

**Saline County Library**

|                              | Date       | Transaction Type | Num               | Name                                     | Account                         | Amount           | Balance   |
|------------------------------|------------|------------------|-------------------|--|---------------------------------|------------------|-----------|
| Advertising                  |            |                  |                   |  |                                 |                  |           |
| Advertising                  |            |                  |                   |  |                                 |                  |           |
|                              | 01/03/2022 | Bill             | 20220103KLSCL     | MySaline.com                             | 5500<br>Advertising:Advertising | 6,480.00         | 6,480.00  |
|                              | 01/06/2022 | Bill             | 20210917KLSCL3    | MySaline.com                             | 5500<br>Advertising:Advertising | 720.00           | 7,200.00  |
|                              | 01/31/2022 | Bill             | 637592            | Arkansas Democrat-Gazette-Retail Display | 5500<br>Advertising:Advertising | 500.00           | 7,700.00  |
|                              | 02/22/2022 | Bill             | Y3947306          | Harmony Grove School                     | 5500<br>Advertising:Advertising | 75.00            | 7,775.00  |
|                              | 02/28/2022 | Bill             | EggHunt2022       | HealthCare Express                       | 5500<br>Advertising:Advertising | 60.00            | 7,825.00  |
|                              | 02/28/2022 | Bill             | 638259            | Arkansas Democrat Gazette                | 5500<br>Advertising:Advertising | 500.00           | 8,325.00  |
|                              | 03/18/2022 | Bill             | 5076              | Ignite Media Group                       | 5500<br>Advertising:Advertising | 396.00           | 8,721.00  |
|                              | 04/12/2022 | Bill             | 2635577           | Saline Courier                           | 5500<br>Advertising:Advertising | 10.00            | 8,731.00  |
|                              | 04/12/2022 | Bill             | 2635576           | Saline Courier                           | 5500<br>Advertising:Advertising | 20.00            | 8,751.00  |
|                              | 04/13/2022 | Bill             | 2635788           | Saline Courier                           | 5500<br>Advertising:Advertising | 64.50            | 8,815.50  |
|                              | 04/15/2022 | Bill             | 2636173           | Saline Courier                           | 5500<br>Advertising:Advertising | 86.67            | 8,902.17  |
|                              | 04/17/2022 | Bill             | 2636574           | Saline Courier                           | 5500<br>Advertising:Advertising | 64.50            | 8,966.67  |
|                              | 04/19/2022 | Bill             | 2636964           | Saline Courier                           | 5500<br>Advertising:Advertising | 86.67            | 9,053.34  |
|                              | 04/28/2022 | Bill             | 2638828           | Saline Courier                           | 5500<br>Advertising:Advertising | 86.66            | 9,140.00  |
|                              | 04/30/2022 | Bill             | 639579            | Arkansas Democrat-Gazette-Retail Display | 5500<br>Advertising:Advertising | 1,002.19         | 10,142.19 |
|                              | 05/20/2022 | Bill             | 5136              | Ignite Media Group                       | 5500<br>Advertising:Advertising | 396.00           | 10,538.19 |
|                              | 05/23/2022 | Bill             | 113588627         | Lamar Companies                          | 5500<br>Advertising:Advertising | 450.00           | 10,888.19 |
|                              | 06/23/2022 | Bill             | 113851006         | Lamar Companies                          | 5500<br>Advertising:Advertising | 1,550.00         | 12,538.19 |
|                              | 06/31/2022 | Bill             | 2644773           | Saline Courier                           | 5500<br>Advertising:Advertising | 10.00            | 12,548.19 |
|                              | 06/31/2022 | Bill             | 2644772           | Saline Courier                           | 5500<br>Advertising:Advertising | 389.00           | 12,937.19 |
|                              | 05/31/2022 | Bill             | 640197            | Arkansas Democrat-Gazette-Retail Display | 5500<br>Advertising:Advertising | 500.00           | 13,437.19 |
|                              | 06/30/2022 | Bill             | 640839            | Arkansas Democrat-Gazette-Retail Display | 5500<br>Advertising:Advertising | 500.00           | 13,937.19 |
|                              | 07/25/2022 | Expenditure      | 2469216JY2XBTN&JQ | MySaline.com                             | 5500<br>Advertising:Advertising | 200.00           | 14,137.19 |
|                              | 07/28/2022 | Bill             | 5191              | Ignite Media Group                       | 5500<br>Advertising:Advertising | 792.00           | 14,929.19 |
|                              | 07/31/2022 | Bill             | 641474            | Arkansas Democrat-Gazette-Retail Display | 5500<br>Advertising:Advertising | 500.00           | 15,429.19 |
|                              | 08/31/2022 | Bill             | 642152            | Arkansas Democrat-Gazette-Retail Display | 5500<br>Advertising:Advertising | 500.00           | 15,929.19 |
|                              | 09/01/2022 | Bill             | 113973319         | Lamar Companies                          | 5500<br>Advertising:Advertising | 400.00           | 16,329.19 |
|                              | 09/05/2022 | Bill             | 113989126         | Lamar Companies                          | 5500<br>Advertising:Advertising | 1,000.00         | 17,329.19 |
|                              | 09/19/2022 | Bill             | Y4089461          | Harmony Grove School                     | 5500<br>Advertising:Advertising | 75.00            | 17,404.19 |
|                              | 09/30/2022 | Bill             | 642823            | Arkansas Democrat-Gazette-Retail Display | 5500<br>Advertising:Advertising | 500.00           | 17,904.19 |
| <b>Total for Advertising</b> |            |                  |                   |  |                                 | <b>17,904.19</b> |           |
| <b>Total for Advertising</b> |            |                  |                   |  |                                 | <b>17,904.19</b> |           |
| <b>TOTAL</b>                 |            |                  |                   |  |                                 | <b>17,904.19</b> |           |

Little Rock  
P.O. Box 30006  
Little Rock, AR 72260  
Phone: 501-562-2476  
Fax: 501-568-0085

**LAMAR**  
**CONTRACT # 3419773**

Date: 5/4/2020  
New/Renewal: NEW  
Account Executive: Josh Patterson  
Phone: 501-562-2476

| CONTRACTED DIRECTLY BY ADVERTISER |                                |
|-----------------------------------|--------------------------------|
| Customer #                        | 637393-0                       |
| Name                              | SALINE COUNTY LIBRARY          |
| Address                           | 1800 SMITHERS                  |
| City/State/Zip                    | BENTON, AR 72015               |
| Contact                           | Kari Beesley                   |
| Email Address                     | karib@salinecountylibrary.org  |
| Phone #                           | (501) 778-4766                 |
| Fax #                             |                                |
| P.O./ Reference #                 |                                |
| Advertiser/Product                | SALINE COUNTY LIBRARY          |
| Campaign                          | Opportunity: June Book Reading |

| Production/Other Services              |                     |                                    |      |               |                   |                   |          |
|--|---------------------|------------------------------------|------|---------------|-------------------|-------------------|----------|
| Department                             | Plant               | Production Type                    | Misc | Service Dates | # Billing Periods | Invest Per Period | Cost     |
| Poster Flex                            | 286 Little Rock, AR | Poster Flex Material (1) time cost |      | 05/18/20      | 1                 | \$200.00          | \$200.00 |
| Total Production/Other Services Costs: |                     |                                    |      |               |                   |                   | \$200.00 |


| Space               |                |  |       |            |                 |      |                   |                              |                   |          |
|---------------------|----------------|--|-------|------------|-----------------|------|-------------------|------------------------------|-------------------|----------|
| # of Panels: 2      |                |  |       |            |                 |      |                   | Billing Cycle: Every 4 weeks |                   |          |
| Panel # TAB ID      | Market         | Location                                 | Illum | Media Type | Size            | Misc | Service Dates     | # Billing Periods            | Invest Per Period | Cost     |
| 80332<br>30636172   | 286-BENTON, AR | 3120 N REYNOLDS RD<br>E/S .1 MI N/O I-30 | Yes   | Poster     | 10' 6" x 22' 9" |      | 05/18/20-06/14/20 | 1                            | \$400.00          | \$400.00 |
| 83041<br>364984     | 286-BENTON, AR | SOUTH ST S/S 200' E/O<br>I-30 P1(E)      | No    | Poster     | 10' 6" x 22' 9" |      | 05/18/20-06/14/20 | 1                            | \$400.00          | \$400.00 |
| Total Space Costs:  |                |  |       |            |                 |      |                   |                              | \$800.00          |          |
| <b>Total Costs:</b> |                |  |       |            |                 |      |                   |                              | <b>\$1,000.00</b> |          |

**Special Considerations:**

Advertiser authorizes and instructs The Lamar Companies (Lamar) to display in good and workmanlike manner, and to maintain for the terms set forth above, outdoor advertising displays described above or on the attached list. In consideration thereof, Advertiser agrees to pay Lamar all contracted amounts within thirty (30) days after the date of billing. Advertiser acknowledges and agrees to be bound by the terms and conditions on all pages of this contract.

The Agency representing this Advertiser in the contract executes this contract as an agent for a disclosed principal, but hereby expressly agrees to be liable jointly and severally and in solido with Advertiser for the full and faithful performance of Advertiser's obligations hereunder. Agency waives notice of default and consents to all extensions of payment.

The undersigned representative or agent of Advertiser hereby warrants to Lamar that he/she is the Media Director (Officer/Title) of the Advertiser and is authorized to execute this contract on behalf of the Advertiser.

|            |  |
|------------|--|
| Customer:  | SALINE COUNTY LIBRARY  |
| Signature: | <br>(signature above) |
| Name:      | Kari Beesley<br>(print name above)   |
| Date:      | May 7, 2020<br>(date above)  |



Little Rock  
P.O. Box 30006  
Little Rock, AR 72260  
Phone: 501-562-2476  
Fax: 501-568-0085



Date: 5/4/2020  
New/Renewal: NEW  
Account Executive: Josh Patterson  
Phone: 501-562-2476

|                                   |   |      |
|-----------------------------------|---|------|
| <b>THE LAMAR COMPANIES</b>        | This contract is NOT BINDING UNTIL ACCEPTED by a Lamar General Manager. |      |
| <i>Josh Patterson</i>             |   |      |
| ACCOUNT EXECUTIVE: Josh Patterson | GENERAL MANAGER   | DATE |

### STANDARD CONDITIONS

- 1. Late Artwork:** The Advertiser must provide or approve art work, materials and installation instructions ten (10) days prior to the initial Service Date. In the case of default in furnishing or approval of art work by Advertiser, billing will occur on the initial Service Date.
- 2. Copyright/Trademark:** Advertiser warrants that all approved designs do not infringe upon any trademark or copyright, state or federal. Advertiser agrees to defend, indemnify and hold Lamar free and harmless from any and all loss, liability, claims and demands, including attorney's fees arising out of the character contents or subject matter of any copy displayed or produced pursuant to this contract.
- 3. Payment Terms:** Lamar will, from time to time at intervals following commencement of service, bill Advertiser at the address on the face hereof. Advertiser will pay Lamar within thirty (30) days after the date of invoice. If Advertiser fails to pay any invoice when it is due, in addition to amounts payable thereunder, Advertiser will promptly reimburse collection costs, including reasonable attorney's fees plus a monthly service charge at the rate of 1.5% of the outstanding balance of the invoice to the extent permitted by applicable law. Delinquent payment will be considered a breach of this contract. Payments will be applied as designated by the Advertiser; non designated payments will be applied to the oldest invoices outstanding.
- 4. Service Interruptions:** If Lamar is prevented from posting or maintaining any of the spaces by causes beyond its control of whatever nature, including but not limited to acts of God, strikes, work stoppages or picketing, or in the event of damage or destruction of any of the spaces, or in the event Lamar is unable to deliver any portion of the service required in this contract, including buses in repair, or maintenance, this contract shall not terminate. Credit shall be allowed to Advertiser at the standard rates of Lamar for such space or service for the period that such space or service shall not be furnished or shall be discontinued or suspended. In the case of illumination, should there be more than a 50% loss of illumination, a 20% pro-rata credit based on four week billing will be given. If this contract requires illumination, it will be provided from dusk until 11:00p.m. Lamar may discharge this credit, at its option, by furnishing advertising service on substitute space, to be reasonably approved by Advertiser, or by extending the term of the advertising service on the same space for a period beyond the expiration date. The substituted or extended service shall be of a value equal to the amount of such credit.
- 5. Entire Agreement:** This contract, all pages, constitutes the entire agreement between Lamar and Advertiser. Lamar shall not be bound by any stipulations, conditions, or agreements not set forth in this contract. Waiver by Lamar of any breach of any provision shall not constitute a waiver of any other breach of that provision or any other provision.
- 6. Copy Acceptance:** Lamar reserves the right to determine if copy and design are in good taste and within the moral standards of the individual communities in which it is to be displayed. Lamar reserves the right to reject or remove any copy either before or after installation, including immediate termination of this contract.
- 7. Termination:** All contracts are non-cancellable by Advertiser without the written consent of Lamar. Breach of any provisions contained in this contract may result in cancellation of this contract by Lamar.
- 8. Materials/Storage:** Production materials will be held at customer's written request. Storage fees may apply.
- 9. Installation Lead Time:** A leeway of five (5) working days from the initial Service Date is required to complete the installation of all non-digital displays.
- 10. Customer Provided Production:** The Advertiser is responsible for producing and shipping copy production. Advertiser is responsible for all space costs involved in the event production does not reach Lamar by the established Service Dates. These materials must be produced in compliance with Lamar production specifications and must come with a 60 day warranty against fading and tearing.
- 11. Bulletin Enhancements:** Cutouts/extensions, where allowed, are limited in size to 5 feet above, and 2 feet to the sides and 1 foot below normal display area. The basic fabrication charge is for a maximum 12 months.
- 12. Assignment:** Advertiser shall not sublet, resell, transfer, donate or assign any advertising space without the prior written consent of Lamar.



01/05/2022

MySaline.com

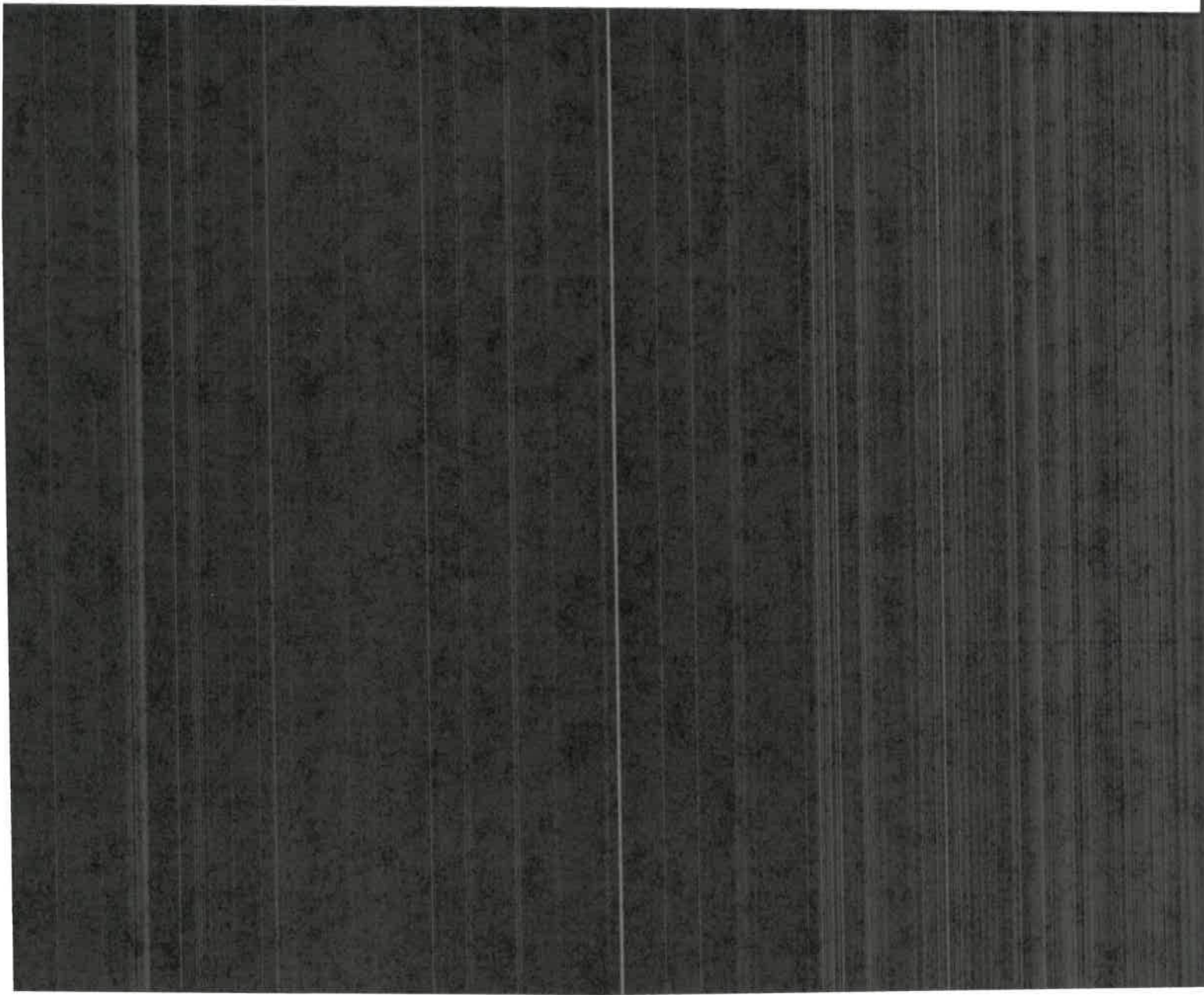
| Date       | Type | Reference     | Original Amount | Balance Due | Payment  |
|------------|------|---------------|-----------------|-------------|----------|
| 01/03/2022 | Bill | 20220103KLSCL | 6,480.00        | 6,480.00    | 6,480.00 |
|            |      |               | Check Amount    |             | 6,480.00 |

FSB-General Accoun

6,480.00



30014







# INVOICE

**PAY TO:**

**MYSALINE.COM**

**P.O. BOX 307**

**BRYANT AR 72089**

501-303-4010 • ArkansasShelli@gmail.com

**Invoice No:** 20220103KLSCL

**Date:** 01-03-2022

**Billed to:** Saline County Library

**Contact:** Kari Lapp

kari@salinecountylibrary.org

| Item:    | Unit    | Quantity | Description   | Unit Price      | Amount            |
|----------|---------|----------|---|-----------------|-------------------|
|          |         |          | Run Dates - 01-03-2022 - 12-30-2022                         |                 |                   |
| Header   | 1 Month | 12       | Image ad with link posted to the top of every MySaline page | \$600.00        | \$7,200.00        |
|          |         |          |   |                 | \$0.00            |
|          |         |          |   |                 | \$0.00            |
|          |         |          |   | <b>Subtotal</b> | <b>\$7,200.00</b> |
| Discount | 1       | 1        | Nonprofit   | -10%            | \$6,480.00        |
|          |         |          |   |                 |                   |

**Due upon receipt of invoice.**

**Mail Check for this amount ▶**

**\$6,480.00 ◀**

**Thanks so much for your business, Kari! -Shelli 😊**

Here's a full list of payment methods:

1. MAIL CHECK TO MYSALINE.COM, PO BOX 307, BRYANT AR 72089
2. CASH APP (BY SQUARE) Username is \$mysaline.
3. VENMO username is @arkansasshelli
4. PAYPAL OR CARD (Add 3% fee to pay this way.) If you want this option, I'll send you a custom link.

**If you're 7 days late, pay this amount ▶**

**\$6,804.00**

By: JH APPROVED Date: 1/5/22  
 By: TBC PAID Date: 1/5/2022

01/10/2022

MySaline.com

Date

Type

Reference

Original Amount

Balance Due

Payment

01/06/2022

Bill

20210917KLSCL3

720.00

720.00

720.00

Check Amount

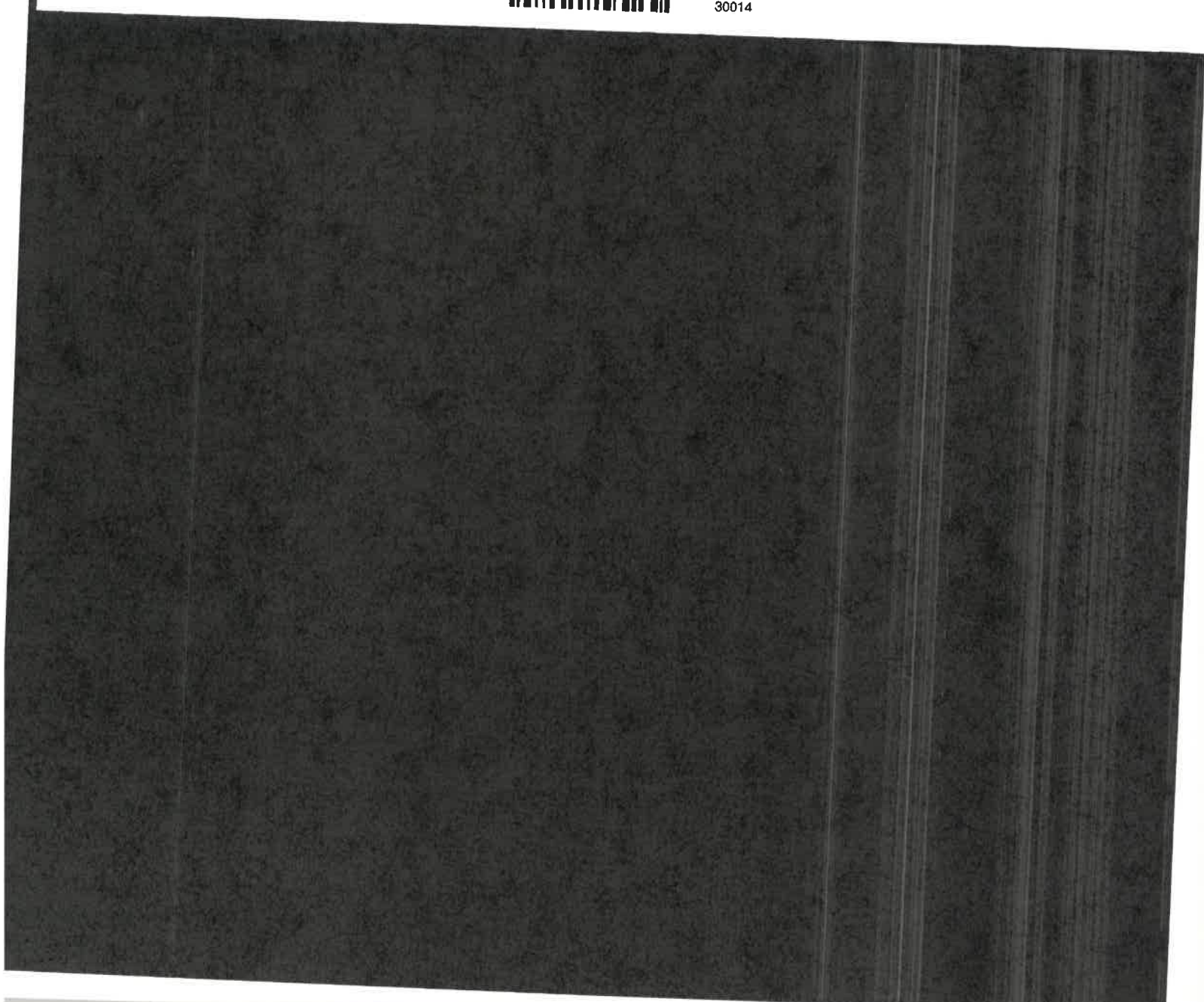
720.00

FSB-General Accoun

720.00



30014





# INVOICE

**PAY TO:**

**MYSALINE.COM**

**P.O. BOX 307**

**BRYANT AR 72089**

501-303-4010 • ArkansasShelli@gmail.com

**Invoice No:** 20210917KLSCL3

**Date:** 01-06-2022

**Billed to:** Saline County Library

**Contact:** Kari Lapp

kari@salinecountylibrary.org

| Item:       | Unit    | Quantity | Description  | Unit Price      | Amount            |
|-------------|---------|----------|--|-----------------|-------------------|
|             |         |          | Run Dates - 01-03-2022 - 12-30-2022                            |                 |                   |
| Header      | 1 month | 12       | Image ad with link posted at the top of every page on MySaline | \$1,000.00      | \$12,000.00       |
| Discount    |         | 12       | 30% off for year contract paid in advance                      | -\$300.00       | -\$3,600.00       |
| Discount    |         | 12       | 10% off for non-profit   | -\$100.00       | -\$1,200.00       |
|             |         |          |  | <b>Subtotal</b> | <b>\$7,200.00</b> |
| PAID AMOUNT |         | 1        | Client paid this amount on Jan 6, 2022:                        |                 | -\$6,480.00       |
|             |         |          |  |                 |                   |
|             |         |          |  |                 |                   |

**Due upon receipt of invoice.**

**Mail Check for this amount▶**

**\$720.00 ◀**

**Thanks so much for your business, Kari! -Shelli ☺**

Here's a full list of payment methods:

1. MAIL CHECK TO MYSALINE.COM, PO BOX 307, BRYANT AR 72089
2. CASH APP (BY SQUARE) Username is \$mysaline.
3. VENMO username is @arkansasshelli
4. PAYPAL OR CARD (Add 3% fee to pay this way.) If you want this option, I'll send you a custom link.

