Festival in Cherokee Village and another one at the Sharp County Fairgrounds. If you know of more events, please post them on the "2024 Sharp County Region Eclipse" Facebook Page, to which we are directing inquiries about Eclipse events, lodging, camping, etc. We still have posters and postcards available for free to members. We are selling Eclipse glasses, tumblers and tshirts at the office. Early Bird Eclipse glasses are only \$70 for each 100, Prices will go up as we get closer to event so stock up now!

Have you ever thought about serving on the SRACC Board of Directors? We currently have a couple of openings for business and community minded folks that want to help promote our beautiful region and support economic development. If interested, please give our Executive Director, Kari Hollis, a call to throw your hat in the ring. We appreciate new leadership and gift of ideas.

Fred Holzhauer

SRACC President 2023-2025



CHAMBER MEMBERS!

**DON'T FORGET TO
GET YOUR FREE
ECLIPSE POSTER AND
POSTCARDS AT
CHAMBER OFFICE!**





Spring River Area **CHAMBER of COMMERCE**

PO Box 1015
Hardy, AR 72542
(870) 856-3210

Dear Chamber Member:

The SRACC is excited to present a better Spring River Area Guide to our members this year! Through a partnership with NWA Media the 2024 Guide will be a premiere regional centerpiece with increased the circulation physically and digitally, and which will have much more options for advertisers and members to enhance their ads and listings.

Physically, the Guide will be distributed at local businesses, lodging establishments, at the Chamber office and to tourists in Hardy, and in Arkansas and Missouri Visitor Centers.

Digitally, The 2024 Guide will not only be accessed on the SRACC website, but will be digitally distributed in email blasts with a targeted social media campaign, a targeted online digital banner campaign, in the Northwest Arkansas Democrat-Gazette Digital Replica, in the River Valley Democrat-Gazette Digital Replica, and on both newspaper websites to reach an additional 100,000 in the mid western states of Missouri, Arkansas, Kansas, Oklahoma, etc.

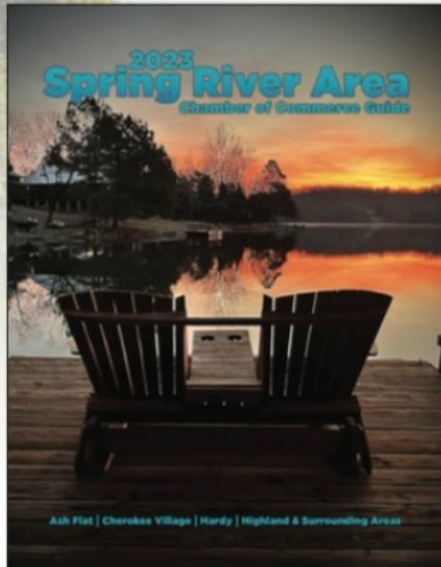
As a chamber member, your listing in the Membership Directory will be both alphabetically and by service or industry. As a new add-on feature you may have your logo next to your listing (see attached).

Other enhancements and opportunities for advertisers include the following digital offerings such as embedded videos and photo galleries, click to call phone numbers and maps to make it easy to call and find on mobile devices. Additional digital options are available and will be explained by NWA Media when they contact you for your marketing messages.

Attached is an Ad Sheet for some pricing, which has been adjusted for increased costs and for the expanded features. For more information on advertising opportunities, contact either Gordon Weathers at 417-676-0439 or gweathers@nwaonline.com or Don Jones at 479-650-9345 or djones@nwaonline.com.

Spring River Area

Chamber of Commerce Community Guide



The Spring River area offers a diverse opportunity to entertain guests and tourists from the entire Midwest region. Hometown residents are inviting and maintain the quality of life to the highest of standards.

Reaching the audiences that have an interest in the Spring River Area is a huge opportunity. The Spring River Area Chamber of Commerce Community Guide offers information on special events, where to eat, shop, and more!

TO RESERVE YOUR SPOT, CONTACT:

Gordon Weathers • 417-676-0439
gweathers@nwaonline.com

Don Jones • 479-650-9345
djones@nwaonline.com

AT A GLANCE

Publishes: Friday, March 15, 2024

Format: Magazine style publication with full color throughout

Distribution: 3,500 copies printed and placed on the Spring River Area Chamber of Commerce's website for the year. The digital publication will be distributed through targeted email and online display ads.