**If you're 7 days late, pay this amount▶**

**\$756.00**

APPROVED  
 By: PH Date: 1/10/22  
 PAID  
 By: TR Date: 1/10/2022



INVOICE

Previous Invoice

**PAY TO:**

**MYSALINE.COM**

**P.O. BOX 307**

**BRYANT AR 72089**

501-303-4010 • ArkansasShelli@gmail.com

**Invoice No:** 20220103KLSC

**Date:** 01-03-2022

**Billed to:** Saline County Library

**Contact:** Kari Lapp

kari@salinecountylibrary.org

| Item:    | Unit    | Quantity | Description   | Unit Price      | Amount            |
|----------|---------|----------|---|-----------------|-------------------|
|          |         |          | Run Dates - 01-03-2022 - 12-30-2022                         |                 |                   |
| Header   | 1 Month | 12       | Image ad with link posted to the top of every MySaline page | \$600.00        | \$7,200.00        |
|          |         |          |   |                 | \$0.00            |
|          |         |          |   |                 | \$0.00            |
|          |         |          |   | <b>Subtotal</b> | <b>\$7,200.00</b> |
| Discount | 1       | 1        | Nonprofit   | -10%            | \$6,480.00        |
|          |         |          |   |                 |                   |
|          |         |          |   |                 |                   |

**Due upon receipt of invoice.**

|                                    |                     |
|------------------------------------|---------------------|
| <b>Mail Check for this amount▶</b> | <b>\$6,480.00 ◀</b> |
|------------------------------------|---------------------|

Thanks so much for your business, Kari! -Shelli 😊

Here's a full list of payment methods:

1. MAIL CHECK TO MYSALINE.COM, PO BOX 307, BRYANT AR 72089
2. CASH APP (BY SQUARE) Username is \$mysaline.
3. VENMO username is @arkansasshelli
4. PAYPAL OR CARD (Add 3% fee to pay this way.) If you want this option, I'll send you a custom link.

|  |                   |
|--|-------------------|
| <b>If you're 7 days late, pay this amount▶</b> | <b>\$6,804.00</b> |
|--|-------------------|



02/14/2022

Arkansas Democrat-Gazette, Inc

| Date       | Type | Reference    | Original Amount | Balance Due | Payment |
|------------|------|--------------|-----------------|-------------|---------|
| 01/31/2022 | Bill | 637592       | 500.00          | 500.00      | 500.00  |
|            |      | Check Amount |                 |             | 500.00  |

FSB-General Accoun

500.00



30014





# Jan ADG ad Report

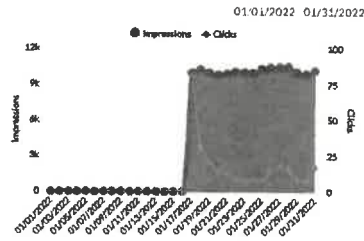
## Precision Targeting

152,637 Impressions    276 Clicks    0.18% CTR

### Monthly Digital Marketing Performance

Prepared For:  
Saline County Library

01/01/2022 01/31/2022



### Conversions:

| Campaign Name  | 01/01/2022 Impressions | 01/31/2022 Clicks | CTR          |
|--|------------------------|-------------------|--------------|
| Saline County Library Precision Targeting Campaign 0013022o148 | 152,637                | 276               | 0.18%        |
| <b>Total</b>   | <b>152,637</b>         | <b>276</b>        | <b>0.18%</b> |

## Precision Targeting

### Campaign Name

Saline County Library Precision Targeting Campaign 01012022o148

#### IMPRESSIONS



#### CLICKS



#### CTR



| Ad Format | Impressions | Clicks | 01/01/2022 CTR | 01/31/2022 CTR |
|-----------|-------------|--------|----------------|----------------|
| 320x90    | 87,564      | 127    | 0.15%          |                |
| 300x250   | 41,862      | 63     | 0.15%          |                |
| 728x90    | 30,146      | 69     | 0.23%          |                |
| 300x600   | 4,375       | 27     | 0.62%          |                |

## Precision Targeting

| City                | Impressions | Clicks | 01/01/2022 - 01/31/2022 CTR |
|---------------------|-------------|--------|-----------------------------|
| Benton              | 56,945      | 85     | 0.15%                       |
| Little Rock         | 34,889      | 70     | 0.20%                       |
| Hot Springs Village | 18,618      | 45     | 0.24%                       |
| Bryant              | 15,305      | 29     | 0.19%                       |
| Alexander           | 12,265      | 20     | 0.16%                       |
| Malvern             | 9,515       | 21     | 0.22%                       |
| Mabelvale           | 3,663       | 3      | 0.08%                       |
| Hensley             | 935         | 3      | 0.32%                       |
| Bauxite             | 374         | 0      | 0.00%                       |
| Paron               | 109         | 0      | 0.00%                       |
| Lonsdale            | 15          | 0      | 0.00%                       |
| Traskwood           | 3           | 0      | 0.00%                       |
| Maumelle            | 1           | 0      | 0.00%                       |



02/23/2022

Harmony Grove School

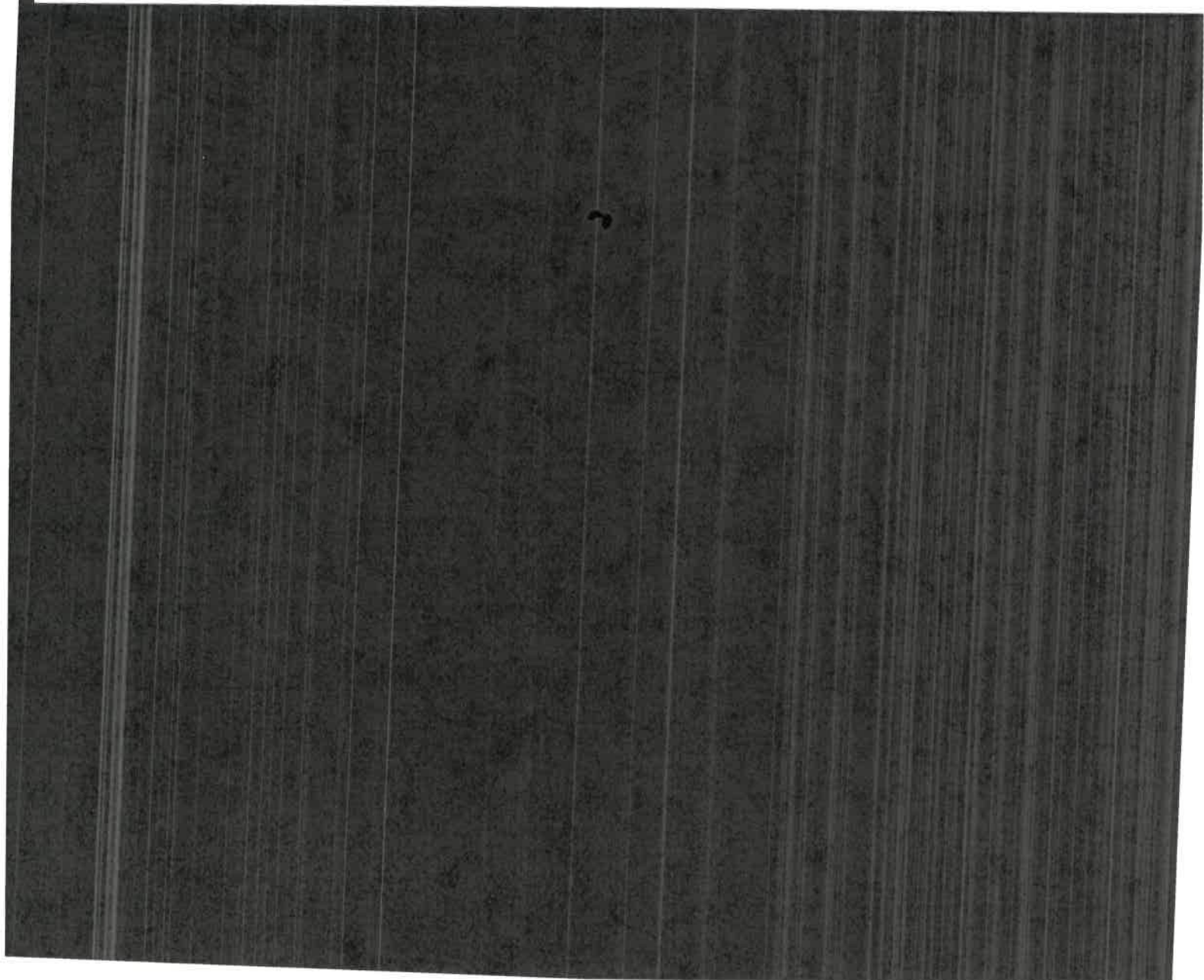
| Date       | Type | Reference | Original Amount | Balance Due | Payment |
|------------|------|-----------|-----------------|-------------|---------|
| 02/22/2022 | Bill | Y3947306  | 75.00           | 75.00       | 75.00   |
|            |      |           | Check Amount    |             | 75.00   |

FSB-General Accoun

75.00



30014





Ad Invoice/Statement

Harmony Grove High School  
2621 N HIGHWAY 229  
BENTON, AR 72015-7206  
(501) 776-2337

Date: Feb 22, 2022  
Order #: Y3947306

To:  
Saline County Library  
1800 Smithers Dr  
AR 72015

| Size     | Type     | Color | Ad Price | Amount Paid | Balance Due | Payment Date |
|----------|----------|-------|----------|-------------|-------------|--------------|
| 1/8 Page | Business | Color | \$ 75.00 | \$ 0.00     | \$ 75.00    |              |

PAYMENT SUMMARY

Ad Price: \$ 75.00  
Discount: \$ 0.00  
Net Amount: \$ 75.00  
Payment: \$ 0.00  
Balance Due: \$ 75.00

AD SCHEDULE

Photo/Text Due:  
Photos/Text Received:

By: JH APPROVED Date: 2/23/22  
By: BC PAID Date: 2/23/22

## **BUSINESS CARD**

**Color: \$75.00**

**B&W: \$60.00**

**1/8 Ad Size: 3.92" width x 2.46" height**

**Harmony Grove High School  
Cardinal Yearbook**



**Valerie A. Bryant**

**2621 Hwy 229**

**Benton, AR 72015**

**Work# (501) 776-2337**

**Cell # (501) 840-7222**

**[vbryant@harmonygrovesd.org](mailto:vbryant@harmonygrovesd.org)**



## **1/4 PAGE**

**Color: \$125.00**

**B&W: \$90.00**

**1/4 Ad Size: 3.92" width x 5.08" height**

## **HALF PAGE**

**Color: \$175.00**

**B&W: \$140.00**

**1/2 Ad Size: 8.00" width x 5.08" height**

**\*\*FULL PAGE: Color - \$250.00; B&W - \$200.00\*\***

**Full Ad Size: 8.00" width x 10.33" height**

03/07/2022

HealthCare Express

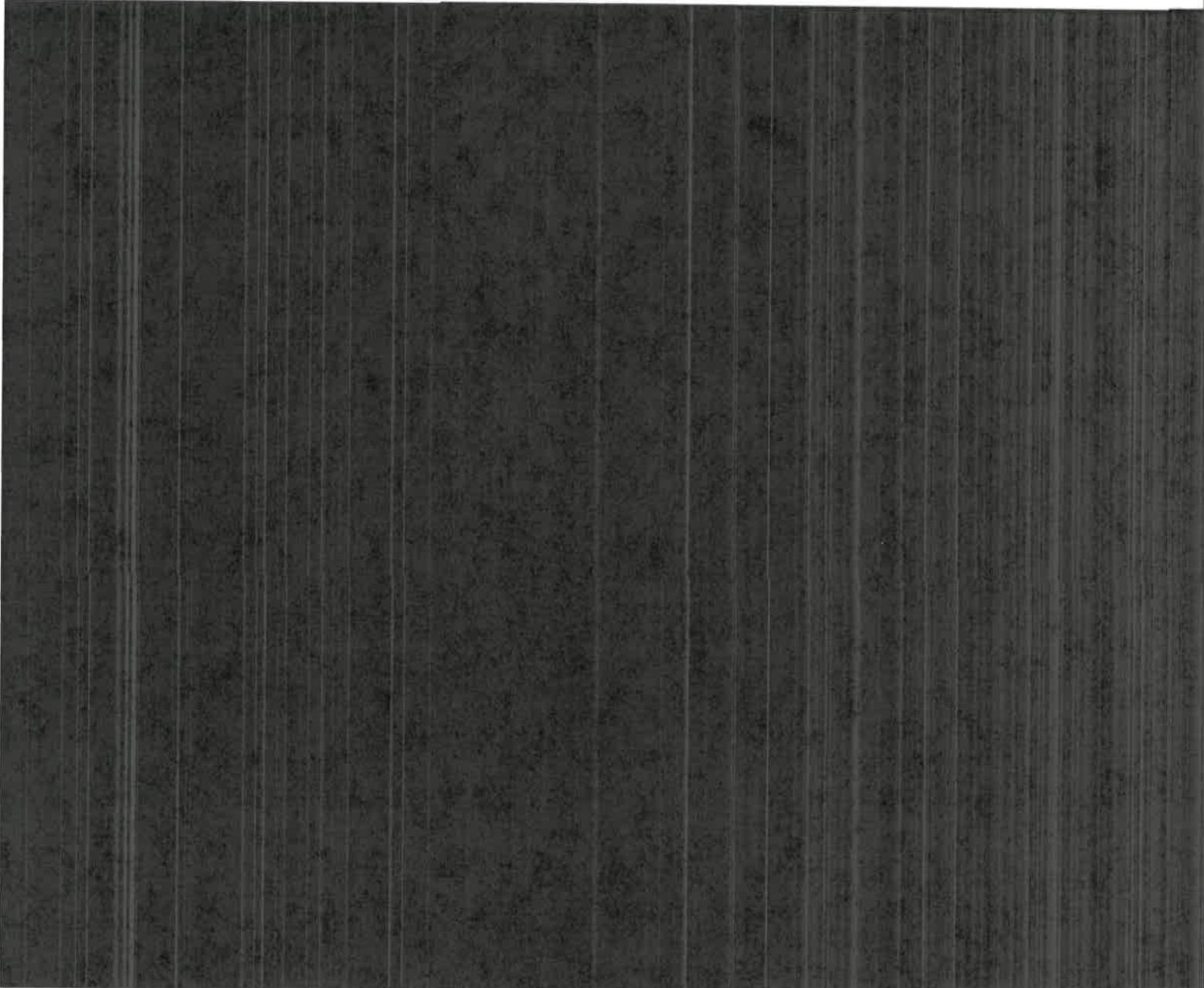
| Date       | Type | Reference    | Original Amount | Balance Due | Payment |
|------------|------|--------------|-----------------|-------------|---------|
| 02/28/2022 | Bill | EggHunt2022  | 50.00           | 50.00       | 50.00   |
|            |      | Check Amount |                 |             | 50.00   |

FSB-General Accoun

50.00



30014





Address  
City, St Zip  
Ph Number  
GoHCE.com

# INVOICE

Date: 02/25/2022  
Company: HealthCare Express  
Address: 23150, I-30, Bryant, AR 72022

The Great Contactless Easter Egg Advertisement Fee..... \$50.00

Amount Due \$50

By: PH APPROVED Date: 3/7/22  
By: BC PAID Date: 3/7/2022





BE A PART OF

# The Great 2022 Egg Hunt

HealthCARE Express

DON'T MISS THIS OPPORTUNITY TO PROMOTE YOUR BUSINESS!

**\$50**

Participating businesses receive logo recognition on promotional material including:

SOCIAL MEDIA

FLYERS

POSTERS

HCE LOBBY SCREENS

AND MORE!

Egg hunters will receive a list of clues, each clue directing them to a different local business. Egg hunters also receive access to a form to digitally enter the passwords that they collect. Egg hunters will scan an Easter egg with a QR code to receive a secret password located at each participating business location. Egg hunters will also receive a notification to follow your businesses facebook page for bonus passwords for additional chances to win the grand prize. Each password collected counts as an entry into a drawing to win the grand prize.



HealthCARE Express®

Sherwood | Maumelle | Bryant | De Queen  
GoHCE.com

03/14/2022

Arkansas Democrat Gazette

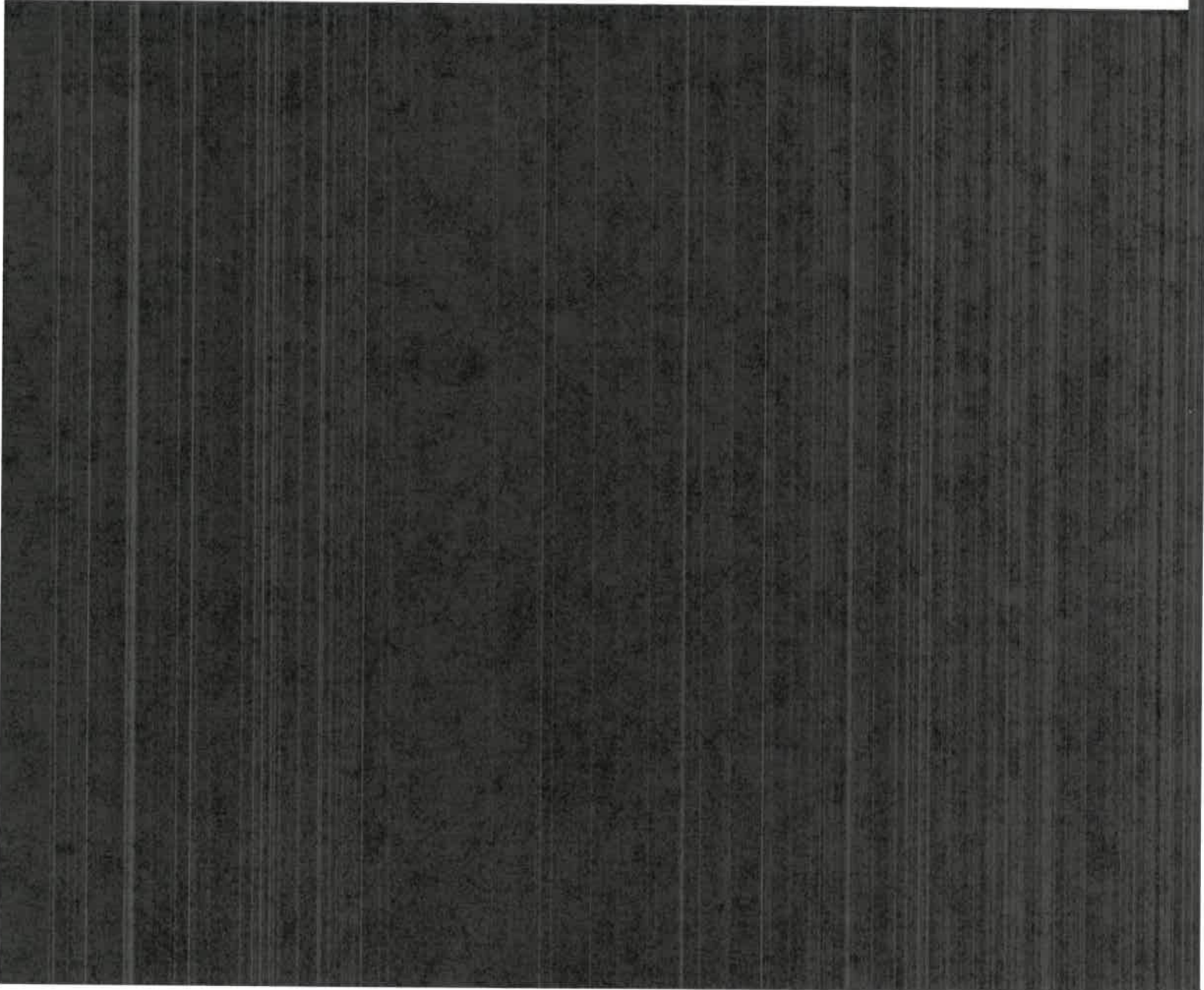
| Date       | Type | Reference | Original Amount | Balance Due | Payment |
|------------|------|-----------|-----------------|-------------|---------|
| 02/28/2022 | Bill | 638259    | 500.00          | 500.00      | 500.00  |
|            |      |           | Check Amount    |             | 500.00  |

FSB-General Accoun

500.00



30014



**ADVERTISING  
INVOICE / STATEMENT**

1

ARKANSAS DEMOCRAT-GAZETTE, INC  
PO BOX 2221  
LITTLE ROCK, AR 72203  
(501) 399-3660

|   |                          |   |          |   |                |      |
|---|--------------------------|---|----------|---|----------------|------|
| 4 | BILLING DATE             | 6 | DUE DATE | 3 | INVOICE NUMBER | PAGE |
|   | 02/28/22                 |   | 03/15/22 |   | 638259         | 1    |
| 9 | ADVERTISER / CLIENT NAME |   |          |   |                |      |
|   |                          |   |          |   |                |      |

2

SALINE COUNTY LIBRARY  
1800 SMITHERS DR  
BENTON AR 72015

|                        |                       |          |                      |
|------------------------|-----------------------|----------|----------------------|
| 7                      | BILLED ACCOUNT NUMBER | 8        | ADV. / CLIENT NUMBER |
|                        | 1525039               |          |                      |
| 5                      | BILLING PERIOD        |          |                      |
|                        | 02/01/22              | 02/28/22 |                      |
| ADVERTISING DEPARTMENT |                       |          |                      |
| RETAIL DISPLAY         |                       |          |                      |

| 10 | DATE     | DESCRIPTION                  | CLASS/<br>TYPE | 15 | DIMENSIONS | 16       | TIMES | 17 | BILLED<br>UNITS | U/M | 18 | RATE | 19 | AMOUNT   |
|----|----------|------------------------------|----------------|----|------------|----------|-------|----|-----------------|-----|----|------|----|----------|
|    | 01/31/22 | BALANCE FORWARD              |                |    |            |          |       |    |                 |     |    |      |    | 500.00   |
|    | 02/21/22 | Payment on Account           |                |    |            |          |       |    |                 |     |    |      |    | 500.00CR |
|    | 02/28/22 | PUBLICATION: ARKANSAS ONLINE | INTERN         |    |            | 1        | 0.00  | pi |                 |     |    |      |    | 500.00   |
|    |          | Publication Totals:          |                |    |            | \$500.00 |       |    |                 |     |    |      |    |          |

APPROVED  
By: PH Date: 3/14/22  
PAID  
By: BC Date: 3/14/2022

THANKS FOR ADVERTISING IN THE ARKANSAS DEMOCRAT-GAZETTE!  
SEND TEARSHEET REQUESTS TO: [tearsheet@arkansasonline.com](mailto:tearsheet@arkansasonline.com)

|    |         |         |          |          |               |    |                                |
|----|---------|---------|----------|----------|---------------|----|--------------------------------|
| 24 | AGING   |         |          |          |               | 25 | PLEASE PAY<br>TOTAL AMOUNT DUE |
|    | CURRENT | JANUARY | DECEMBER | NOVEMBER | OVER 3 MONTHS |    |                                |
|    | 500.00  | 0.00    | 0.00     | 0.00     | 0.00          |    | 500.00                         |



# ADG February 2022 Report

## Precision Targeting

152,162 Impressions    237 Clicks    0.16% CTR

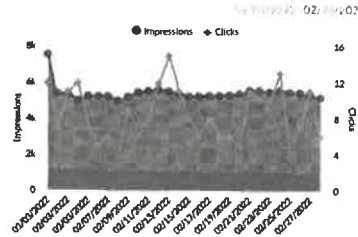
Monthly Digital Marketing Performance

Prepared For  
Saline County Library

02/01/2022 02/28/2022

Conversions:

This is the number of users who visited your site after being served your ad



| Campaign Name   | Impressions    | Clicks     | CTR          |
|---|----------------|------------|--------------|
| Saline County Library Precision Targeting Campaign 01012022o148 | 152,162        | 237        | 0.16%        |
| <b>Total</b>  | <b>152,162</b> | <b>237</b> | <b>0.16%</b> |

## Precision Targeting

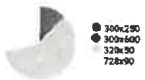
Campaign Name

Saline County Library Precision Targeting Campaign 01012022o148

IMPRESSIONS

CLICKS

CTR



All Format

325k-50  
725k-90  
300k-250  
300k-600

Impressions

90,094  
43,138  
17,203  
1,727

Clicks

146  
78  
9  
4

CTR

0.16%  
0.18%  
0.05%  
0.23%

## Precision Targeting

02/01/2022 02/28/2022

| City                | Impressions | Clicks | CTR   |
|---------------------|-------------|--------|-------|
| Benton              | 59,225      | 85     | 0.14% |
| Little Rock         | 29,605      | 50     | 0.17% |
| Alexander           | 20,561      | 32     | 0.16% |
| Hot Springs Village | 16,256      | 30     | 0.18% |
| Bryant              | 13,153      | 21     | 0.16% |
| Malvern             | 9,045       | 9      | 0.10% |
| Mabelvale           | 3,200       | 7      | 0.22% |
| Bauxite             | 469         | 1      | 0.21% |
| Hensley             | 413         | 0      | 0.00% |
| Traskwood           | 142         | 2      | 1.41% |
| Lonsdale            | 64          | 0      | 0.00% |
| Paron               | 29          | 0      | 0.00% |





03/23/2022

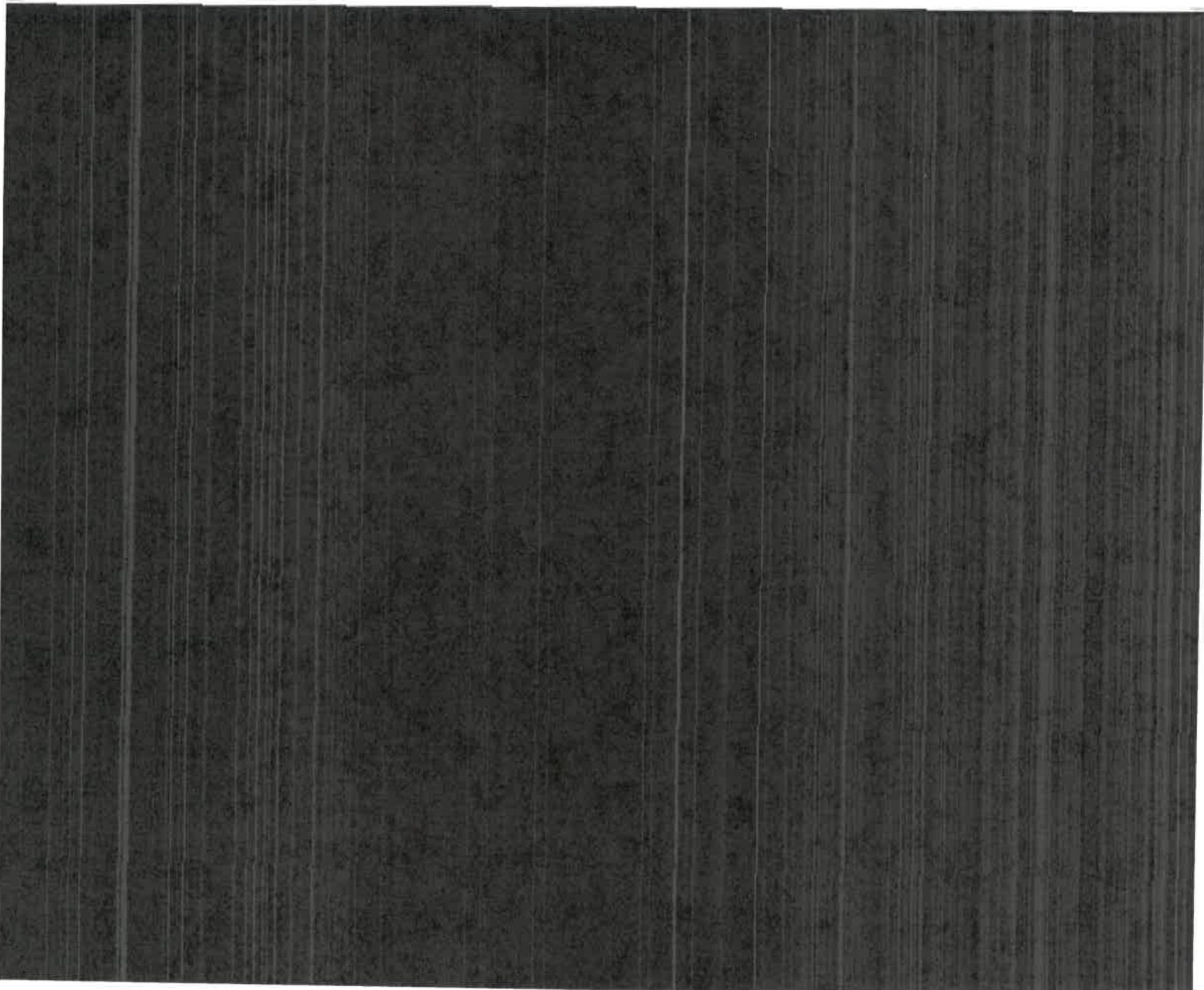
Ignite Media Group

| Date       | Type | Reference | Original Amount | Balance Due | Payment |
|------------|------|-----------|-----------------|-------------|---------|
| 03/18/2022 | Bill | 5076      | 396.00          | 396.00      | 396.00  |
|            |      |           | Check Amount    |             | 396.00  |

FSB-General Accoun

396.00

30001





PO Box 861 • Bryant, AR 72089  
www.ignite-mediagroup.com

Saline County Library  
Kari Beesley  
1800 Smithers Drive  
Benton, AR 72019

**\$396.00**

total due upon receipt

March 18, 2022  
Invoice #5076  
Saline County Lifestyles

# Invoice

| item                                 | quantity | rate/price | subtotal |
|--------------------------------------|----------|------------|----------|
| Saline County Library ad<br>1/3 Page | 1        | \$ 396.00  | \$396.00 |

NOTE: 1 of 3 Issued Payments  
- SPECIAL OFFER  
- 20% Discount  
- NEW Ad Agreement

Subtotal \$396.00  
Total due upon receipt \$396.00

Make checks payable to Ignite Media Group  
Mail payment to  
Ignite Media Group  
P.O. Box 861  
Bryant AR 72089

By: PH APPROVED Date: 3/23/22  
By: PL PAID Date: 3/23/2022



Don't let the name fool you. We are so much more than a room full of books. Aside from kitchen appliances, crafting machinery, and tools available for check out, we are a place where you belong. A place you can connect.



**A place where you can**

*rewrite tradition.*

### Downloads & Streaming

Access materials on your mobile devices with our many download and streaming apps. You can checkout books, movies, magazines, TV shows, music, comic books, and more. Find out more by visiting our website!

### eBooks & Audio eBooks



The best platform for your online material needs is

Libby! Download the app and use your library card to sign-in to your account. Then, enjoy your favorites all at your fingertips anywhere at anytime!

### Download our App!

Keep your account info, card number, online catalog and resources at the tips of your fingers with the Mid-Arkansas Regional Library app. Then, use **Click-N-Go** for faster service when picking up your holds!



[www.SalineCountyLibrary.org](http://www.SalineCountyLibrary.org)



05/09/2022

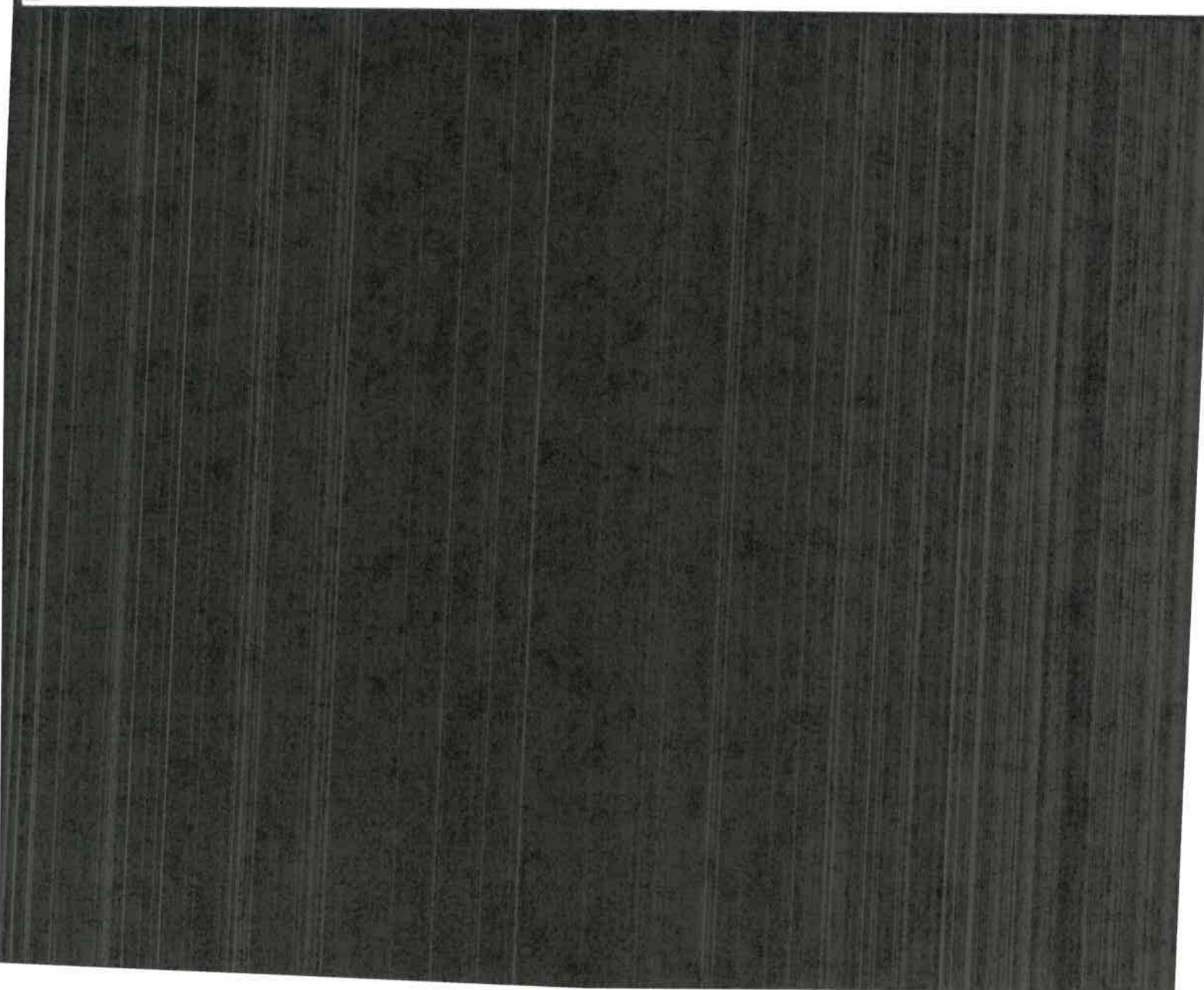
Saline Courier

| Date       | Type | Reference | Original Amount | Balance Due | Payment |
|------------|------|-----------|-----------------|-------------|---------|
| 04/12/2022 | Bill | 2635576   | 20.00           | 20.00       | 20.00   |
| 04/12/2022 | Bill | 2635577   | 10.00           | 10.00       | 10.00   |
| 04/13/2022 | Bill | 2635788   | 64.50           | 64.50       | 64.50   |
| 04/15/2022 | Bill | 2636173   | 86.67           | 86.67       | 86.67   |
| 04/17/2022 | Bill | 2636574   | 64.50           | 64.50       | 64.50   |
| 04/19/2022 | Bill | 2636954   | 86.67           | 86.67       | 86.67   |
| 04/28/2022 | Bill | 2638828   | 86.66           | 86.66       | 86.66   |
|            |      |           | Check Amount    |             | 419.00  |

FSB-General Accoun

419.00

30001





Saline Courier  
 PO Box 207  
 Benton AR 72018

(501) 315-8228

## ADVERTISING INVOICE/STATEMENT

Kari Lapp  
 Saline County Public Library  
 1800 Smithers Drive  
 Benton, AR 72015

Acct #: c0102258  
 Date: 04/30/2022  
 Phone: (501)778-4766

### TERMS: DUE ON RECEIPT

| Date                 | Trans #  | Type | Description                    | Ins | Units | Amount |
|----------------------|----------|------|--------------------------------|-----|-------|--------|
| 4/12/2022            | 02635576 | i    | Readers Choice Enhanced Listin | 1   | 0.00  | 20.00  |
| 4/12/2022            | 02635577 | i    | Readers Choice Impressions     | 1   | 0.00  | 10.00  |
| <del>4/13/2022</del> | 02635788 | i    | COLOR Readers Choice Ballot    | 1   | 2.00  | 64.50  |
| <del>4/15/2022</del> | 02636173 | i    | COLOR Readers Choice           | 1   | 15.00 | 86.67  |
| <del>4/17/2022</del> | 02636574 | i    | COLOR Readers Choice Ballot    | 1   | 2.00  | 64.50  |
| <del>4/19/2022</del> | 02636954 | i    | COLOR Readers Choice           | 1   | 15.00 | 86.67  |
| <del>4/28/2022</del> | 02638828 | i    | COLOR Readers Choice           | 1   | 15.00 | 86.66  |

By: PH APPROVED Date: 5/9/22  
 By: BC PAID Date: 5/9/2022

Please return the portion below with your payment.

Talk to us about year 2022 marketing plan. Call us at 501-315-8228.

Kari Lapp  
 Saline County Public Libr  
 1800 Smithers Drive  
 Benton, AR 72015

We accept:  
 Visa  
 Mastercard  
 Discover  
 American Express  
 To remit your payment via credit card, please contact our office.

PLEASE REMIT TO:  
 Saline Courier  
 PO Box 207  
 Benton AR 72018

Acct #: c0102258  
**Total Due**  
**419.00**

|         |        |    |      |    |      |    |      |     |      |
|---------|--------|----|------|----|------|----|------|-----|------|
| Current | 419.00 | 30 | 0.00 | 60 | 0.00 | 90 | 0.00 | 120 | 0.00 |
|---------|--------|----|------|----|------|----|------|-----|------|

Thursday, April 28, 2022


**SALINE COUNTY LIBRARY**  
*Rewrite tradition.*

Explore **FREE** Events

**DIY Classes • Game Nights • True Crime Book Clubs**  
**Author Talks • Community Education • Trivia**

Fuesday, April 19, 2022

The Saline Courier 3



**SALINE  
COUNTY  
LIBRARY**  
*Love it. Write it. Tradition.*

Explore **FREE** Events

**DIY Classes • Game Nights • True Crime Book Clubs  
Author Talks • Community Education • Trivia**

bouquet



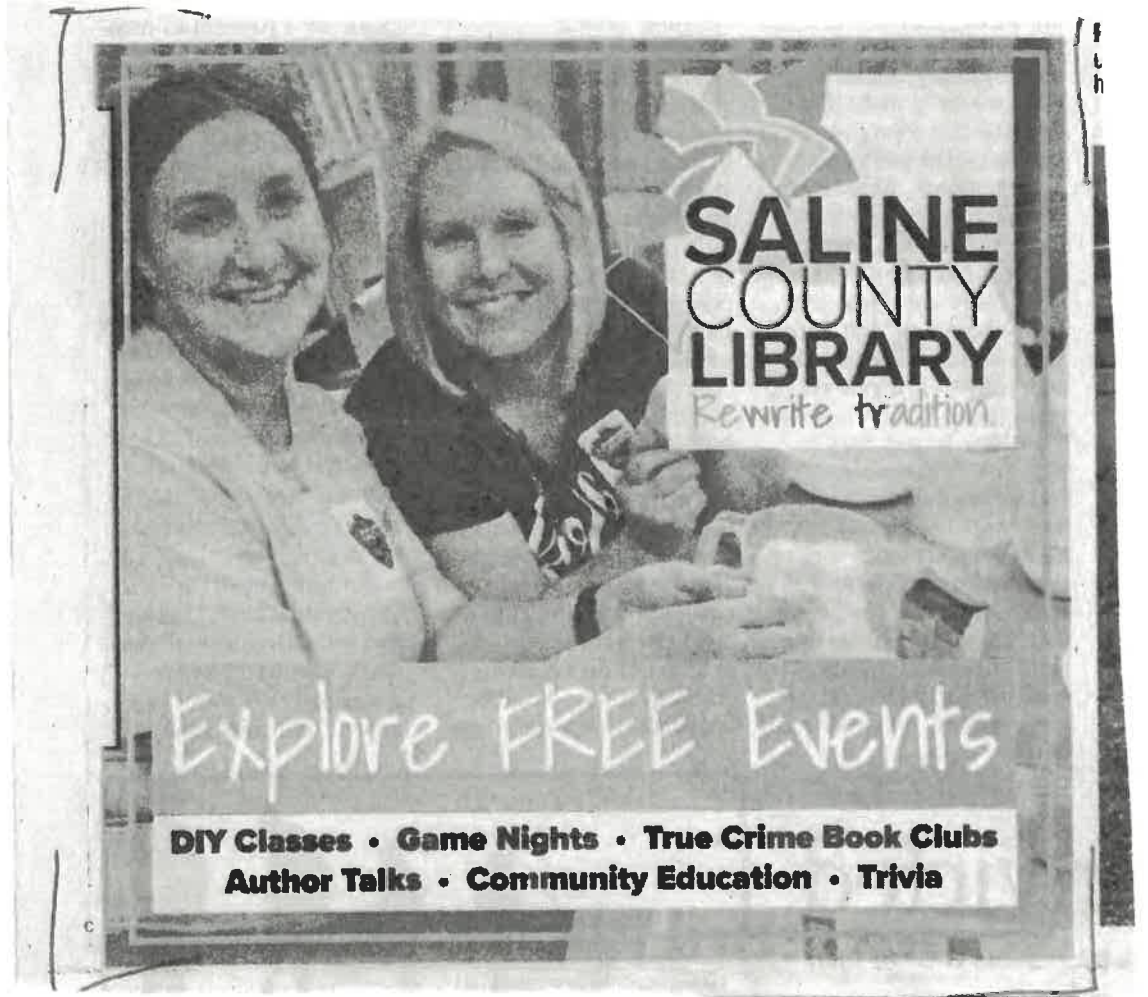
**SALINE  
COUNTY  
LIBRARY**

Rewrite tradition

Explore FREE Events

SalineCountyLibrary.org





**SALINE  
COUNTY  
LIBRARY**  
*Rewrite tradition.*

Explore **FREE** Events

**DIY Classes • Game Nights • True Crime Book Clubs  
Author Talks • Community Education • Trivia**



05/10/2022

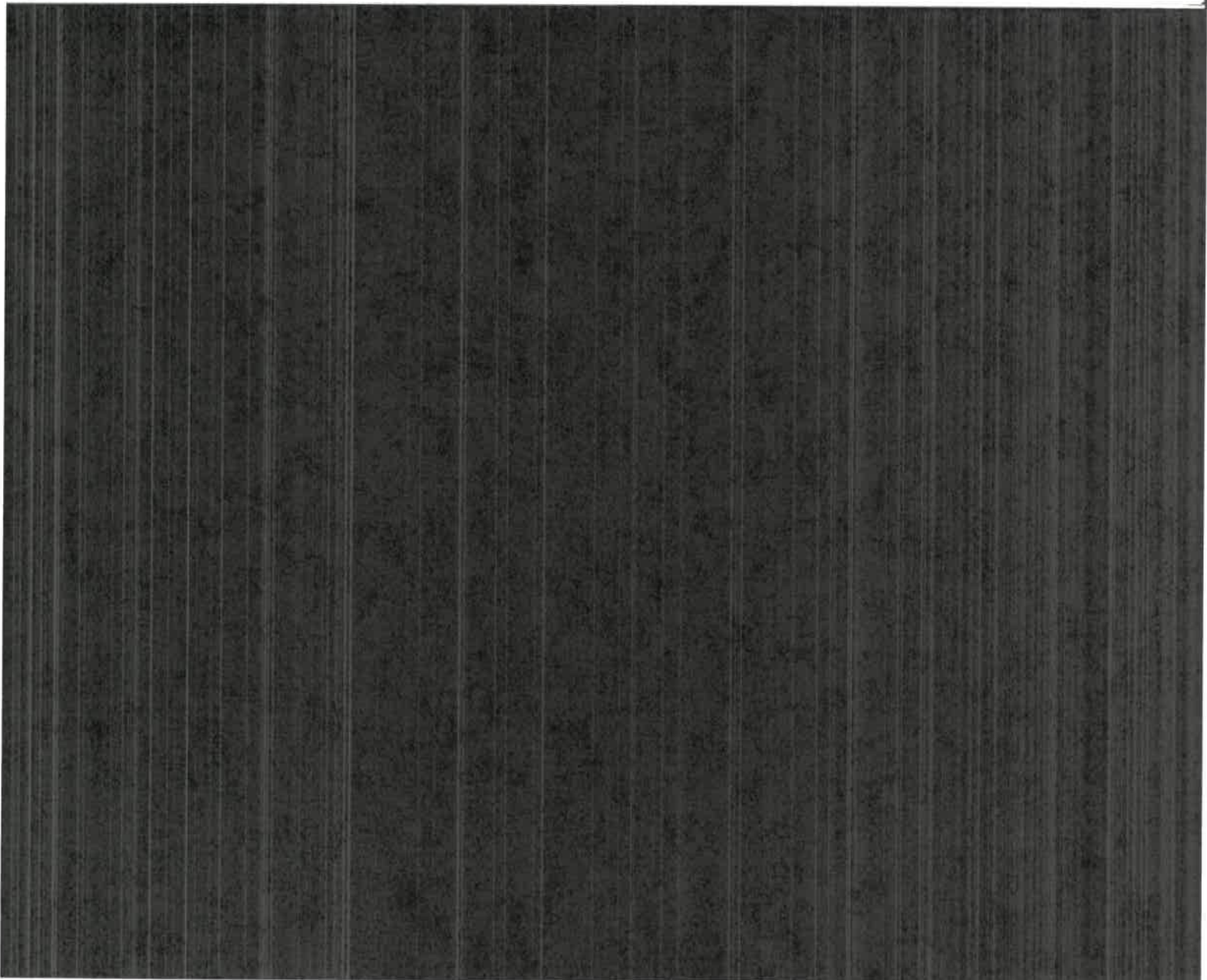
Arkansas Democrat-Gazette, Inc

| Date       | Type | Reference | Original Amount | Balance Due | Payment  |
|------------|------|-----------|-----------------|-------------|----------|
| 04/30/2022 | Bill | 639579    | 1,002.19        | 1,002.19    | 1,002.19 |
|            |      |           | Check Amount    |             | 1,002.19 |

FSB-General Accoun

1,002.19

30001



**ADVERTISING  
INVOICE / STATEMENT**

1 ARKANSAS DEMOCRAT-GAZETTE, INC  
PO BOX 2221  
LITTLE ROCK, AR 72203  
(501) 399-3660

|   |                          |   |          |   |                |      |
|---|--------------------------|---|----------|---|----------------|------|
| 4 | BILLING DATE             | 6 | DUE DATE | 3 | INVOICE NUMBER | PAGE |
|   | 04/30/22                 |   | 05/15/22 |   | 639579         | 1    |
| 9 | ADVERTISER / CLIENT NAME |   |          |   |                |      |
|   |                          |   |          |   |                |      |