AD SIZES

FULL PAGE

(NO BLEED)
7.5" x 9.8"
(4x9.8)

USING BLEED?

If designing a full page ad with bleed, see notes below.

Bleed:
8.75" wide x 11.25" high

Trim:
8.25" wide x 10.75" high

Live Area:
7.5" wide x 9.8" high

1/2 PAGE

VERTICAL
3.65" x 9.8"
(2x9.8)

1/2 PAGE

HORIZONTAL
7.5" x 4.8"
(4x4.8)

1/4 PAGE

3.65" x 4.8"
(2x4.8)

LOGO AD
1.8"x1.6"
(1x1.6)

1/8 PAGE

3.65" x 2.25"
(2x2.25)

NOTE: Ads with no bleed must be designed to the Live Area measurement. Maximum ad height is 9.8".

DEADLINES

Regular Space Commitment & Ad Copy Due:

Friday, February 23, 2024

Ads Finalized: Thursday, February 29, 2024

SIZES & RATES

Prices include a full color print ad & digital Flipbook on the Spring River Area Chamber of Commerce's Website



Ad Size	Regular Rate
PREMIUM POSITIONS	
• Back Cover	\$995
• First 3 inside and Last 3 inside Pages	\$895
• Page 5 & 7	\$875
FULL PAGE	\$795
1/2 PAGE	\$495
1/4 PAGE	\$295
1/8 PAGE	\$195
LOGO AD	\$125

AD ONS

- Directory Listing LOGO \$95
- Sponsor content (Must include ad purchase. Half page equivalent) \$395



**4 MIN
13 SEC
OF TOTALITY**

SOLAR ECLIPSE FESTIVAL

**CHEROKEE VILLAGE
ARKANSAS
APRIL 6 – 8 2024**

60 ft Tall Ferris Wheel

Jumbotron

Showing NCAA Final Four Games (Saturday & Monday)

Live Music

Featuring **Ingram Hill** (Sunday)
and Performances by Local/Regional Musicians

Kids Zone and Yard Games

Food Trucks

Pop Up Shops

Beer Garden

For More Information & To Purchase Tickets Go To:

DiscoverCherokeeVillage.com



New Chamber Members

HOMETOWN TAX SERVICE

THAT'S WHAT SHE SHED

SCHEEL FAMILY PRACTICE

HARDY LAKE HOUSE RENTAL

RED OAK CANDY

MYERS-DAVIS LIFE COACHING

NEW MOON FOOD

HARDY JUNCTION MUSIC HALL

CAMP MIRAMICHEE FALLS

SHARP COUNTY FAIR ASSOCIATION

SAFE NIGHT MINISTRIES

CEDAR CREEK VETERINARY CLINIC

TRIPLE M ROOFING & CONSTRUCTION

PIONEER LIVING RV PARK

SHARP COUNTY REGIONAL AIRPORT

HOMEWAY INSPECTIONS

2024 BOARD OF DIRECTORS



President: Fred Holzhauser
First Community Bank
870-856-4212
fredholzhauser@firstcommunity.net



1st Vice President: Hazelle Whited
Sharp County Outdoors
870-751-2122
mariewhited@gmail.com



2nd Vice President: Marc Herring
Ozark Classic Crafts Mall
870-856-2892
marc@ozarkclassiccraftsmall.com



Treasurer: Laura Sackett Clute
Ozark Gateway Realty OGW LLC
870-994-8000
lsc@ozarkgatewayrealty.com



Real Estate

Secretary: Jessie Friend
Coldwell Banker Ozark Real Estate
870-856-3206
jessie.friend@coldwellbanker.com



Past President: Lauren Siebert
Hallmark Times
870-373-1233
lauren@hallmarktimes.com



Debra Ball
Progressive Eye Center
870-257-2100x2
dball2progressiveeye.com



Ethan Barnes
City of Hardy, Mayor
870-856-3811
mayor@cityofhardy.org



Dr. Patricia Clary
Patricia Clary & Associates
870-847-6776
patclary6776@gmail.com



Joey Cooper
Evolve Bank & Trust
870-856-1078
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Amy Finster
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870-262-1000
afinster@whiteriverhealth.org



James Spurlock
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Clint Wiles
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Kari Hollis
SRACC/Executive Director
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