2 SALINE COUNTY LIBRARY  
1800 SMITHERS DR  
BENTON AR 72015

|                        |                       |   |                      |
|------------------------|-----------------------|---|----------------------|
| 7                      | BILLED ACCOUNT NUMBER | 8 | ADV. / CLIENT NUMBER |
|                        | 1525039               |   |                      |
| 5                      | BILLING PERIOD        |   |                      |
|                        | 04/01/22 04/30/22     |   |                      |
| ADVERTISING DEPARTMENT |                       |   |                      |
| RETAIL DISPLAY         |                       |   |                      |

| 10 | DATE     | 12<br>13<br>14 | DESCRIPTION  | CLASS/<br>TYPE | 15 | DIMENSIONS | 16 | TIMES | 17 | BILLED<br>UNITS | U/M | 18 | RATE | 19 | AMOUNT |
|----|----------|----------------|--|----------------|----|------------|----|-------|----|-----------------|-----|----|------|----|--------|
|    | 03/31/22 |                | BALANCE FORWARD  |                |    |            |    |       |    |                 |     |    |      |    | 500.00 |
|    | 04/30/22 |                | Finance Charge<br>.00437 per month (5.2% annual) on balance over 30 days |                |    |            |    |       |    |                 |     |    |      |    | 2.19   |
|    | 04/30/22 |                | PUBLICATION: ARKANSAS ONLINE<br>Publication Totals:                      | INTERN         |    |            | 1  | 0.00  | pi |                 |     |    |      |    | 500.00 |

By: HA APPROVED Date: 5/10/22  
By: IBC PAID Date: 5/10/2022

YOUR ACCOUNT IS 1 MONTH PAST DUE. PLEASE PAY TOTAL AMOUNT DUE.

|    |         |        |          |         |               |    |                                |
|----|---------|--------|----------|---------|---------------|----|--------------------------------|
| 24 | AGING   |        |          |         |               | 25 | PLEASE PAY<br>TOTAL AMOUNT DUE |
|    | CURRENT | MARCH  | FEBRUARY | JANUARY | OVER 3 MONTHS |    |                                |
|    | 502.19  | 500.00 | 0.00     | 0.00    | 0.00          |    | 1,002.19                       |

# Precision Targeting

153,496 Impressions    200 Clicks    0.13% CTR

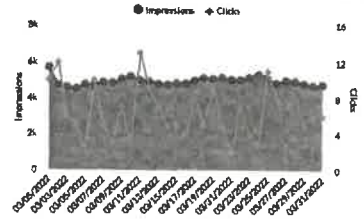
Monthly Digital Marketing Performance

Prepared For  
Saline County Library

03/01/2022 03/31/2022

Conversions:

*This is the number of users who visited your site after being served your ad.*



| Campaign Name   | Impressions | Clicks | CTR   |
|---|-------------|--------|-------|
| Saline County Library Precision Targeting Campaign 01012022a148 | 153,496     | 200    | 0.13% |
| Total   | 153,496     | 200    | 0.13% |

# Precision Targeting

Campaign Name

Saline County Library Precision Targeting Campaign 01012022a148

IMPRESSIONS

CLICKS

CTR



| Ad Format | Impressions | Clicks | CTR   |
|-----------|-------------|--------|-------|
| 300x60    | 98,371      | 142    | 0.14% |
| 728x90    | 32,446      | 42     | 0.13% |
| 300x250   | 20,639      | 12     | 0.06% |
| 300x600   | 2,140       | 4      | 0.19% |

# Precision Targeting

03/01/2022 03/31/2022

| City                | Impressions | Clicks | CTR   |
|---------------------|-------------|--------|-------|
| Benton              | 60,122      | 76     | 0.13% |
| Little Rock         | 23,534      | 27     | 0.11% |
| Alexander           | 20,437      | 37     | 0.18% |
| Bryant              | 16,664      | 20     | 0.12% |
| Hot Springs Village | 13,364      | 14     | 0.10% |
| Malvern             | 8,596       | 15     | 0.17% |
| Mabelvale           | 7,496       | 7      | 0.09% |
| Bauxite             | 1,236       | 1      | 0.08% |
| Traskwood           | 822         | 0      | 0.00% |
| Hensley             | 686         | 1      | 0.15% |
| Paron               | 338         | 1      | 0.30% |
| Lonsdale            | 201         | 1      | 0.50% |



05/23/2022

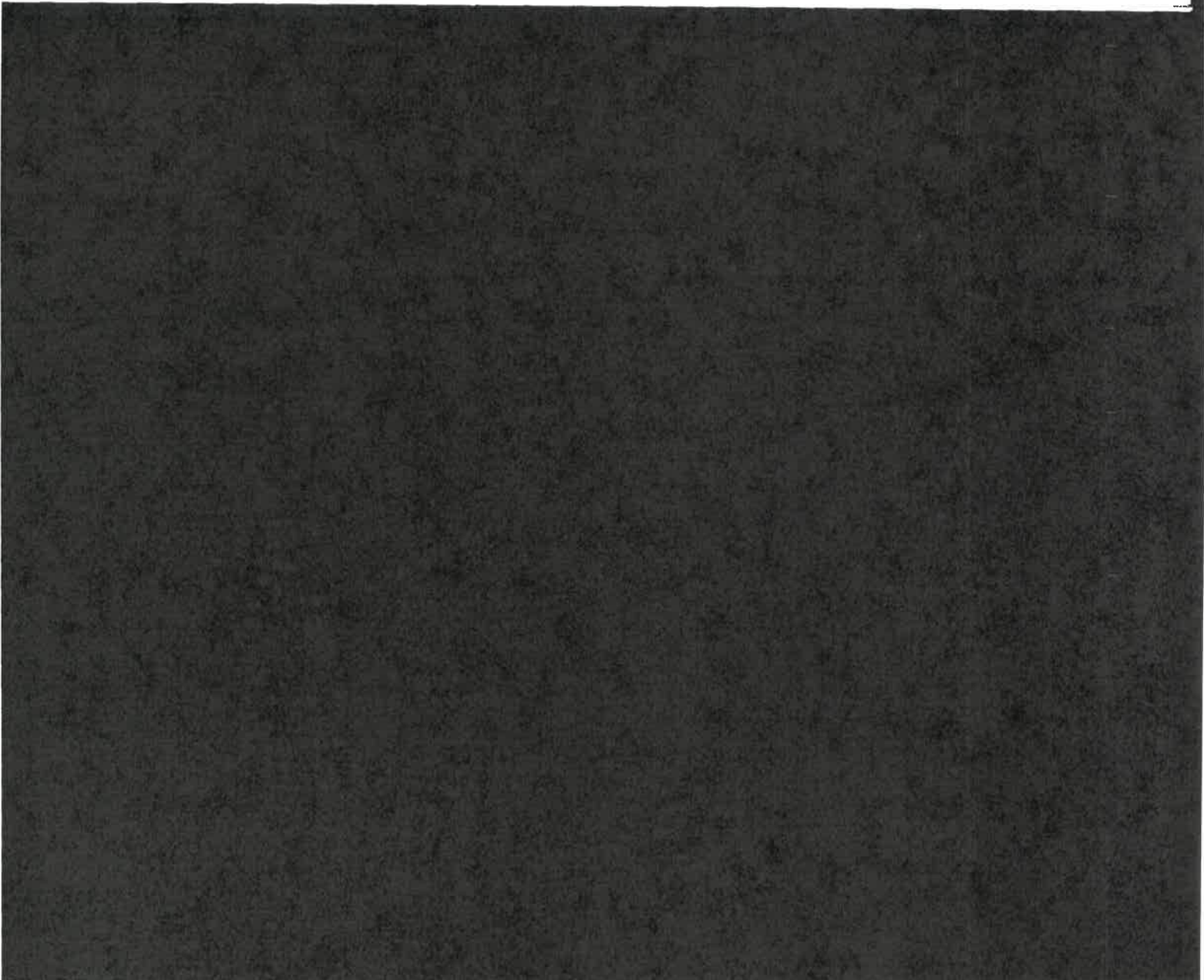
Ignite Media Group

| Date       | Type | Reference | Original Amount | Balance Due | Payment |
|------------|------|-----------|-----------------|-------------|---------|
| 05/20/2022 | Bill | 5136      | 396.00          | 396.00      | 396.00  |
|            |      |           | Check Amount    |             | 396.00  |

FSB-General Accoun

396.00

30001







PO Box 861 • Bryant, AR 72089  
www.ignite-mediagroup.com

Saline County Library  
Kari Beesley  
1800 Smithers Drive  
Benton, AR 72019

**\$396.00**

total due upon receipt

May 20, 2022  
Invoice #5136  
Saline County Lifestyles

# Invoice

| item                                 | quantity | rate/price | subtotal |
|--------------------------------------|----------|------------|----------|
| Saline County Library ad<br>1/3 Page | 1        | \$ 396.00  | \$396.00 |

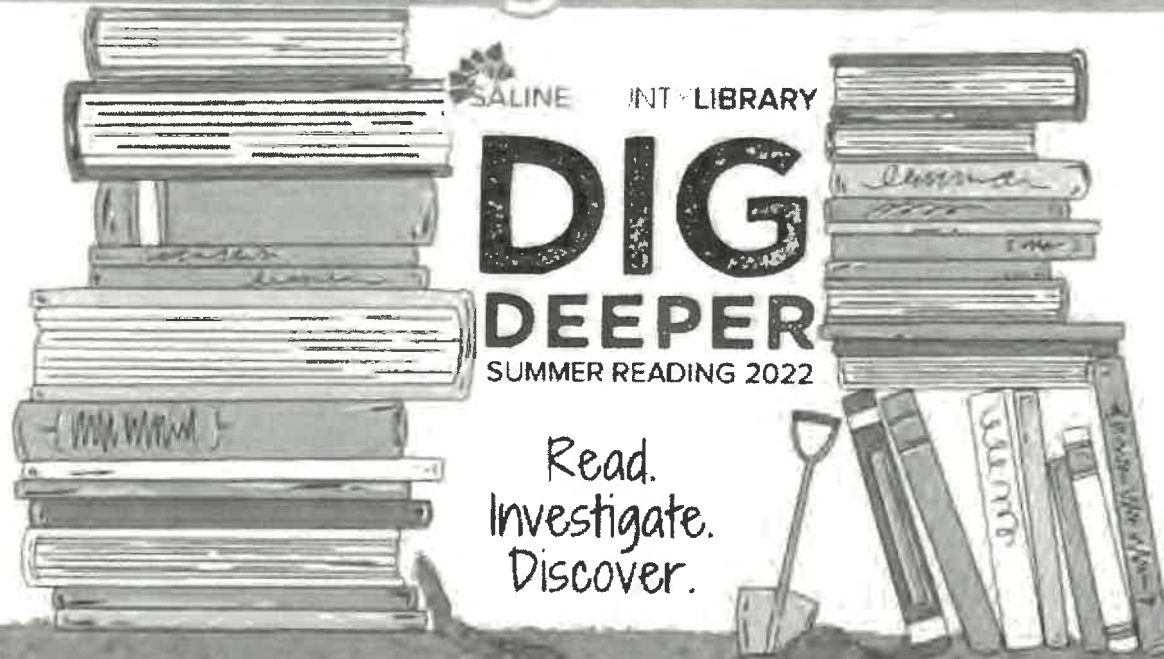
NOTE: 2 of 3 Issued Payments  
- SPECIAL OFFER  
- 20% Discount

Subtotal \$396.00  
Total due upon receipt \$396.00

Make checks payable to Ignite Media Group  
Mail payment to:  
Ignite Media Group  
P.O. Box 861  
Bryant, AR 72089

By: PH APPROVED Date: 5/23/22  
By: BC PAID Date: 5/23/22

# Earn Swag & Win Prizes



SALINE COUNTY LIBRARY

**DIG DEEPER**  
SUMMER READING 2022

Read.  
Investigate.  
Discover.

You can also win prizes every week in our drawings! Adults can win fun prizes like a metal detector, Cricut Joy, Nintendo Switch, portable greenhouse and more.

PRE-REGISTRATION STARTS MAY 23RD  
EVENTS FOR ALL AGES JUNE 6 - JULY 30  
MORE INFO: [SALINECOUNTYLIBRARY.ORG](http://SALINECOUNTYLIBRARY.ORG)



Bob Herzfeld Memorial Library  
1800 Sanders Drive  
Benton, AR 72015  
(501) 778-4766

Mabel Beazell Memorial Library  
201 FULTON Road  
Bryant, AR 72022  
(501) 847-2906



05/31/2022

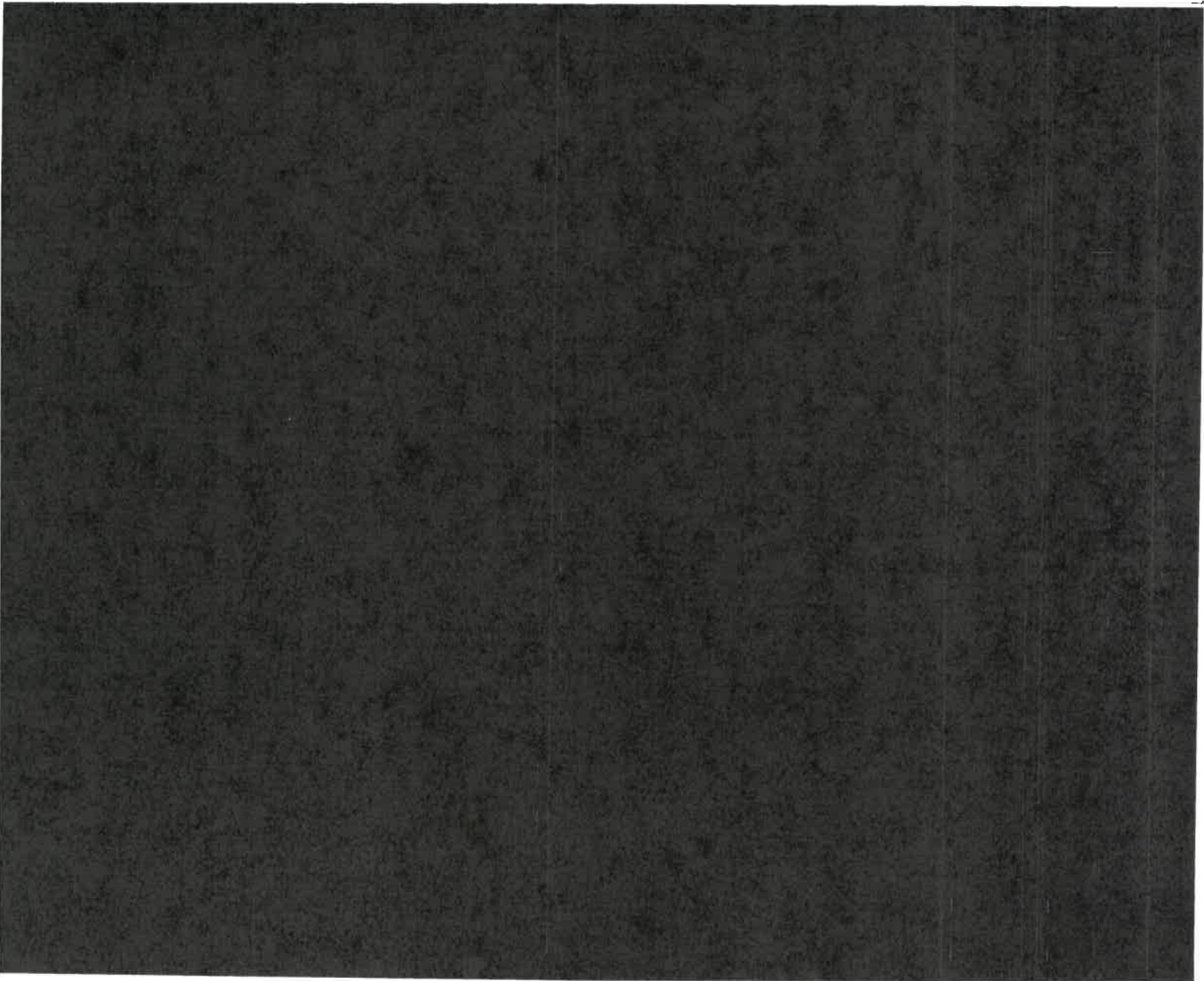
Lamar

| Date       | Type | Reference | Original Amount | Balance Due | Payment  |
|------------|------|-----------|-----------------|-------------|----------|
| 05/23/2022 | Bill | 113588627 | 450.00          | 450.00      | 450.00   |
| 05/23/2022 | Bill | 113651006 | 1,550.00        | 1,550.00    | 1,550.00 |
|            |      |           | Check Amount    |             | 2,000.00 |

FSB-General Accoun

2,000.00

30001



Little Rock  
 P O Box 30006  
 Little Rock, AR 72260  
 Phone: 501-562-2476  
 Fax: 501-568-0085

**LAMAR**  
**CONTRACT # 3820385**

Date: 4/13/2022  
 New/Renewal: RENEWAL  
 Account Executive: Andre Webster  
 Phone: 501-562-2476

| CONTRACTED DIRECTLY BY ADVERTISER |                               |
|-----------------------------------|-------------------------------|
| Customer #                        | 637393-0                      |
| Name                              | SALINE COUNTY LIBRARY         |
| Address                           | 1800 SMITHERS                 |
| City/State/Zip                    | BENTON, AR 72015              |
| Contact                           | Kari Beesley                  |
| Email Address                     | karib@salinecountylibrary.org |
| Phone #                           | (501) 778-4766                |
| Fax #                             |                               |
| P.O.J Reference #                 |                               |
| Advertiser/Product                | SALINE COUNTY LIBRARY         |
| Campaign                          |                               |

| Production/Other Services              |                     |  |      |               |                   |                   |          |
|--|---------------------|--|------|---------------|-------------------|-------------------|----------|
| Department                             | Plant               | Production Type                                      | Misc | Service Dates | # Service Periods | Invest Per Period | Cost     |
| Poster Flex                            | 286 Little Rock, AR | 3 Posters Saline County Library<br>83402,80332,83011 |      | 05/02/22      | 1                 | \$450.00          | \$450.00 |
| Total Production/Other Services Costs: |                     |  |      |               |                   |                   | \$450.00 |

| Space              |                |  |       |            |                 |      |                   |                   |                   |                              |
|--------------------|----------------|--|-------|------------|-----------------|------|-------------------|-------------------|-------------------|------------------------------|
| # of Panels: 3     |                |  |       |            |                 |      |                   |                   |                   | Billing Cycle: Every 4 weeks |
| Panel #<br>TAB ID  | Market         | Location                                 | Illum | Media Type | Size            | Misc | Service Dates     | # Service Periods | Invest Per Period | Cost                         |
| 80332<br>30636172  | 286-BRYANT, AR | 3120 N REYNOLDS RD<br>E/S .1 MI N/O I-30 | Yes   | Poster     | 10' 6" x 22' 9" |      | 05/23/22-08/19/22 | 1                 | \$500.00          | \$500.00                     |
| 83011<br>364978    | 286-BENTON, AR | MILITARY (1301) S/S E/O<br>HWY 88 P1(N)  | No    | Poster     | 10' 6" x 22' 9" |      | 05/23/22-08/19/22 | 1                 | \$500.00          | \$500.00                     |
| 83402<br>31034125  | 286-BRYANT, AR | I-30 N/S @ N Prickett Rd<br>EFT          | Yes   | Poster     | 10' 6" x 22' 9" |      | 05/23/22-08/19/22 | 1                 | \$550.00          | \$550.00                     |
| Total Space Costs: |                |  |       |            |                 |      |                   |                   |                   | \$1,550.00                   |
| Total Costs:       |                |  |       |            |                 |      |                   |                   |                   | \$2,000.00                   |

**Special Considerations:**

Advertiser authorizes and instructs The Lamar Companies (Lamar) to display in good and workmanlike manner, and to maintain for the terms set forth above, outdoor advertising displays described above or on the attached list. In consideration thereof, Advertiser agrees to pay Lamar all contracted amounts within thirty (30) days after the date of billing. Advertiser acknowledges and agrees to be bound by the terms and conditions on all pages of this contract.

The Agency representing this Advertiser in the contract executes this contract as an agent for a disclosed principal, but hereby expressly agrees to be liable jointly and severally and in solidio with Advertiser for the full and faithful performance of Advertiser's obligations hereunder. Agency waives notice of default and consents to all extensions of payment.

The undersigned representative or agent of Advertiser hereby warrants to Lamar that he/she is the Advertising Manager (Officer/Title)

of the Advertiser and is authorized to execute this contract on behalf of the Advertiser.

|            |   |
|------------|---|
| Customer:  | SALINE COUNTY LIBRARY                   |
| Signature: | <i>Kari Lapp</i><br>(signature above)   |
| Name:      | Kari Beesley Lapp<br>(print name above) |
| Date:      | Apr 14, 2022<br>(date above)            |

By: TH APPROVED Date: 5/31/22  
 By: IBC PAID Date: 5/31/2022







# INVOICE

QUESTIONS? CONTACT 877-828-3820  
OR (228) 924-1000

CUSTOMER: SALINE COUNTY LIBRARY  
ADVERTISER: SALINE COUNTY LIBRARY

INVOICE NO: 113588627

CUSTOMER  
CONTRACT NO:

LAMAR CUSTOMER NO: 637393  
LAMAR CONTRACT NO: 3820385

INVOICE DATE: 05/02/2022

DUE DATE: 06/01/2022

| MARKET / MEDIA TYPE / DESIGN / LOCATION   | CONTRACT SERVICE DATES | PANEL NUMBER | PANEL TAB ID | ILLUM | AMOUNT |
|---|------------------------|--------------|--------------|-------|--------|
| 36 - LITTLE ROCK, AR<br>286-Little Rock, AR<br>Media Type: PosterPaper<br>3 Posters Saline County Library 83402,80<br>332,83011 | 5/2/22                 |              |              | 3     | 450.00 |

*Production Invoice*

| STATE TAX | COUNTY or PARISH TAX | CITY TAX | AMOUNT |
|-----------|----------------------|----------|--------|
| 0.00      | 0.00                 | 0.00     | 450.00 |

REMITTANCE STUB - Please send this with payment.

*Thank you for doing business with Lamar. Your prompt payment of this invoice is greatly appreciated.*

TO PAY ONLINE, PLEASE VISIT <http://payments.lamar.com>

000637393113588627000000450000

CUSTOMER

SALINE COUNTY LIBRARY  
ATTN: KARI BEESLEY  
1800 SMITHERS  
BENTON, AR 72015

TERMS:  
NET 30 DAYS

THIS AMOUNT DUE

450.00

US DOLLARS

Lamar Office Use Only

**113588627**  
**637393-0**

pr:05/02/2022 sc:05/05/2022  
ContractPlantAdvertiser

MAIL  
PAYMENT   
TO

LAMAR COMPANIES  
P.O. BOX 96030  
BATON ROUGE, LA 70896

PLEASE SEE REVERSE FOR IMPORTANT INFORMATION!



# PROOF OF PERFORMANCE SUMMARY

|  |                               |
|--|-------------------------------|
| <b>CONTRACT:</b> 3820385                 | <b>NAT'L CONTRACT</b>         |
| <b>CUSTOMER:</b> SALINE COUNTY LIBRARY   | <b>REPORT DATE:</b> 5/23/2022 |
| <b>ADVERTISER:</b> SALINE COUNTY LIBRARY |                               |

### MARKET: BRYANT



**PANEL:** 80332      **TAB#:** 30636172      **INSTALL DATE:** 5/23/2022

Location: 3120 N REYNOLDS RD E/S .1 MI N/O I-30  
Media: Poster | Copy Size: 10' X 22' | Wkly Impressions: 108355  
Lamar Office: 286 - Little Rock | Market: BRYANT  
Material Received:



### MARKET: BENTON



**PANEL:** 83011      **TAB#:** 364978      **INSTALL DATE:** 5/23/2022

Location: MILITARY (1301) S/S E/O HWY 88 P1(N)  
Media: Poster | Copy Size: 10' X 22' | Wkly Impressions: 53786  
Lamar Office: 286 - Little Rock | Market: BENTON  
Material Received:



### MARKET: BRYANT



**PANEL:** 83402      **TAB#:** 31034125      **INSTALL DATE:** 5/23/2022

Location: I-30 N/S @ N. Prickett Rd. EFT  
Media: Poster | Copy Size: 10' X 22' | Wkly Impressions: 678576  
Lamar Office: 286 - Little Rock | Market: BRYANT  
Material Received:





# INVOICE

5075

QUESTIONS? CONTACT 877-929-3920  
OR (225) 926-1000

CUSTOMER: SALINE COUNTY LIBRARY  
ADVERTISER: SALINE COUNTY LIBRARY

INVOICE NO: 113651006

CUSTOMER  
CONTRACT NO:

LAMAR CUSTOMER NO: 637393  
LAMAR CONTRACT NO: 3820385

INVOICE DATE: 05/23/2022

DUE DATE: 06/22/2022

| MARKET / MEDIA TYPE / DESIGN / LOCATION   | CONTRACT SERVICE DATES      | PANEL NUMBER    | PANEL TAB ID | ILLUM                        | AMOUNT        |
|---|-----------------------------|-----------------|--------------|------------------------------|---------------|
| 3 - BENTON, AR<br>286-Little Rock, AR<br>Media Type: Posters<br>MILITARY (1301) S/S E/O HWY 88 P1(N)  | 5/23/22-6/19/22             | 83011           | 364978       | No<br><b>Total Panels:1</b>  | 500.00        |
| 5 - BRYANT, AR<br>286-Little Rock, AR<br>Media Type: Posters<br>3120 N REYNOLDS RD E/S .1 MI N/O I-30 | 5/23/22-6/19/22             | 80332           | 30636172     | Yes<br><b>Total Panels:1</b> | 500.00        |
| I-30 N/S @ N. Prickett Rd. EFT  | 5/23/22-6/19/22             | 83402           | 31034125     | Yes<br><b>Total Panels:1</b> | 550.00        |
| <b>STATE TAX</b>  | <b>COUNTY or PARISH TAX</b> | <b>CITY TAX</b> |              |                              | <b>AMOUNT</b> |
| 0.00  | 0.00                        | 0.00            |              |                              | 1,550.00      |

REMITTANCE STUB - Please send this with payment.

Thank you for doing business with Lamar. Your prompt payment of this invoice is greatly appreciated.

TO PAY ONLINE, PLEASE VISIT <http://payments.lamar.com>

000637393113651006000001550007

CUSTOMER

SALINE COUNTY LIBRARY  
ATTN: KARI BEESLEY  
1800 SMITHERS  
BENTON, AR 72015

TERMS:  
NET 30 DAYS

THIS AMOUNT DUE

1,550.00

US DOLLARS

Lamar Office Use Only

**113651006**  
**637393-0**

pr:05/23/2022 sc:05/25/2022  
ContractPlantAdvertiser

MAIL  
PAYMENT TO

LAMAR COMPANIES  
P.O. BOX 96030  
BATON ROUGE, LA 70896

06/17/2022

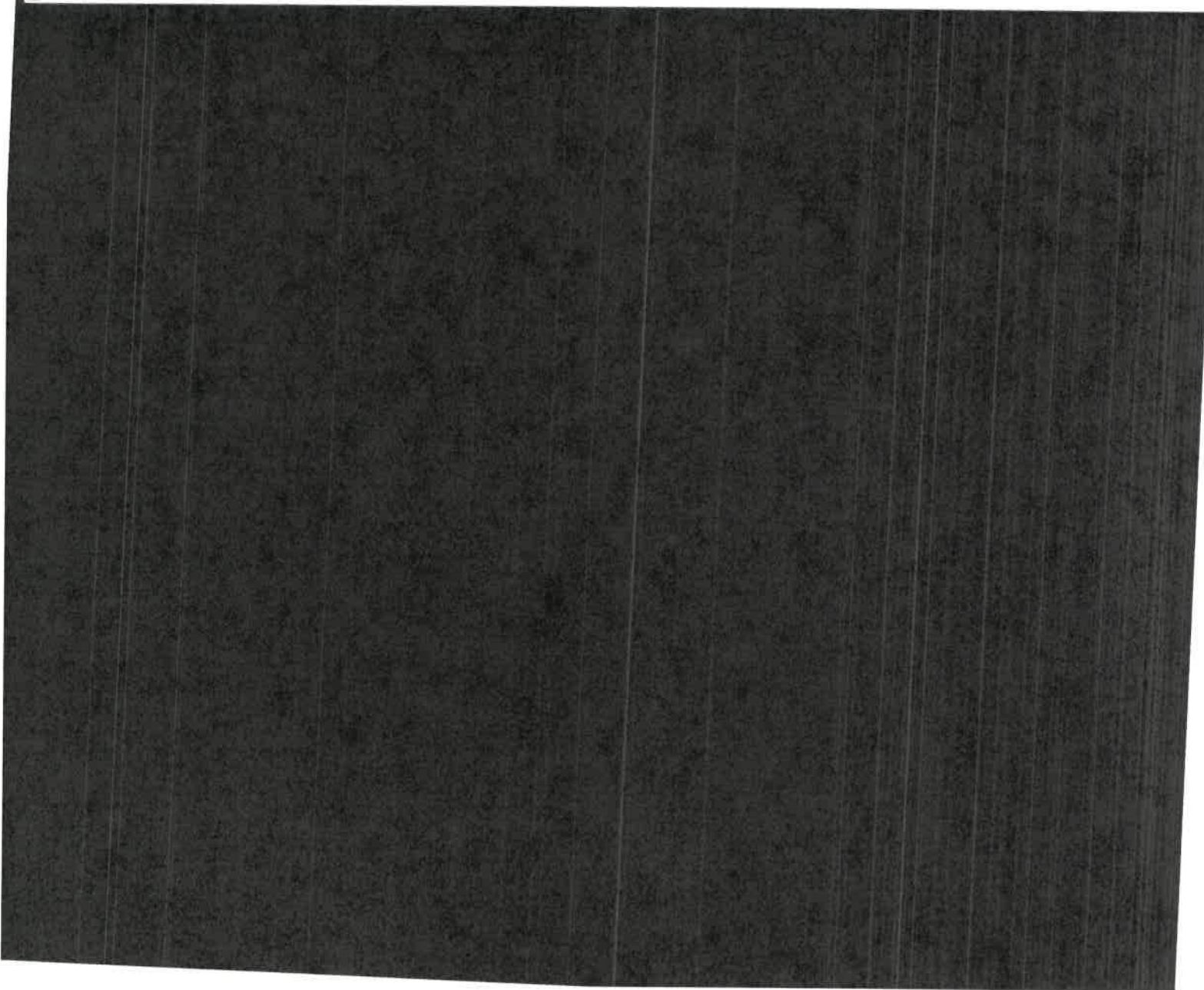
Saline Courier

| Date       | Type | Reference | Original Amount | Balance Due | Payment |
|------------|------|-----------|-----------------|-------------|---------|
| 05/31/2022 | Bill | 2644773   | 10.00           | 10.00       | 10.00   |
| 05/31/2022 | Bill | 2644772   | 389.00          | 389.00      | 389.00  |
|            |      |           | Check Amount    |             | 399.00  |

FSB-General Accoun

399.00

30001





**Saline Courier**

PO Box 207  
Benton AR 72018

(501) 315-8228

**ADVERTISING INVOICE/STATEMENT**

Kari Lapp  
Saline County Public Library  
1800 Smithers Drive  
Benton, AR 72015

Acct #: c0102258  
Date: 05/31/2022  
Phone: (501)778-4766

**TERMS: DUE ON RECEIPT**

| Date      | Trans #  | Type | Description                    | Ins | Units | Amount  |
|-----------|----------|------|--------------------------------|-----|-------|---------|
| 5/1/2022  | 00000000 |      | Balance Forward - 5/1/2022     |     | 0.00  | 419.00  |
| 5/11/2022 | 02639507 | p    | Check CK 45279                 |     | 0.00  | -419.00 |
| 5/31/2022 | 02644773 | i    | Readers Choice Impressions     | 1   | 0.00  | 10.00   |
| 5/31/2022 | 02644772 | i    | Readers Choice Magazine 1/8 pg | 1   | 0.00  | 389.00  |

**Get one month FREE  
subscription with  
a paid referral!**

APPROVED  
Date: 6/27/22  
By: PH  
PAID  
Date: 6/17

Please return the portion below with your payment.

Talk to us about year 2022 marketing plan. Call us at 501-315-8228.

We accept:  
 Visa  
 Mastercard  
 Discover  
 American Express  
 To remit your payment via credit card, please contact our office.

PLEASE REMIT TO:  
 Saline Courier  
 PO Box 207  
 Benton AR 72018

Kari Lapp  
 Saline County Public Libr  
 1800 Smithers Drive  
 Benton, AR 72015

Acct #: c0102258  
**Total Due**  
**399.00**

|         |        |    |      |    |      |    |      |     |      |
|---------|--------|----|------|----|------|----|------|-----|------|
| Current | 399.00 | 30 | 0.00 | 60 | 0.00 | 90 | 0.00 | 120 | 0.00 |
|---------|--------|----|------|----|------|----|------|-----|------|



SalineCountyLibrary.org

Thank You  
Saline County  
for voting us

#1



06/06/2022

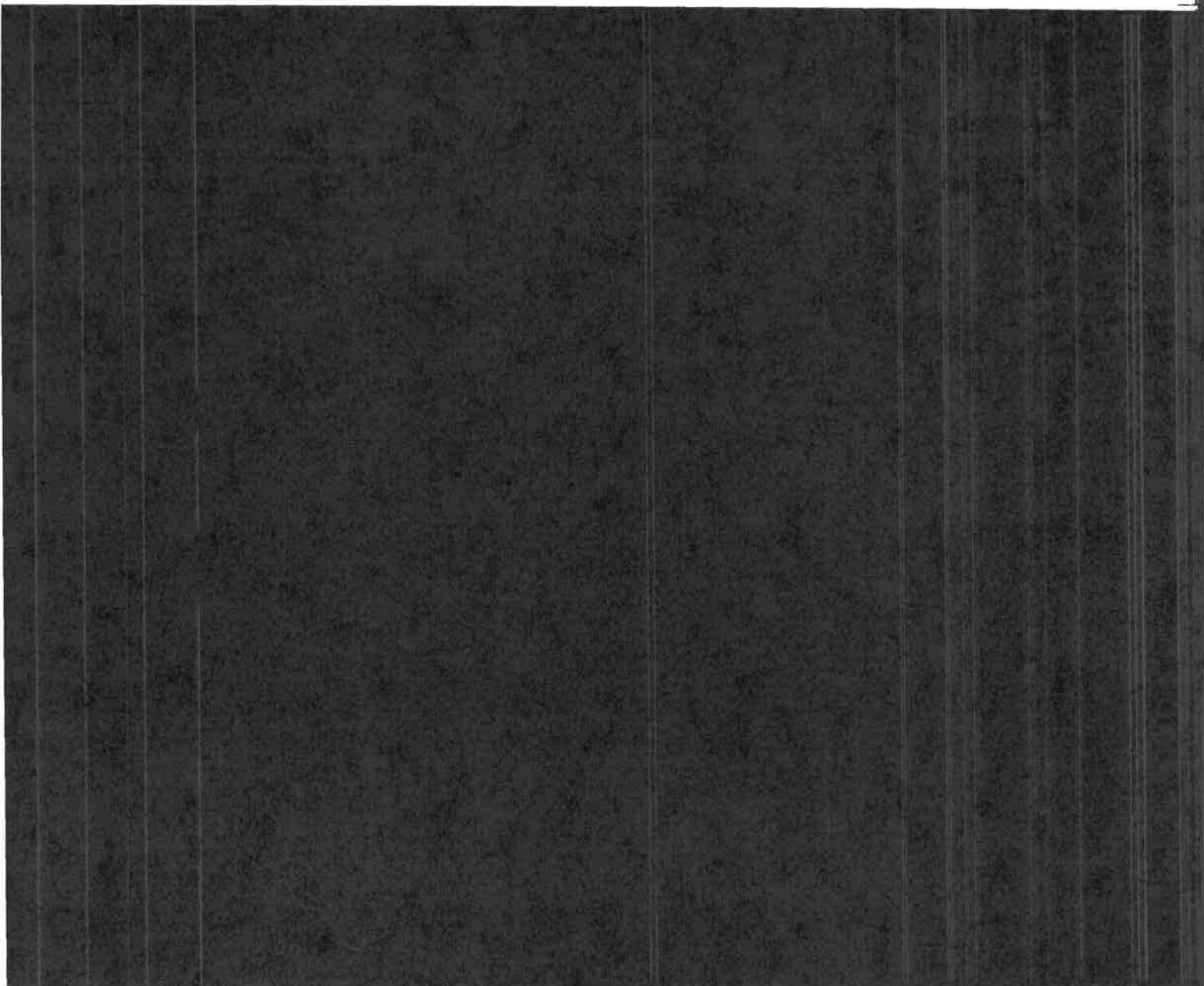
Arkansas Democrat-Gazette, Inc

| Date       | Type | Reference | Original Amount | Balance Due | Payment |
|------------|------|-----------|-----------------|-------------|---------|
| 05/31/2022 | Bill | 640197    | 500.00          | 500.00      | 500.00  |
|            |      |           | Check Amount    |             | 500.00  |

FSB-General Accoun

500.00

30001



**ADVERTISING  
INVOICE / STATEMENT**

1 ARKANSAS DEMOCRAT-GAZETTE, INC  
PO BOX 2221  
LITTLE ROCK, AR 72203  
(501) 399-3660

|   |                          |   |          |   |                |      |
|---|--------------------------|---|----------|---|----------------|------|
| 4 | BILLING DATE             | 6 | DUE DATE | 3 | INVOICE NUMBER | PAGE |
|   | 05/31/22                 |   | 06/15/22 |   | 640197         | 1    |
| 9 | ADVERTISER / CLIENT NAME |   |          |   |                |      |
|   |                          |   |          |   |                |      |

2 SALINE COUNTY LIBRARY  
1800 SMITHERS DR  
BENTON AR 72015

|                        |                       |          |                      |
|------------------------|-----------------------|----------|----------------------|
| 7                      | BILLED ACCOUNT NUMBER | 8        | ADV. / CLIENT NUMBER |
|                        | 1525039               |          |                      |
| 5                      | BILLING PERIOD        |          |                      |
|                        | 05/01/22              | 05/31/22 |                      |
| ADVERTISING DEPARTMENT |                       |          |                      |
| RETAIL DISPLAY         |                       |          |                      |

| 10 | DATE     | DESCRIPTION                  | CLASS/<br>TYPE | 15 | DIMENSIONS | 16       | TIMES | 17 | BILLED<br>UNITS | U/M | 18 | RATE | 19 | AMOUNT     |
|----|----------|------------------------------|----------------|----|------------|----------|-------|----|-----------------|-----|----|------|----|------------|
|    | 04/30/22 | BALANCE FORWARD              |                |    |            |          |       |    |                 |     |    |      |    | 1,002.19   |
|    | 05/13/22 | Payment on Account           |                |    |            |          |       |    |                 |     |    |      |    | 1,002.19CR |
|    | 05/31/22 | PUBLICATION: ARKANSAS ONLINE | INTERN         |    |            | 1        | 0.00  |    | pi              |     |    |      |    | 500.00     |
|    |          | Publication Totals:          |                |    |            | \$500.00 |       |    |                 |     |    |      |    |            |

APPROVED  
By: PH Date: 6/6/22  
PAID  
By: BC Date: 6/26/2022

THANKS FOR ADVERTISING IN THE ARKANSAS DEMOCRAT-GAZETTE!  
SEND TEARSHEET REQUESTS TO: [tearsheet@arkansasonline.com](mailto:tearsheet@arkansasonline.com)

|    |         |       |       |          |               |    |                                |
|----|---------|-------|-------|----------|---------------|----|--------------------------------|
| 24 | AGING   |       |       |          |               | 25 | PLEASE PAY<br>TOTAL AMOUNT DUE |
|    | CURRENT | APRIL | MARCH | FEBRUARY | OVER 3 MONTHS |    |                                |
|    | 500.00  | 0.00  | 0.00  | 0.00     | 0.00          |    | 500.00                         |



## Monthly Digital Marketing Performance

Prepared For:  
Saline County Library

05/01/2022 05/31/2022

## Precision Targeting

154,730

Impressions

234

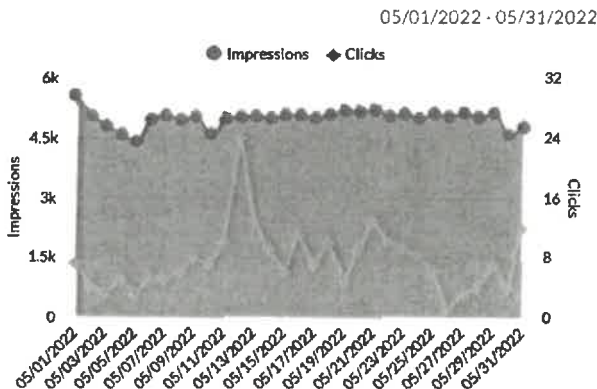
Clicks

0.15%

CTR

### Conversions:

*This is the number of users who visited your site after being served your ad.*



| Campaign Name   | Impressions    | Clicks     | CTR          |
|---|----------------|------------|--------------|
| Saline County Library Precision Targeting Campaign 01012022a148 | 154,730        | 234        | 0.15%        |
| <b>Total</b>  | <b>154,730</b> | <b>234</b> | <b>0.15%</b> |

# Precision Targeting

## Campaign Name

Saline County Library Precision Targeting Campaign 01012022o148

### IMPRESSIONS



### CLICKS



### CTR



#### Ad Format

320x50  
728x90  
300x250  
300x600

#### Impressions

93,610  
33,368  
25,011  
2,741

#### Clicks

109  
66  
43  
16

05/01/2022 05/31/2022

#### CTR

0.12%  
0.20%  
0.17%  
0.58%

# Precision Targeting

05/01/2022 - 05/31/2022

| City                | Impressions | Clicks | CTR   |
|---------------------|-------------|--------|-------|
| Benton              | 55,752      | 86     | 0.15% |
| Little Rock         | 41,132      | 56     | 0.14% |
| Bryant              | 15,821      | 26     | 0.16% |
| Hot Springs Village | 12,694      | 18     | 0.14% |
| Malvern             | 10,135      | 15     | 0.15% |
| Alexander           | 9,973       | 17     | 0.17% |
| Mabelvale           | 3,679       | 6      | 0.16% |
| Bauxite             | 2,833       | 7      | 0.25% |
| Hensley             | 2,258       | 2      | 0.09% |
| Paron               | 186         | 1      | 0.54% |
| Traskwood           | 137         | 0      | 0.00% |
| Lonsdale            | 130         | 0      | 0.00% |

07/12/2022

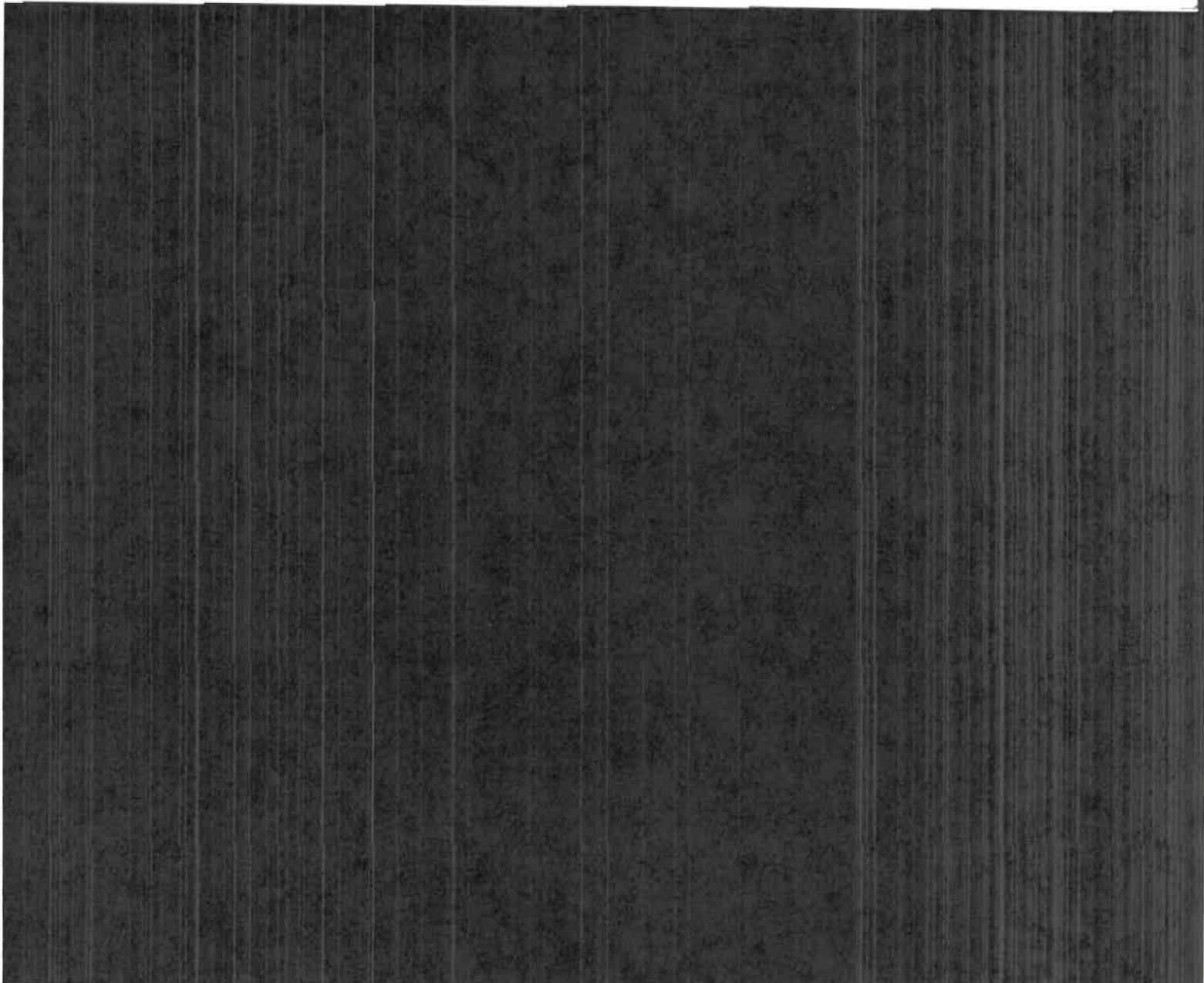
Arkansas Democrat-Gazette, Inc

| Date       | Type | Reference | Original Amount | Balance Due | Payment |
|------------|------|-----------|-----------------|-------------|---------|
| 06/30/2022 | Bill | 640839    | 500.00          | 500.00      | 500.00  |
|            |      |           | Check Amount    |             | 500.00  |

FSB-General Accoun

500.00

30001



**ADVERTISING  
INVOICE / STATEMENT**

1 ARKANSAS DEMOCRAT-GAZETTE, INC  
PO BOX 2221  
LITTLE ROCK, AR 72203  
(501) 399-3660

|   |                          |   |          |   |                |      |
|---|--------------------------|---|----------|---|----------------|------|
| 4 | BILLING DATE             | 6 | DUE DATE | 3 | INVOICE NUMBER | PAGE |
|   | 06/30/22                 |   | 07/15/22 |   | 640839         | 1    |
| 9 | ADVERTISER / CLIENT NAME |   |          |   |                |      |
|   |                          |   |          |   |                |      |

2 SALINE COUNTY LIBRARY  
1800 SMITHERS DR  
BENTON AR 72015

|                        |                       |   |                      |
|------------------------|-----------------------|---|----------------------|
| 7                      | BILLED ACCOUNT NUMBER | 8 | ADV. / CLIENT NUMBER |
|                        | 1525039               |   |                      |
| 5                      | BILLING PERIOD        |   |                      |
|                        | 06/01/22 06/30/22     |   |                      |
| ADVERTISING DEPARTMENT |                       |   |                      |
| RETAIL DISPLAY         |                       |   |                      |

| 10 | DATE     | DESCRIPTION   | CLASS/<br>TYPE | 15 | DIMENSIONS | 16 | TIMES | 17 | BILLED<br>UNITS | U/M | 18 | RATE | 19 | AMOUNT   |
|----|----------|---|----------------|----|------------|----|-------|----|-----------------|-----|----|------|----|----------|
|    | 05/31/22 | BALANCE FORWARD                                     |                |    |            |    |       |    |                 |     |    |      |    | 500.00   |
|    | 06/07/22 | Payment on Account                                  |                |    |            |    |       |    |                 |     |    |      |    | 500.00CR |
|    | 06/30/22 | PUBLICATION: ARKANSAS ONLINE<br>Publication Totals: | INTERN         |    |            |    | 1     |    | 0.00            | pi  |    |      |    | 500.00   |
|    |          |   |                |    |            |    |       |    |                 |     |    |      |    | \$500.00 |

APPROVED  
By: PH Date: 7/13/22  
PAID  
By: BC Date: 7/12/22

THANKS FOR ADVERTISING IN THE ARKANSAS DEMOCRAT-GAZETTE!  
SEND TEARSHEET REQUESTS TO: [tearsheet@arkansasonline.com](mailto:tearsheet@arkansasonline.com)

|    |         |      |       |       |               |    |                                |
|----|---------|------|-------|-------|---------------|----|--------------------------------|
| 24 | AGING   |      |       |       |               | 25 | PLEASE PAY<br>TOTAL AMOUNT DUE |
|    | CURRENT | MAY  | APRIL | MARCH | OVER 3 MONTHS |    |                                |
|    | 500.00  | 0.00 | 0.00  | 0.00  | 0.00          |    | 500.00                         |



## Monthly Digital Marketing Performance

Prepared For:  
Saline County Library

06/01/2022 - 06/30/2022

## Precision Targeting

151,690

Impressions

235

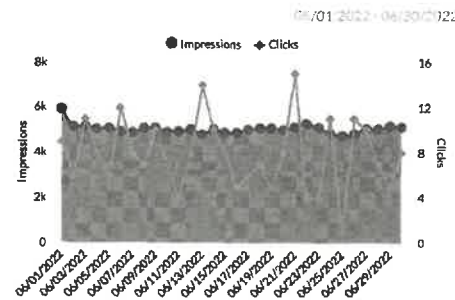
Clicks

0.15%

CTR

### Conversions:

*This is the number of users who visited your site after being served your ad.*



| Campaign Name   | 06/01/2022 - 06/30/2022 |            |              |
|---|-------------------------|------------|--------------|
|   | Impressions             | Clicks     | CTR          |
| Saline County Library Precision Targeting Campaign 01012022o148 | 151,690                 | 235        | 0.15%        |
| <b>Total</b>  | <b>151,690</b>          | <b>235</b> | <b>0.15%</b> |

## Precision Targeting

### Campaign Name

Saline County Library Precision Targeting Campaign 01012022o148

### IMPRESSIONS



### CLICKS



### CTR



| Ad Format | Impressions | Clicks | CTR   |
|-----------|-------------|--------|-------|
| 320x50    | 72,438      | 101    | 0.14% |
| 728x90    | 42,596      | 79     | 0.19% |
| 300x250   | 29,666      | 34     | 0.11% |
| 300x600   | 6,990       | 21     | 0.30% |

## Precision Targeting

06/01/2022 - 06/30/2022

| City                | Impressions | Clicks | CTR   |
|---------------------|-------------|--------|-------|
| Benton              | 55,187      | 77     | 0.14% |
| Little Rock         | 41,261      | 65     | 0.16% |
| Hot Springs Village | 20,858      | 34     | 0.16% |
| Bryant              | 13,290      | 18     | 0.14% |
| Malvern             | 8,209       | 20     | 0.24% |
| Alexander           | 6,162       | 9      | 0.15% |
| Mabelvale           | 2,841       | 3      | 0.11% |
| Hensley             | 1,799       | 3      | 0.17% |
| Bauxite             | 1,480       | 4      | 0.27% |
| Paron               | 308         | 0      | 0.00% |
| Traskwood           | 209         | 0      | 0.00% |
| Lonsdale            | 86          | 2      | 2.33% |

ADVERTISING  
MARKETING



Payment receipt

You paid \$200.00

to MYSALINE .COM on 7/25/2022

|                |          |
|----------------|----------|
| Invoice no.    | 230      |
| Invoice amount | \$200.00 |
| Total          | \$200.00 |

No additional transfer fees or taxes apply.

|                  |              |
|------------------|--------------|
| Status           | Paid         |
| Payment method   | CREDIT_CARD  |
| Authorization ID | MS0107047845 |

Thank you

MYSALINE .COM

[info@mysaline.com](mailto:info@mysaline.com)

**Payment services brought by:**

Intuit Payments Inc.  
2700 Coast Avenue, Mountain  
View, CA 94043  
Phone number 1-888-536-4801  
NMLS #1098819

For more information about Intuit  
Payments' money transmission  
licenses, please visit

<https://www.intuit.com/legal/licenses/payment-licenses/>



Winner:  
Entertainment - Adults

Runner-Up:  
Entertainment - Children



**Saline County Library**

August 3 at 11:30 AM · 🌐



WOW!

Thank you for voting us your 1st place for Entertainment - Adults and 2nd place for Entertainment - Children's! We LOVE making the library a fun place for you!

Edit



Leigh Espey, Susie Sward and 54 others

7 Comments 5 Shares

👍 Like

💬 Comment

➦ Share



View 1 more comment

Oldest ▾



**Paige Bullock**

Jan Henry Debbie Ammons Bullock David Henry Toby Bullock ... I think we know someone ...



Like Reply 3w



Write a comment...



08/01/2022

Ignite Media Group

| Date       | Type | Reference | Original Amount | Balance Due | Payment |
|------------|------|-----------|-----------------|-------------|---------|
| 07/26/2022 | Bill | 5191      | 792.00          | 792.00      | 792.00  |
|            |      |           | Check Amount    |             | 792.00  |

FSB-General Accoun

792.00

30001







PO Box 861 • Bryant, AR 72089  
www.ignite-mediagroup.com

Saline County Library  
Kari Beesley  
1800 Smithers Drive  
Benton, AR 72019

**\$792.00**

total due upon receipt

July 26, 2022  
Invoice #5191  
Saline County Lifestyles

# Invoice

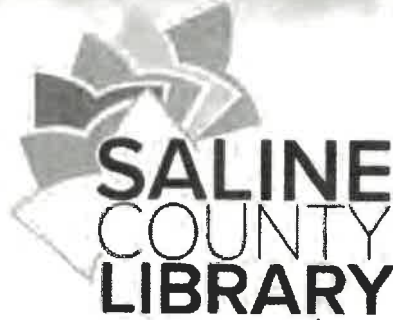
| item   | quantity | rate/price | subtotal |
|--|----------|------------|----------|
| Saline County Library Ad(s)<br>1/3 Page - x2 | 1        | \$ 792.00  | \$792.00 |

**NOTE: 3 of 3 Issued Payments**  
- SPECIAL OFFER  
- 20% Discount  
- Varying Ad Sizes

Subtotal **\$792.00**  
Total due upon receipt **\$792.00**

Make checks payable to Ignite Media Group  
Mail payment to:  
Ignite Media Group  
P.O. Box 861  
Bryant, AR 72089

APPROVED: *[Signature]* Date: 8/1/2022  
PAID  
By: BC Date: 8/1/2022



Don't let the name fool you. We are so much more than a room full of books. Aside from kitchen appliances, crafting machinery, and tools available for check out, we are a place where you belong. A place you can connect.  
*A place where you can*



*rewrite tradition.*

**Downloads & Streaming**  
Access materials on your mobile devices with our many download and streaming apps. You can check out books, movies, magazines, TV shows, music, comic books, and more. Find out more by visiting our website!

**eBooks & Audio eBooks**



The best platform for your online material needs is

Libby! Download the app and use your library card to sign-in to your account. Then, enjoy your favorites all at your fingertips anywhere at anytime!

**Download our App!**

Keep your account info, card number, online catalog and resources at the tips of your fingers with the Mid-Arkansas Regional Library app. Then, use *Click-N-Go* for faster service when picking up your holds!



[www.SalineCountyLibrary.org](http://www.SalineCountyLibrary.org)



08/09/2022

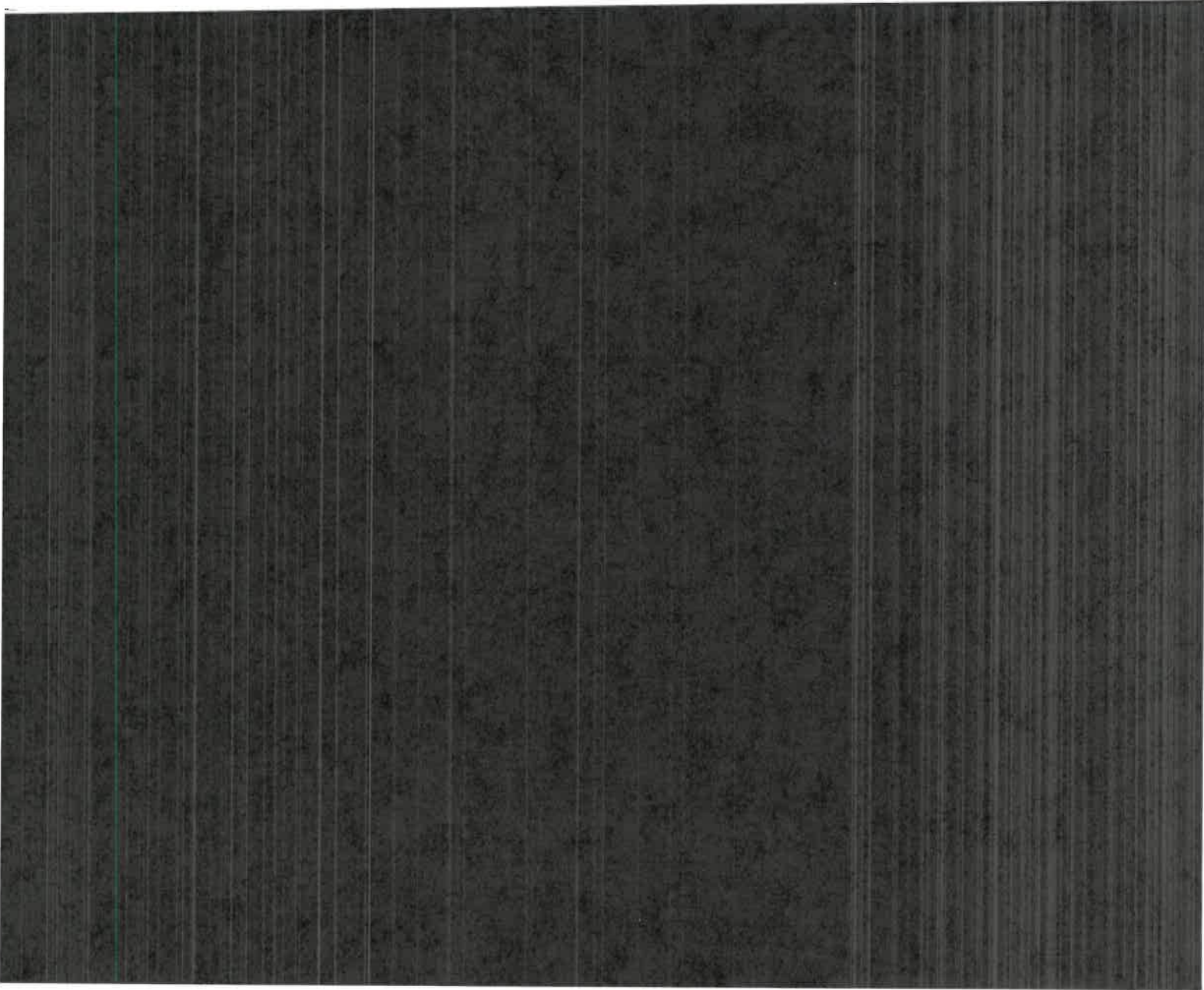
Arkansas Democrat-Gazette, Inc

| Date       | Type | Reference | Original Amount | Balance Due | Payment |
|------------|------|-----------|-----------------|-------------|---------|
| 07/31/2022 | Bill | 641474    | 500.00          | 500.00      | 500.00  |
|            |      |           | Check Amount    |             | 500.00  |

FSB-General Accoun

500.00

30001



**ADVERTISING  
INVOICE / STATEMENT**

1  
ARKANSAS DEMOCRAT-GAZETTE, INC  
PO BOX 2221  
LITTLE ROCK, AR 72203  
(501) 399-3660

|   |                          |   |          |   |                |      |
|---|--------------------------|---|----------|---|----------------|------|
| 4 | BILLING DATE             | 6 | DUE DATE | 3 | INVOICE NUMBER | PAGE |
|   | 07/31/22                 |   | 08/15/22 |   | 641474         | 1    |
| 9 | ADVERTISER / CLIENT NAME |   |          |   |                |      |
|   |                          |   |          |   |                |      |

2  
SALINE COUNTY LIBRARY  
1800 SMITHERS DR  
BENTON AR 72015

|                        |                       |          |                      |
|------------------------|-----------------------|----------|----------------------|
| 7                      | BILLED ACCOUNT NUMBER | 8        | ADV. / CLIENT NUMBER |
|                        | 1525039               |          |                      |
| 5                      | BILLING PERIOD        |          |                      |
|                        | 07/01/22              | 07/31/22 |                      |
| ADVERTISING DEPARTMENT |                       |          |                      |
| RETAIL DISPLAY         |                       |          |                      |

| 10 | DATE     | DESCRIPTION                  | CLASS/<br>TYPE | 15 | DIMENSIONS | 16 | TIMES    | 17   | BILLED<br>UNITS | U/M | 18 | RATE | 19 | AMOUNT   |
|----|----------|------------------------------|----------------|----|------------|----|----------|------|-----------------|-----|----|------|----|----------|
|    | 06/30/22 | BALANCE FORWARD              |                |    |            |    |          |      |                 |     |    |      |    | 500.00   |
|    | 07/15/22 | Payment on Account           |                |    |            |    |          |      |                 |     |    |      |    | 500.00CR |
|    | 07/31/22 | PUBLICATION: ARKANSAS ONLINE | INTERN         |    |            |    | 1        | 0.00 | pi              |     |    |      |    | 500.00   |
|    |          | Publication Totals:          |                |    |            |    | \$500.00 |      |                 |     |    |      |    |          |

APPROVED  
By: PH Date: 8/9/22  
PAID  
By: BC Date: 8/9/2022

THANKS FOR ADVERTISING IN THE ARKANSAS DEMOCRAT-GAZETTE!  
SEND TEARSHEET REQUESTS TO: [tearsheet@arkansasonline.com](mailto:tearsheet@arkansasonline.com)

|    |         |      |      |       |               |    |                                |
|----|---------|------|------|-------|---------------|----|--------------------------------|
| 24 | AGING   |      |      |       |               | 25 | PLEASE PAY<br>TOTAL AMOUNT DUE |
|    | CURRENT | JUNE | MAY  | APRIL | OVER 3 MONTHS |    |                                |
|    | 500.00  | 0.00 | 0.00 | 0.00  | 0.00          |    | 500.00                         |



## Monthly Digital Marketing Performance

Prepared For:  
Saline County Library

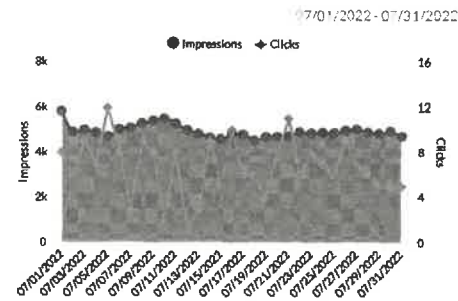
07/01/2022 - 07/31/2022

## Precision Targeting

**153,288** Impressions    **207** Clicks    **0.14%** CTR

### Conversions:

This is the number of users who visited your site after being served your ad.



| Campaign Name   | 07/01/2022 - 07/31/2022 |            |              |
|---|-------------------------|------------|--------------|
|   | Impressions             | Clicks     | CTR          |
| Saline County Library Precision Targeting Campaign 01012022o148 | 153,288                 | 207        | 0.14%        |
| <b>Total</b>  | <b>153,288</b>          | <b>207</b> | <b>0.14%</b> |

## Precision Targeting

### Campaign Name

Saline County Library Precision Targeting Campaign 01012022o148

#### IMPRESSIONS



#### CLICKS



#### CTR



#### Ad Format

| Ad Format | Impressions | Clicks | CTR   |
|-----------|-------------|--------|-------|
| 320x50    | 72,742      | 80     | 0.11% |
| 300x250   | 36,226      | 49     | 0.14% |
| 728x90    | 36,209      | 51     | 0.14% |
| 300x600   | 8,111       | 27     | 0.33% |

07/01/2022 - 07/31/2022

## Precision Targeting

07/01/2022 - 07/31/2022

| City                | Impressions | Clicks | CTR   |
|---------------------|-------------|--------|-------|
| Benton              | 48,724      | 58     | 0.12% |
| Little Rock         | 46,758      | 73     | 0.16% |
| Hot Springs Village | 20,414      | 24     | 0.12% |
| Bryant              | 17,127      | 28     | 0.16% |
| Malvern             | 7,491       | 10     | 0.13% |
| Alexander           | 5,155       | 3      | 0.06% |
| Mabelvale           | 3,315       | 5      | 0.15% |
| Hensley             | 2,087       | 2      | 0.10% |
| Bauxite             | 1,763       | 3      | 0.17% |
| Paron               | 351         | 0      | 0.00% |
| Traskwood           | 59          | 0      | 0.00% |
| Lonsdale            | 44          | 1      | 2.27% |

09/06/2022

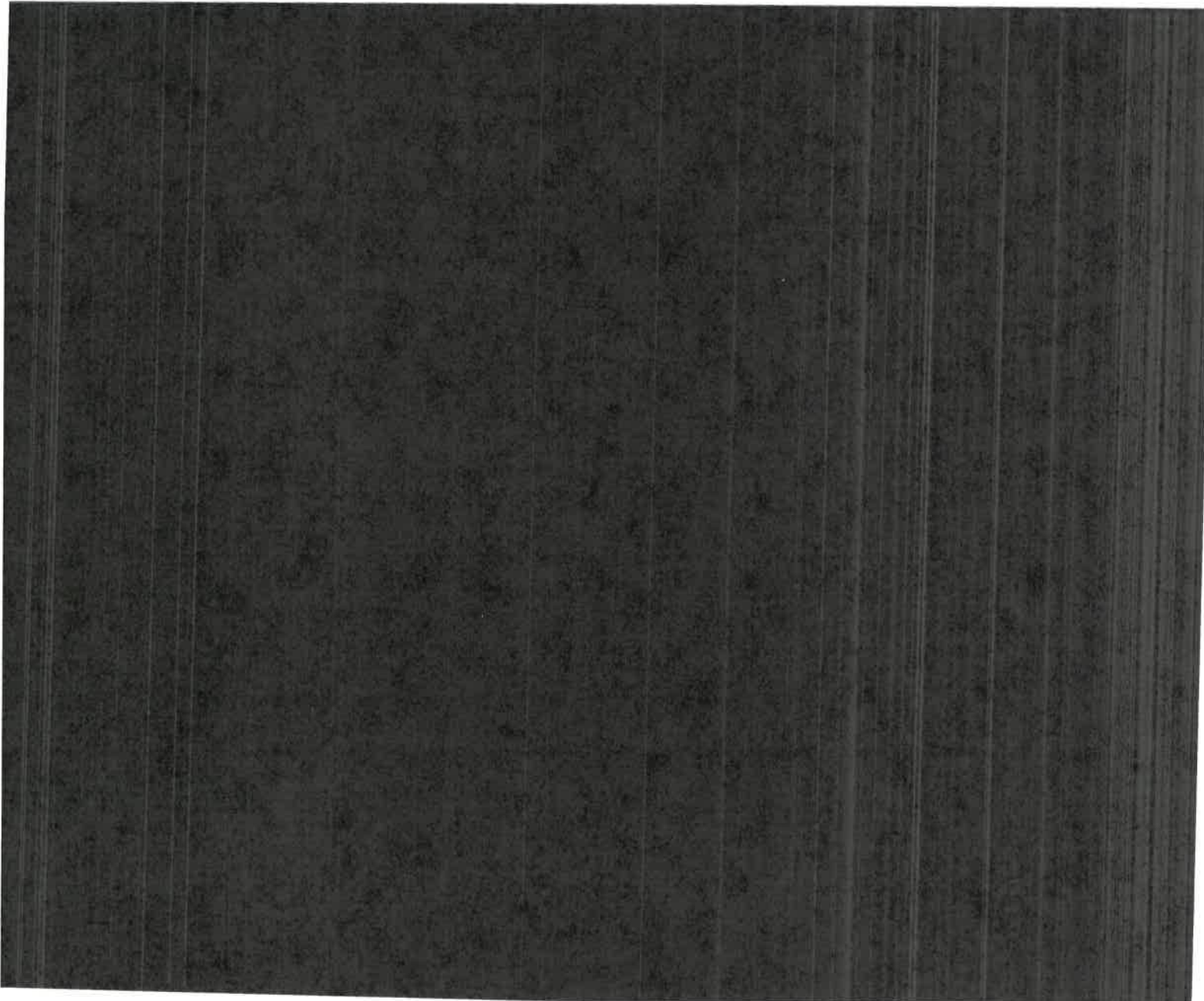
Arkansas Democrat-Gazette, Inc

| Date       | Type | Reference | Original Amount | Balance Due | Payment |
|------------|------|-----------|-----------------|-------------|---------|
| 08/31/2022 | Bill | 642152    | 500.00          | 500.00      | 500.00  |
|            |      |           | Check Amount    |             | 500.00  |

FSB-General Accoun

500.00

30001



**ADVERTISING  
INVOICE / STATEMENT**

1  
ARKANSAS DEMOCRAT-GAZETTE, INC  
PO BOX 2221  
LITTLE ROCK, AR 72203  
(501) 399-3660

|   |                          |   |          |   |                |      |
|---|--------------------------|---|----------|---|----------------|------|
| 4 | BILLING DATE             | 6 | DUE DATE | 3 | INVOICE NUMBER | PAGE |
|   | 08/31/22                 |   | 09/15/22 |   | 642152         | 1    |
| 9 | ADVERTISER / CLIENT NAME |   |          |   |                |      |
|   |                          |   |          |   |                |      |

2  
SALINE COUNTY LIBRARY  
1800 SMITHERS DR  
BENTON AR 72015

|                        |                       |   |                      |
|------------------------|-----------------------|---|----------------------|
| 7                      | BILLED ACCOUNT NUMBER | 8 | ADV. / CLIENT NUMBER |
|                        | 1525039               |   |                      |
| 5                      | BILLING PERIOD        |   |                      |
|                        | 08/01/22 08/31/22     |   |                      |
| ADVERTISING DEPARTMENT |                       |   |                      |
| RETAIL DISPLAY         |                       |   |                      |

| 10 | DATE     | DESCRIPTION                  | CLASS/<br>TYPE | 15 | DIMENSIONS | 16 | TIMES    | 17 | BILLED<br>UNITS | U/M | 18 | RATE | 19 | AMOUNT   |
|----|----------|------------------------------|----------------|----|------------|----|----------|----|-----------------|-----|----|------|----|----------|
|    | 07/31/22 | BALANCE FORWARD              |                |    |            |    |          |    |                 |     |    |      |    | 500.00   |
|    | 08/11/22 | Payment on Account           |                |    |            |    |          |    |                 |     |    |      |    | 500.00CR |
|    | 08/31/22 | PUBLICATION: ARKANSAS ONLINE |                |    |            |    |          |    |                 |     |    |      |    |          |
|    |          |                              | INTERN         |    |            |    | 1        |    | 0.00            | pi  |    |      |    | 500.00   |
|    |          | Publication Totals:          |                |    |            |    | \$500.00 |    |                 |     |    |      |    |          |

APPROVED  
By: PH Date: 8/6/22  
PAID  
By: BC Date: 9/6/2022

THANKS FOR ADVERTISING IN THE ARKANSAS DEMOCRAT-GAZETTE!  
SEND TEARSHEET REQUESTS TO: [tearsheet@arkansasonline.com](mailto:tearsheet@arkansasonline.com)

|    |         |      |      |      |               |    |                                |
|----|---------|------|------|------|---------------|----|--------------------------------|
| 24 | AGING   |      |      |      |               | 25 | PLEASE PAY<br>TOTAL AMOUNT DUE |
|    | CURRENT | JULY | JUNE | MAY  | OVER 3 MONTHS |    |                                |
|    | 500.00  | 0.00 | 0.00 | 0.00 | 0.00          |    | 500.00                         |

# Monthly Digital Marketing Performance

Prepared For:  
Saline County Library

08/01/2022 08/31/2022



# Precision Targeting

152,372

Impressions

272

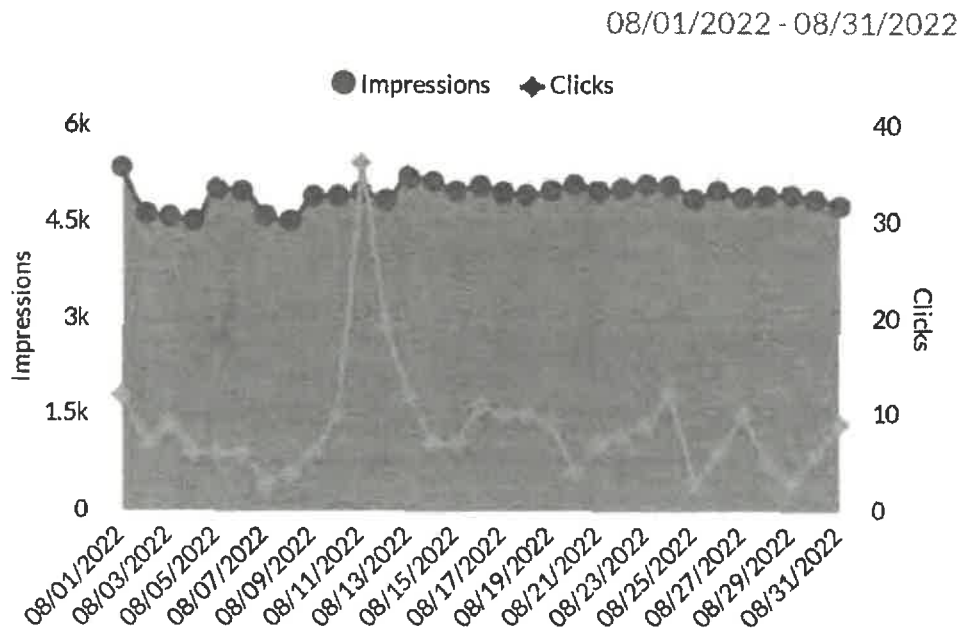
Clicks

0.18%

CTR

## Conversions:

*This is the number of users who visited your site after being served your ad.*



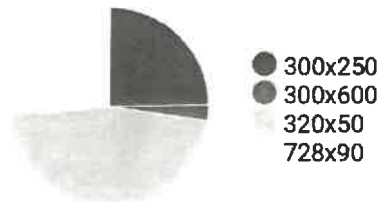
| Campaign Name   | 08/01/2022     | 08/31/2022 |              |
|---|----------------|------------|--------------|
|   | Impressions    | Clicks     | CTR          |
| Saline County Library Precision Targeting Campaign 01012022o148 | 152,372        | 272        | 0.18%        |
| <b>Total</b>  | <b>152,372</b> | <b>272</b> | <b>0.18%</b> |

# Precision Targeting

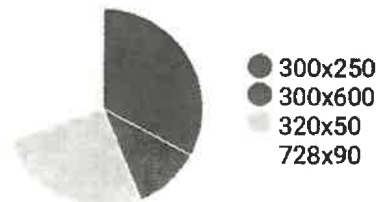
## Campaign Name

Saline County Library Precision Targeting Campaign 01012022o148

IMPRESSIONS



CLICKS



CTR



08/01/2022 - 08/31/2022

| Ad Format | Impressions | Clicks | CTR   |
|-----------|-------------|--------|-------|
| 320x50    | 70,685      | 71     | 0.10% |
| 728x90    | 40,095      | 82     | 0.20% |
| 300x250   | 37,711      | 89     | 0.24% |
| 300x600   | 3,881       | 30     | 0.77% |

# Precision Targeting

08/01/2022 - 08/31/2022

| <b>City</b>         | <b>Impressions</b> | <b>Clicks</b> | <b>CTR</b> |
|---------------------|--------------------|---------------|------------|
| Benton              | 55,872             | 105           | 0.19%      |
| Little Rock         | 40,904             | 66            | 0.16%      |
| Hot Springs Village | 23,088             | 31            | 0.13%      |
| Bryant              | 19,880             | 44            | 0.22%      |
| Malvern             | 7,995              | 11            | 0.14%      |
| Bauxite             | 1,884              | 5             | 0.27%      |
| Mabelvale           | 1,076              | 4             | 0.37%      |
| Alexander           | 1,044              | 5             | 0.48%      |
| Hensley             | 477                | 1             | 0.21%      |
| Paron               | 75                 | 0             | 0.00%      |
| Lonsdale            | 69                 | 0             | 0.00%      |
| Traskwood           | 7                  | 0             | 0.00%      |
|                     | 1                  | 0             | 0.00%      |
| Wrightsville        | 0                  | 0             | 0.00%      |



ADG



09/08/2022

Lamar

Date  
09/01/2022

Type  
Bill

Reference  
113973319

Original Amount  
400.00

Balance Due  
400.00

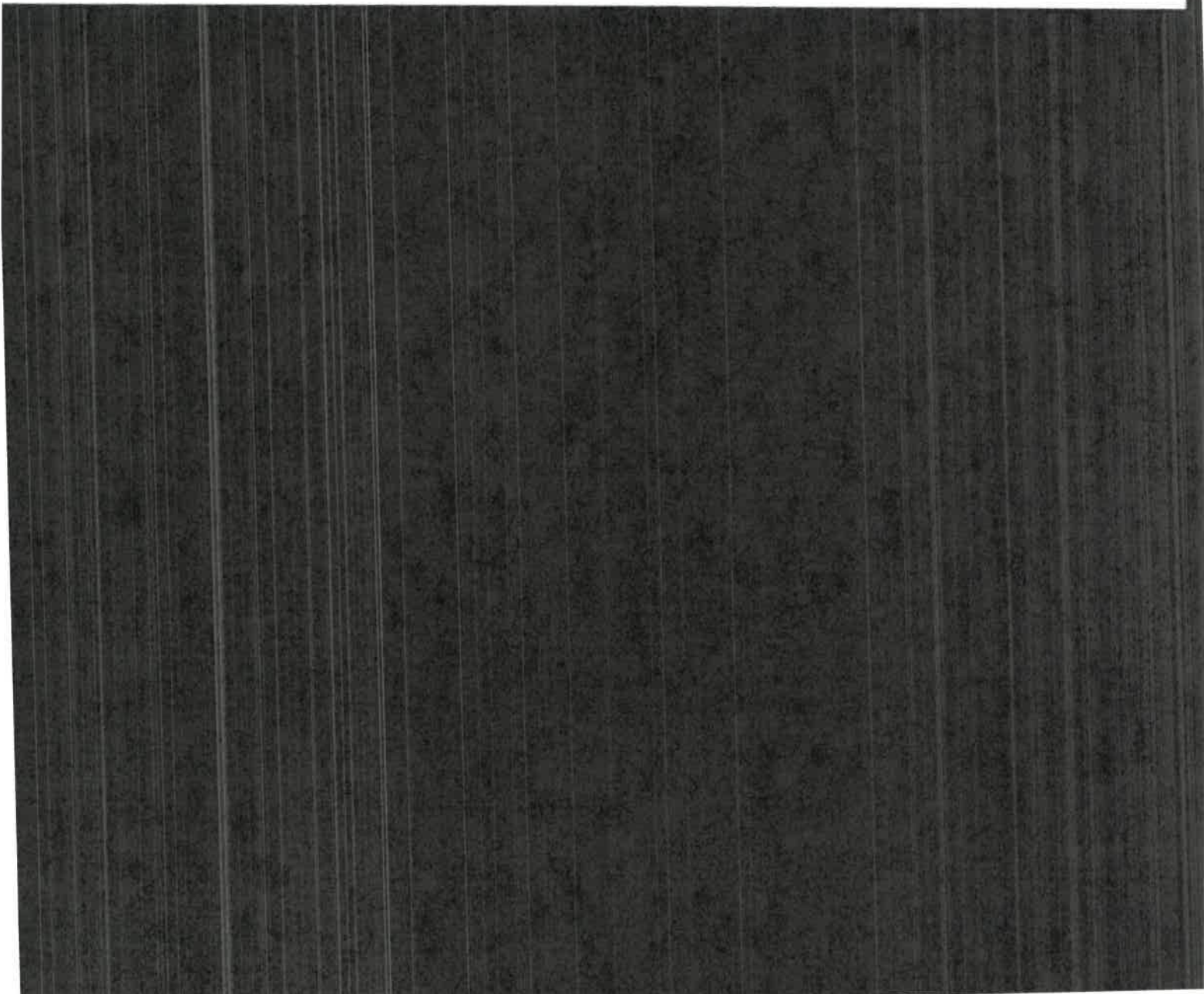
Payment  
400.00  
400.00

Check Amount

FSB-General Accoun

400.00

30001





# INVOICE

1332

QUESTIONS? CONTACT 877-929-3920  
OR (225) 926-1000

CUSTOMER: SALINE COUNTY LIBRARY  
ADVERTISER: SALINE COUNTY LIBRARY

INVOICE NO: 113973319

CUSTOMER  
CONTRACT NO:

LAMAR CUSTOMER NO: 637393  
LAMAR CONTRACT NO: 3929797

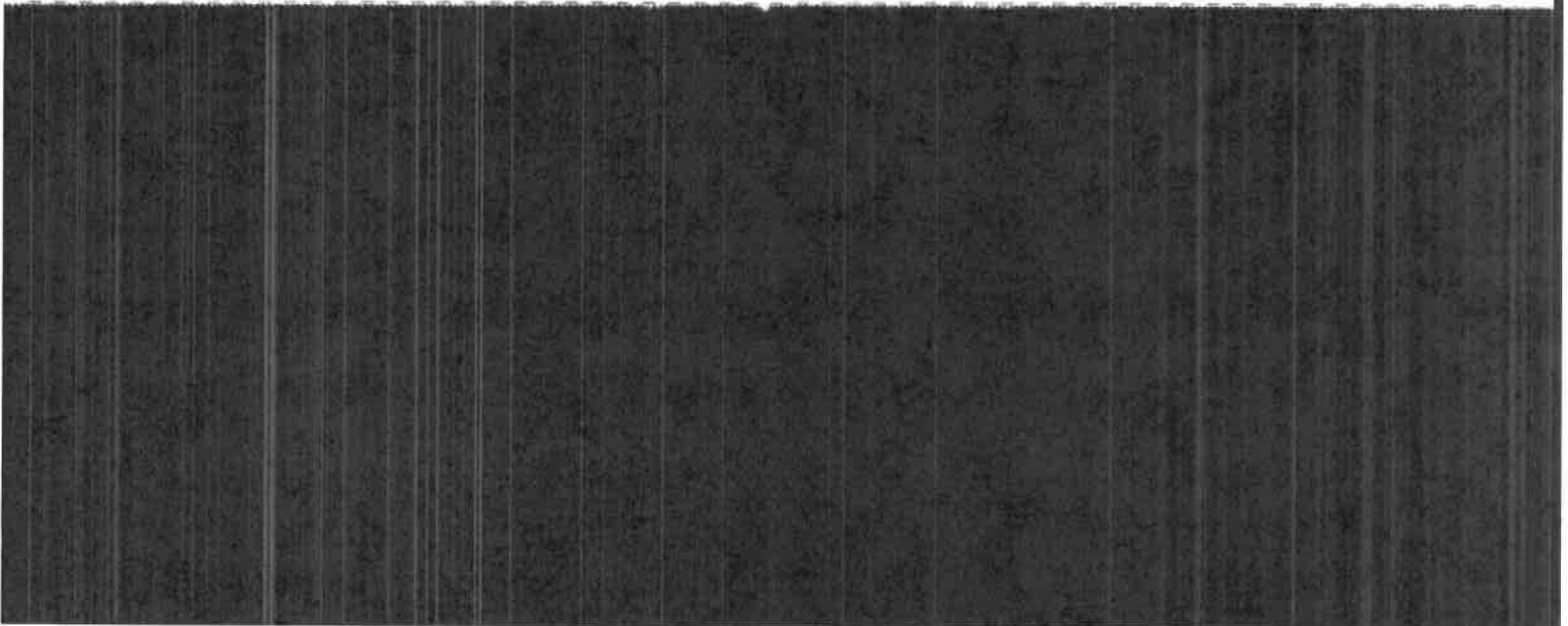
INVOICE DATE: 09/01/2022

DUE DATE: 10/01/2022

| MARKET / MEDIA TYPE / DESIGN / LOCATION   | CONTRACT SERVICE DATES | PANEL NUMBER | PANEL TAB ID | ILLUM | AMOUNT |
|---|------------------------|--------------|--------------|-------|--------|
| 3 - BENTON, AR<br>286-Little Rock, AR<br>Media Type: PosterPaper<br>Posters 83391 and 80333 Saline County Library | 9/1/22                 |              |              | 2     | 400.00 |

APPROVED  
Date: 9/9/22  
PAID  
Date: 9/8/22

| STATE TAX | COUNTY or PARISH TAX | CITY TAX | AMOUNT |
|-----------|----------------------|----------|--------|
| 0.00      | 0.00                 | 0.00     | 400.00 |





*Discounts*  
to your favorite  
local places!

EXPERIENCE THE  
LIBRARY  
CARD  
effect

[www.SalineCountyLibrary.org/LCSUM2022](http://www.SalineCountyLibrary.org/LCSUM2022)



Thank you to our sponsors!



Little Rock  
P.O. Box 30006  
Little Rock, AR 72260  
Phone: 501-562-2476  
Fax: 501-568-0085

**LAMAR**  
**CONTRACT # 3929797**

Date: 8/19/2022  
New/Renewal: RENEWAL  
Account Executive: Andre Webster  
Phone: 501-562-2476

| CONTRACTED DIRECTLY BY ADVERTISER |                               |
|-----------------------------------|-------------------------------|
| Customer #                        | 637393-0                      |
| Name                              | SALINE COUNTY LIBRARY         |
| Address                           | 1800 SMITHERS                 |
| City/State/Zip                    | BENTON, AR 72015              |
| Contact                           | Kari Beesley                  |
| Email Address                     | karib@salinecountylibrary.org |
| Phone #                           | (501) 778-4766                |
| Fax #                             |                               |
| P.O./ Reference #                 |                               |
| Advertiser/Product                | SALINE COUNTY LIBRARY         |
| Campaign                          |                               |

| Production/Other Services                     |                     |   |      |               |                   |                   |                 |
|---|---------------------|---|------|---------------|-------------------|-------------------|-----------------|
| Department                                    | Plant               | Production Type                               | Misc | Service Dates | # Service Periods | Invest Per Period | Cost            |
| Poster Flex                                   | 286 Little Rock, AR | Posters 83391 and 80333 Saline County Library |      | 09/01/22      | 1                 | \$400.00          | \$400.00        |
| <b>Total Production/Other Services Costs:</b> |                     |   |      |               |                   |                   | <b>\$400.00</b> |

| Space                     |                |   |      |            |                 |      |                   |                              |                   |                   |
|---------------------------|----------------|---|------|------------|-----------------|------|-------------------|------------------------------|-------------------|-------------------|
| # of Panels: 2            |                |   |      |            |                 |      |                   | Billing Cycle: Every 4 weeks |                   |                   |
| Panel #<br>TAB ID         | Market         | Location                                      | Ilum | Media Type | Size            | Misc | Service Dates     | # Service Periods            | Invest Per Period | Cost              |
| 80333<br>30636173         | 286-BRYANT, AR | 3120 N REYNOLDS RD<br>E/S .1 MI N/O I-30      | Yes  | Poster     | 10' 6" x 22' 9" |      | 09/05/22-10/02/22 | 1                            | \$500.00          | \$500.00          |
| 83391<br>30484887         | 286-BENTON, AR | 305 HWY 5 NORTH @<br>LONGHILLS GOLF<br>COURSE | No   | Poster     | 10' 6" x 22' 9" |      | 09/05/22-10/02/22 | 1                            | \$500.00          | \$500.00          |
| <b>Total Space Costs:</b> |                |   |      |            |                 |      |                   |                              |                   | <b>\$1,000.00</b> |
| <b>Total Costs:</b>       |                |   |      |            |                 |      |                   |                              |                   | <b>\$1,400.00</b> |

**Special Considerations:**


Advertiser authorizes and instructs The Lamar Companies (Lamar) to display in good and workmanlike manner, and to maintain for the terms set forth above, outdoor advertising displays described above or on the attached list. In consideration thereof, Advertiser agrees to pay Lamar all contracted amounts within thirty (30) days after the date of billing. Advertiser acknowledges and agrees to be bound by the terms and conditions on all pages of this contract.

The Agency representing this Advertiser in the contract executes this contract as an agent for a disclosed principal, but hereby expressly agrees to be liable jointly and severally and in solidio with Advertiser for the full and faithful performance of Advertiser's obligations hereunder. Agency waives notice of default and consents to all extensions of payment.

The undersigned representative or agent of Advertiser hereby warrants to Lamar that he/she is the Manager

(Officer/Title)

of the Advertiser and is authorized to execute this contract on behalf of the Advertiser.

|            |  |
|------------|--|
| Customer:  | SALINE COUNTY LIBRARY  |
| Signature: | <br>(signature above) |
| Name:      | Kari Lapp<br>(print name above)  |
| Date:      | Aug 19, 2022<br>(date above)   |





Little Rock  
P.O. Box 30006  
Little Rock, AR 72260  
Phone: 501-562-2476  
Fax: 501-568-0085



Date: 8/19/2022  
New/Renewal: RENEWAL  
Account Executive: Andre Webster  
Phone: 501-562-2476

THE LAMAR COMPANIES

This contract is NOT BINDING UNTIL ACCEPTED by a Lamar General Manager.

  
ACCOUNT EXECUTIVE: Andre Webster

GENERAL MANAGER

DATE

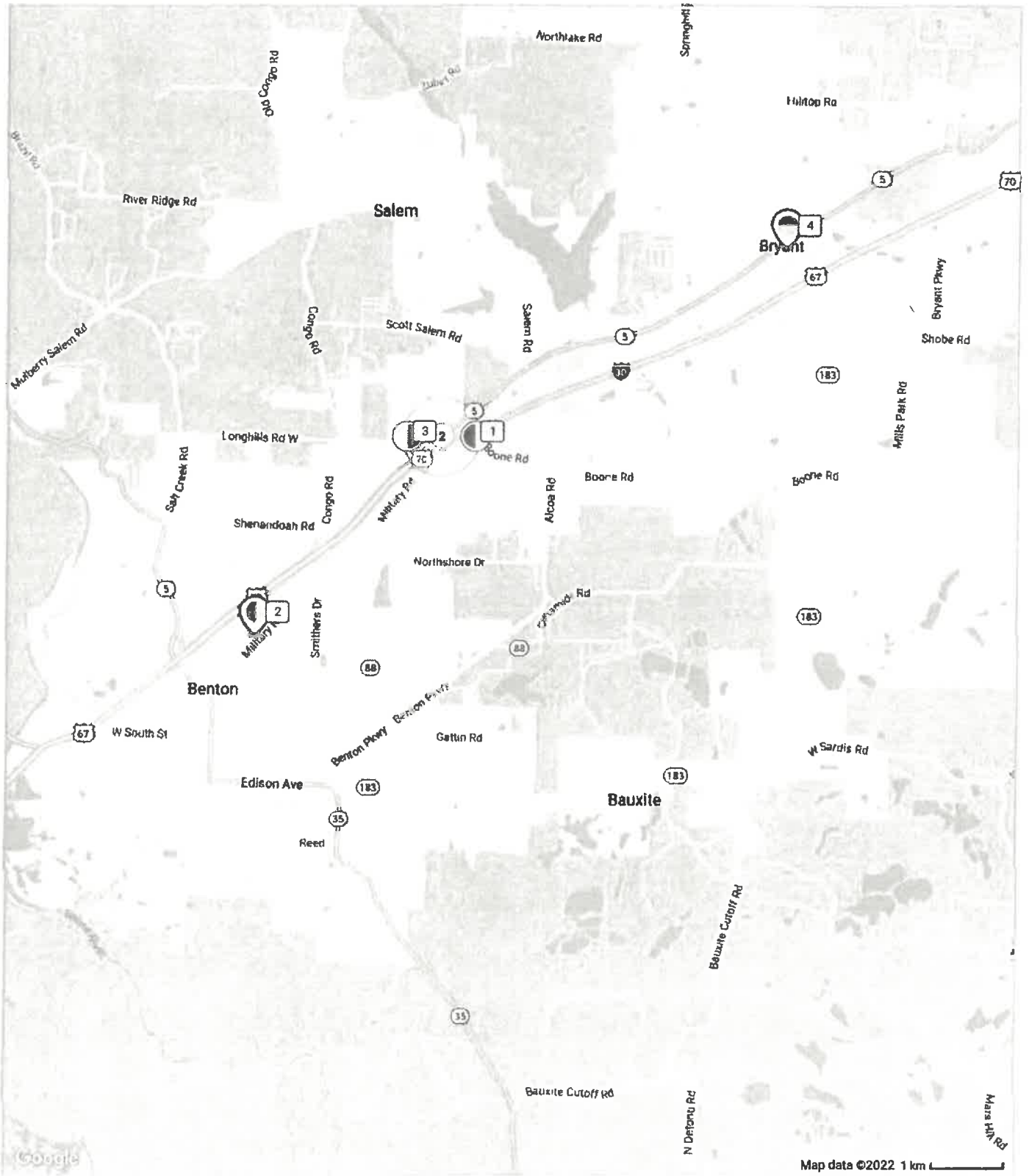
### STANDARD CONDITIONS

- 1. Late Artwork:** The Advertiser must provide or approve art work, materials and installation instructions ten (10) days prior to the initial Service Date. In the case of default in furnishing or approval of art work by Advertiser, billing will occur on the initial Service Date.
- 2. Copyright/Trademark:** Advertiser warrants that all approved designs do not infringe upon any trademark or copyright, state or federal. Advertiser agrees to defend, indemnify and hold Lamar free and harmless from any and all loss, liability, claims and demands, including attorney's fees arising out of the character contents or subject matter of any copy displayed or produced pursuant to this contract.
- 3. Payment Terms:** Lamar will, from time to time at intervals following commencement of service, bill Advertiser at the address on the face hereof. Advertiser will pay Lamar within thirty (30) days after the date of invoice. If Advertiser fails to pay any invoice when it is due, in addition to amounts payable thereunder, Advertiser will promptly reimburse collection costs, including reasonable attorney's fees plus a monthly service charge at the rate of 1.5% of the outstanding balance of the invoice to the extent permitted by applicable law. Delinquent payment will be considered a breach of this contract. Payments will be applied as designated by the Advertiser; non designated payments will be applied to the oldest invoices outstanding.
- 4. Service Interruptions:** If Lamar is prevented from posting or maintaining any of the spaces by causes beyond its control of whatever nature, including but not limited to acts of God, strikes, work stoppages or picketing, or in the event of damage or destruction of any of the spaces, or in the event Lamar is unable to deliver any portion of the service required in this contract, including buses in repair, or maintenance, this contract shall not terminate. Credit shall be allowed to Advertiser at the standard rates of Lamar for such space or service for the period that such space or service shall not be furnished or shall be discontinued or suspended. In the case of Illumination, should there be more than a 50% loss of illumination, a 20% pro-rata credit based on four week billing will be given. If this contract requires illumination, it will be provided from dusk until 11:00p.m. Lamar may discharge this credit, at its option, by furnishing advertising service on substitute space, to be reasonably approved by Advertiser, or by extending the term of the advertising service on the same space for a period beyond the expiration date. The substituted or extended service shall be of a value equal to the amount of such credit.
- 5. Entire Agreement:** This contract, all pages, constitutes the entire agreement between Lamar and Advertiser. Lamar shall not be bound by any stipulations, conditions, or agreements not set forth in this contract. Waiver by Lamar of any breach of any provision shall not constitute a waiver of any other breach of that provision or any other provision.
- 6. Copy Acceptance:** Lamar reserves the right to determine if copy and design are in good taste and within the moral standards of the individual communities in which it is to be displayed. Lamar reserves the right to reject or remove any copy either before or after installation, including immediate termination of this contract.
- 7. Termination:** All contracts are non-cancellable by Advertiser without the written consent of Lamar. Breach of any provisions contained in this contract may result in cancellation of this contract by Lamar.
- 8. Materials/Storage:** Production materials will be held at customer's written request. Storage fees may apply.
- 9. Installation Lead Time:** A leeway of five (5) working days from the Initial Service Date is required to complete the installation of all non-digital displays.
- 10. Customer Provided Production:** The Advertiser is responsible for producing and shipping copy production. Advertiser is responsible for all space costs involved in the event production does not reach Lamar by the established Service Dates. These materials must be produced in compliance with Lamar production specifications and must come with a 60 day warranty against fading and tearing.
- 11. Bulletin Enhancements:** Cutouts/extensions, where allowed, are limited in size to 5 feet above, and 2 feet to the sides and 1 foot below normal display area. The basic fabrication charge is for a maximum 12 months.
- 12. Assignment:** Advertiser shall not sublet, resell, transfer, donate or assign any advertising space without the prior written consent of Lamar.



# MAP #1

## SALINE COUNTY LIBRARY



# LOCATION LIST

## SALINE COUNTY LIBRARY

\*Impression values based on: Total Population

| Map Icon   | Label | Panel # | Geopath Id | Media/Style    | Facing | H x W           | *Weekly Impressions | Illum. |
|--|-------|---------|------------|----------------|--------|-----------------|---------------------|--------|
|  | 1     | 83392   | 30484888   | Poster / Retro | East   | 10' 6" x 22' 9" | 63,687              | NO     |
| <p><b>Location:</b> 305 HWY 5 NORTH @ LONGHILLS GOLF COURSE<br/> <b>Current Advertiser:</b> CLEAR CREEK GOLF CAR</p>             |       |         |            |                |        |                 |                     |        |
|  | 2     | 83382   | 30447678   | Poster / Retro | East   | 10' 6" x 22' 9" | 53,597              | YES    |
| <p><b>Location:</b> 1202 MILITARY RD N/S 25' E/O TRICKEY<br/> <b>Current Advertiser:</b> INSTITUTE ON AGING-O.A.P.L.</p>         |       |         |            |                |        |                 |                     |        |
|  | 3     | 83391   | 30484887   | Poster / Retro | West   | 10' 6" x 22' 9" | 68,722              | NO     |
| <p><b>Location:</b> 305 HWY 5 NORTH @ LONGHILLS GOLF COURSE<br/> <b>Current Advertiser:</b> RAINWATER,HOLT, &amp; SEXTON, PA</p> |       |         |            |                |        |                 |                     |        |
|  | 4     | 80333   | 30636173   | Poster / Retro | South  | 10' 6" x 22' 9" | 104,040             | YES    |

**Location:** 3120 N REYNOLDS RD E/S .1 MI N/O I-30  
**Current Advertiser:** POLK, JUMPER, & MATTHEWS

**Total Weekly Impressions: 290,046**

# PANEL #83392

## 305 HWY 5 NORTH @ LONGHILLS GOLF COURSE



LOCATION #1

**WEEKLY IMPRESSIONS:** 63,687\*

**MEDIA TYPE/STYLE:** Poster - Retro

**LAT/LONG:** [34.60095 / -92.55105](#)

**MARKET:** BENTON

**GEOPATH ID:** 30484888

**PANEL SIZE:** 10' 6" x 22' 9" [View Spec Sheet](#)

**VINYL SIZE:** 10' 7" x 22' 10"

**FACING/READ:** East / Right

**ILLUMINATED:** NO

**SHIPPING ADDRESS:** 12001 I-30 Little Rock, AR 72209



\*Impression values based on Total Population



# PANEL #83382

## 1202 MILITARY RD N/S 25' E/O TRICKEY



LOCATION #2

**WEEKLY IMPRESSIONS:** 53,597\*

**MEDIA TYPE/STYLE:** Poster - Retro

**LAT/LONG:** [34.57517 / -92.57925](#)

**MARKET:** BENTON

**GEOPATH ID:** 30447678

**PANEL SIZE:** 10' 6" x 22' 9" [View Spec Sheet](#)

**VINYL SIZE:** 10' 7" x 22' 10"

**FACING/READ:** East / Right

**ILLUMINATED:** YES

**SHIPPING ADDRESS:** 12001 I-30 Little Rock, AR 72209



\*Impression values based on Total Population

# PANEL #83391

## 305 HWY 5 NORTH @ LONGHILLS GOLF COURSE



LOCATION #3

**WEEKLY IMPRESSIONS:** 68,722\*

**MEDIA TYPE/STYLE:** Poster - Retro

**LAT/LONG:** [34.60095 / -92.55105](#)

**MARKET:** BENTON

**GEOGRAPHIC ID:** 30484887

**PANEL SIZE:** 10' 6" x 22' 9" [View Spec Sheet](#)

**VINYL SIZE:** 10' 7" x 22' 10"

**FACING/READ:** West / Left

**ILLUMINATED:** NO

**SHIPPING ADDRESS:** 12001 I-30 Little Rock, AR 72209



\*Impression values based on Total Population

# PANEL #80333

3120 N REYNOLDS RD E/S .1 MI N/O I-30



**WEEKLY IMPRESSIONS:** 104,040\*

**MEDIA TYPE/STYLE:** Poster - Retro

**LAT/LONG:** [34.62342 / -92.49867](#)

**MARKET:** BRYANT

**GEOPATH ID:** 30636173

**PANEL SIZE:** 10' 6" x 22' 9" [View Spec Sheet](#)

**VINYL SIZE:** 10' 7" x 22' 10"

**FACING/READ:** South / Right

**ILLUMINATED:** YES

**SHIPPING ADDRESS:** 12001 I-30 Little Rock, AR 72209

### LOCATION #4



\*Impression values based on Total Population

*Discounts*  
to your favorite  
local places!

EXPERIENCE THE  
LIBRARY



*effect*

[www.SalineCountyLibrary/LCSUM2022](http://www.SalineCountyLibrary/LCSUM2022)



Thank you to our sponsors!





09/15/2022

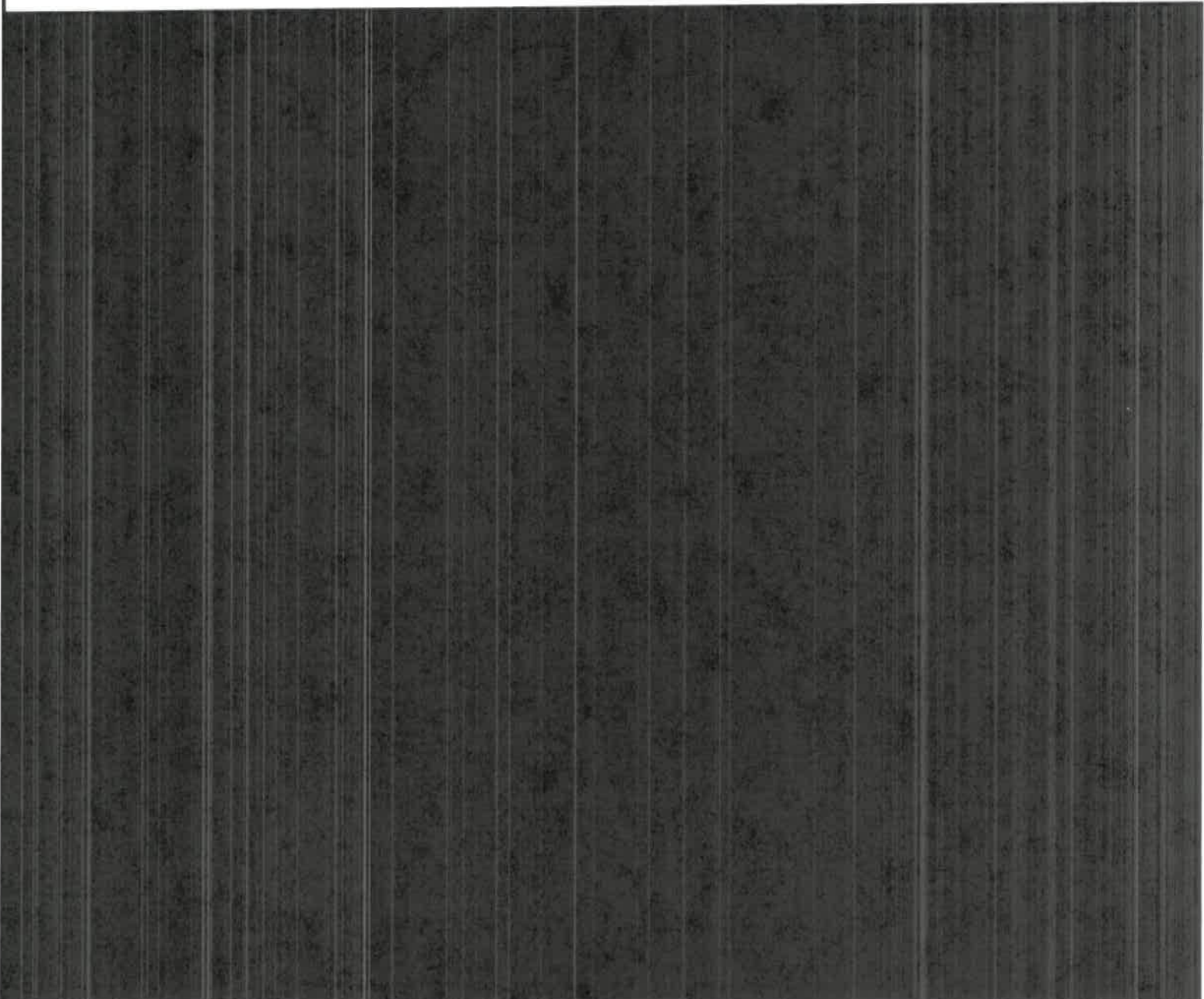
Lamar

| Date       | Type | Reference | Original Amount | Balance Due | Payment  |
|------------|------|-----------|-----------------|-------------|----------|
| 09/05/2022 | Bill | 113989126 | 1,000.00        | 1,000.00    | 1,000.00 |
|            |      |           | Check Amount    |             | 1,000.00 |

FSB-General Accoun

1,000.00

30001





# INVOICE

QUESTIONS? CONTACT 877-929-3920  
OR (225) 926-1000

5678

CUSTOMER: SALINE COUNTY LIBRARY  
ADVERTISER: SALINE COUNTY LIBRARY

INVOICE NO: 113989126

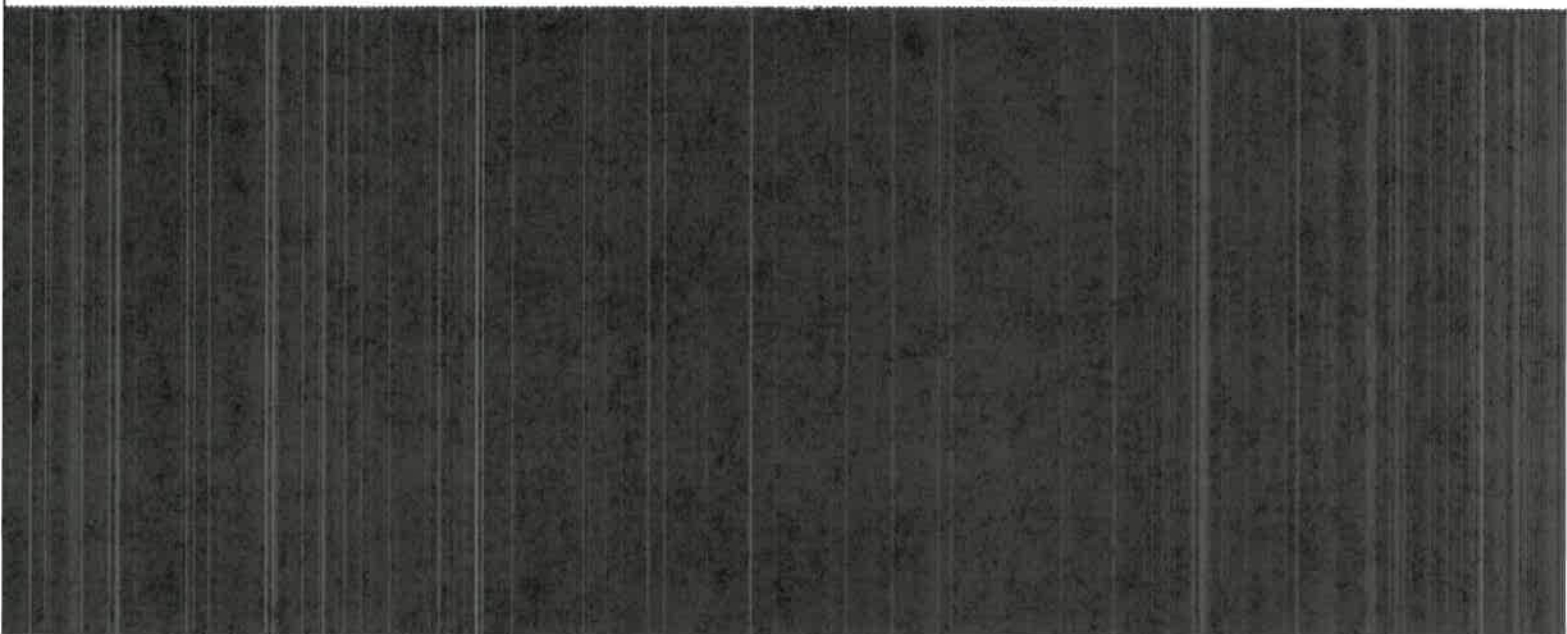
CUSTOMER  
CONTRACT NO:

LAMAR CUSTOMER NO: 637393  
LAMAR CONTRACT NO: 3929797

INVOICE DATE: 09/05/2022

DUE DATE: 10/05/2022

| MARKET / MEDIA TYPE / DESIGN / LOCATION   | CONTRACT SERVICE DATES | PANEL NUMBER | PANEL TAB ID | ILLUM                        | AMOUNT   |
|---|------------------------|--------------|--------------|------------------------------|----------|
| 3 - BENTON, AR<br>286-Little Rock, AR<br>Media Type: Posters<br>305 HWY 5 NORTH @ LONGHILLS GOLF COURSE | 9/5/22-10/2/22         | 83391        | 30484887     | No<br><b>Total Panels:1</b>  | 500.00   |
| 5 - BRYANT, AR<br>286-Little Rock, AR<br>Media Type: Posters<br>3120 N REYNOLDS RD E/S .1 MI N/O I-30   | 9/5/22-10/2/22         | 80333        | 30636173     | Yes<br><b>Total Panels:1</b> | 500.00   |
| APPROVED<br>By: <i>TH</i> Date: <i>9/15/22</i><br>PAID<br>By: <i>BC</i> Date: <i>9/15/2022</i>          |                        |              |              |                              |          |
| STATE TAX   | COUNTY or PARISH TAX   | CITY TAX     |              |                              | AMOUNT   |
| 0.00  | 0.00                   | 0.00         |              |                              | 1,000.00 |



09/27/2022

Harmony Grove School

Date

Type

Reference

Original Amount

Balance Due

Payment

09/19/2022

Bill

Y4089461

75.00

75.00

75.00

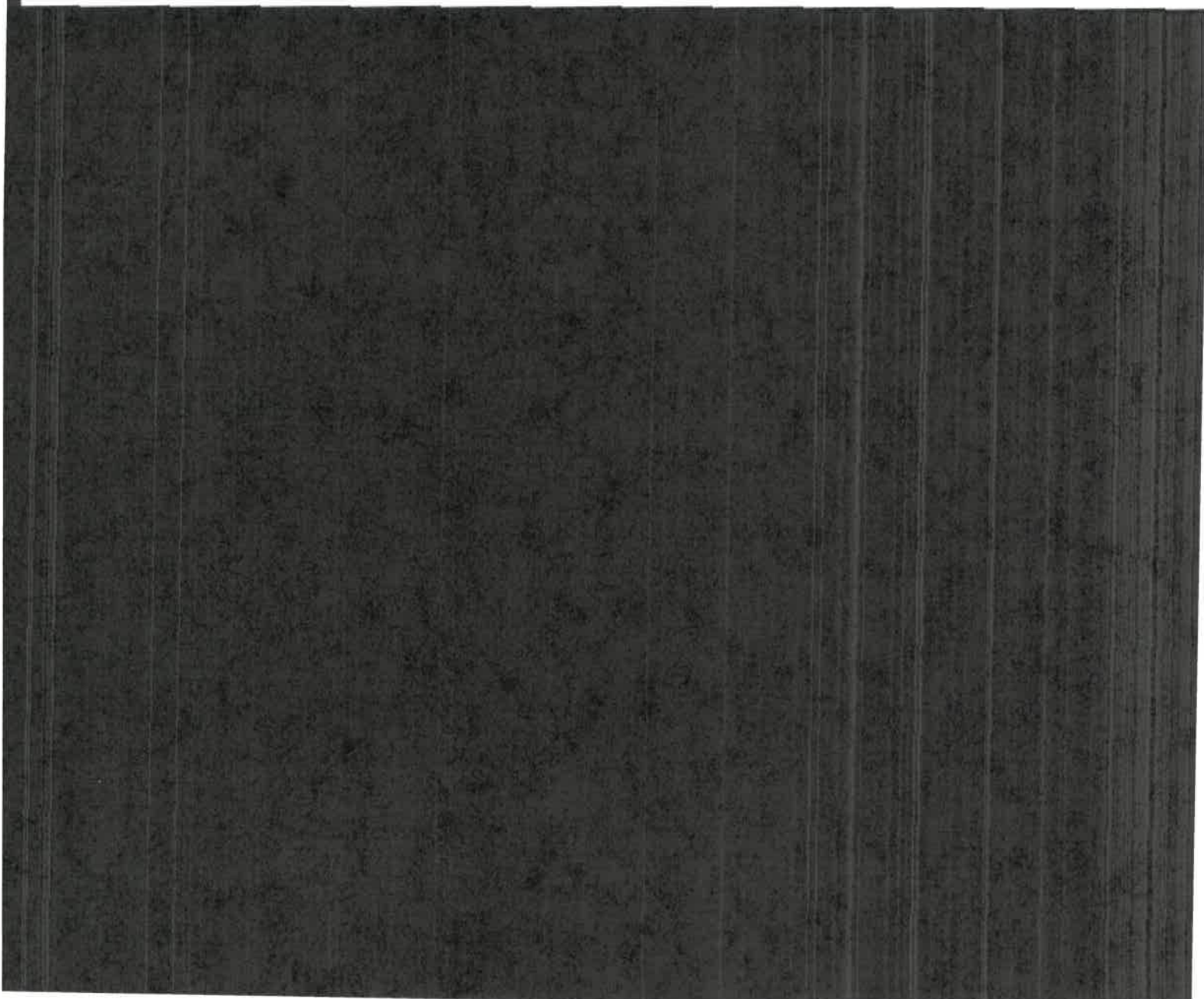
Check Amount

75.00

FSB-General Accoun

75.00

30001



Ad Invoice/Statement

Harmony Grove High School  
 2621 N HIGHWAY 229  
 BENTON, AR 72015-7206  
 (501) 776-2337

Date: Sep 19, 2022  
 Order #: Y4089461

To:  
 Saline County Library  
 1800 Smithers Dr  
 AR 72015

| Size     | Type     | Color | Ad Price | Amount Paid | Balance Due | Payment Date |
|----------|----------|-------|----------|-------------|-------------|--------------|
| 1/8 Page | Business | Color | \$ 75.00 | \$ 0.00     | \$ 75.00    |              |

PAYMENT SUMMARY

Ad Price: \$ 75.00  
 Discount: \$ 0.00  
 Net Amount: \$ 75.00  
 Payment: \$ 0.00  
 Balance Due: \$ 75.00

AD SCHEDULE

Photo/Text Due:  
 Photos/Text Received: Sep 19, 2022

NOTES:

By PH APPROVED Date: 9/25/22  
 By BC PAID Date: 9/27/2022



**Fw: Harmony Grove Yearbook Ads**

Kari Lapp <[karyl@salinecountylibrary.org](mailto:karyl@salinecountylibrary.org)>

Thu 9/22/2022 4:43 PM

To: Brad Crumby <[bradc@salinecountylibrary.org](mailto:bradc@salinecountylibrary.org)>

Please find the attached yearbook ad for Harmony Grove.



**Kari Lapp**  
**Community Engagement Manager**

Phone:  [\(501\) 778-4766](tel:(501)778-4766) xt 1350

Email: [KariL@SalineCountyLibrary.org](mailto:KariL@SalineCountyLibrary.org)

Address: [1800 Smithers Dr. Benton, AR 72015](#)



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**From:** Geren, Georgia <[georgia.geren@harmonygrovesd.org](mailto:georgia.geren@harmonygrovesd.org)>

**Sent:** Thursday, September 22, 2022 1:43 PM

**To:** Kari Lapp <[karyl@salinecountylibrary.org](mailto:karyl@salinecountylibrary.org)>

**Subject:** Re: Harmony Grove Yearbook Ads

Thank you very much! We've received your artwork. I have attached the invoice to this email, and we will also send it in the mail.

On Mon, Sep 19, 2022, 2:28 PM Kari Lapp <[karyl@salinecountylibrary.org](mailto:karyl@salinecountylibrary.org)> wrote:

Georgia,

Please find the artwork for the ad attached. Yes, the address in my signature would be the correct address to send the bill. 😊

Thank you,



**Kari Lapp**  
**Community Engagement Manager**

Phone:  [\(501\) 778-4766](tel:(501)778-4766) xt 1350

Email: [KariL@SalineCountyLibrary.org](mailto:KariL@SalineCountyLibrary.org)

Address: [1800 Smithers Dr. Benton, AR 72015](#)



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**From:** Geren, Georgia <[georgia.geren@harmonygrovesd.org](mailto:georgia.geren@harmonygrovesd.org)>

**Sent:** Monday, September 19, 2022 2:12 PM

**To:** Kari Lapp <[karyl@salinecountylibrary.org](mailto:karyl@salinecountylibrary.org)>

**Subject:** Re: Harmony Grove Yearbook Ads

Thank you for purchasing an ad. I apologize for not getting back to you in a more timely manner. All we need is your art for the ad and any text you would like included. You can attach that to an email to me or our sponsor at [jgeren@harmonygrovesd.org](mailto:jgeren@harmonygrovesd.org). Is the address in your email signature a good address to send the bill?

Thank you again for your support of Harmony Grove Schools,  
Georgia Geren

On Tue, Aug 30, 2022 at 8:39 AM Kari Lapp <[karyl@salinecountylibrary.org](mailto:karyl@salinecountylibrary.org)> wrote:  
Georgia,

The Saline County Library would like to purchase a 1/8 color ad. Please let me know what all is needed from me.

Thank you,



**Kari Lapp**  
**Community Engagement Manager**

Phone: (501) 778-4766 xt 1350

Email: [KariL@SalineCountyLibrary.org](mailto:KariL@SalineCountyLibrary.org)

Address: 1800 Smithers Dr. Benton, AR 72015



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**From:** Patty Hector <[pattyh@salinecountylibrary.org](mailto:pattyh@salinecountylibrary.org)>

**Sent:** Tuesday, August 30, 2022 8:12 AM

**To:** Kari Lapp <[karyl@salinecountylibrary.org](mailto:karyl@salinecountylibrary.org)>

**Subject:** Fw: Harmony Grove Yearbook Ads

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**From:** Geren, Georgia <[georgia.geren@harmonygrovesd.org](mailto:georgia.geren@harmonygrovesd.org)>

**Sent:** Friday, August 26, 2022 2:18 PM

**To:** Patty Hector <[pattyh@salinecountylibrary.org](mailto:pattyh@salinecountylibrary.org)>

**Subject:** Harmony Grove Yearbook Ads

Hello! My name is Georgia Geren, and I am reaching out as a part of the 2022-23 Harmony Grove High School and Jr High Yearbook Staff. We are selling ads that will be a huge contribution in the production of our yearbook.

Advertising in a yearbook is a great way of promoting your business because our students and staff are encouraged to do business with our yearbook sponsors.

Ads come in different sizes and are in color. All ad pricing for sizes and color will be listed in the sheet attached below.

Please look forward to receiving our postcard in the mail to help with the process!

If you have additional questions, please feel free to contact our Yearbook Advisor, Mrs Geren at the number and email address listed below. Thank you so much for taking the time to visit with our staff and for your consideration of the purchase of an ad in the 2022-23 Cardinal Yearbook!

Number- (501) 778- 6907

Email address- [jgeren@harmonygrovesd.org](mailto:jgeren@harmonygrovesd.org)

This email was sent from outside the organization.

This email was sent from outside the organization.

This email was sent from outside the organization.



Don't let the name fool you. We are so much more than a room full of books. Aside from kitchen appliances, crafting machinery, and tools available for check out, we are a place where you belong. A place you can connect. A place where you can

*rewrite tradition.*





10/08/2022

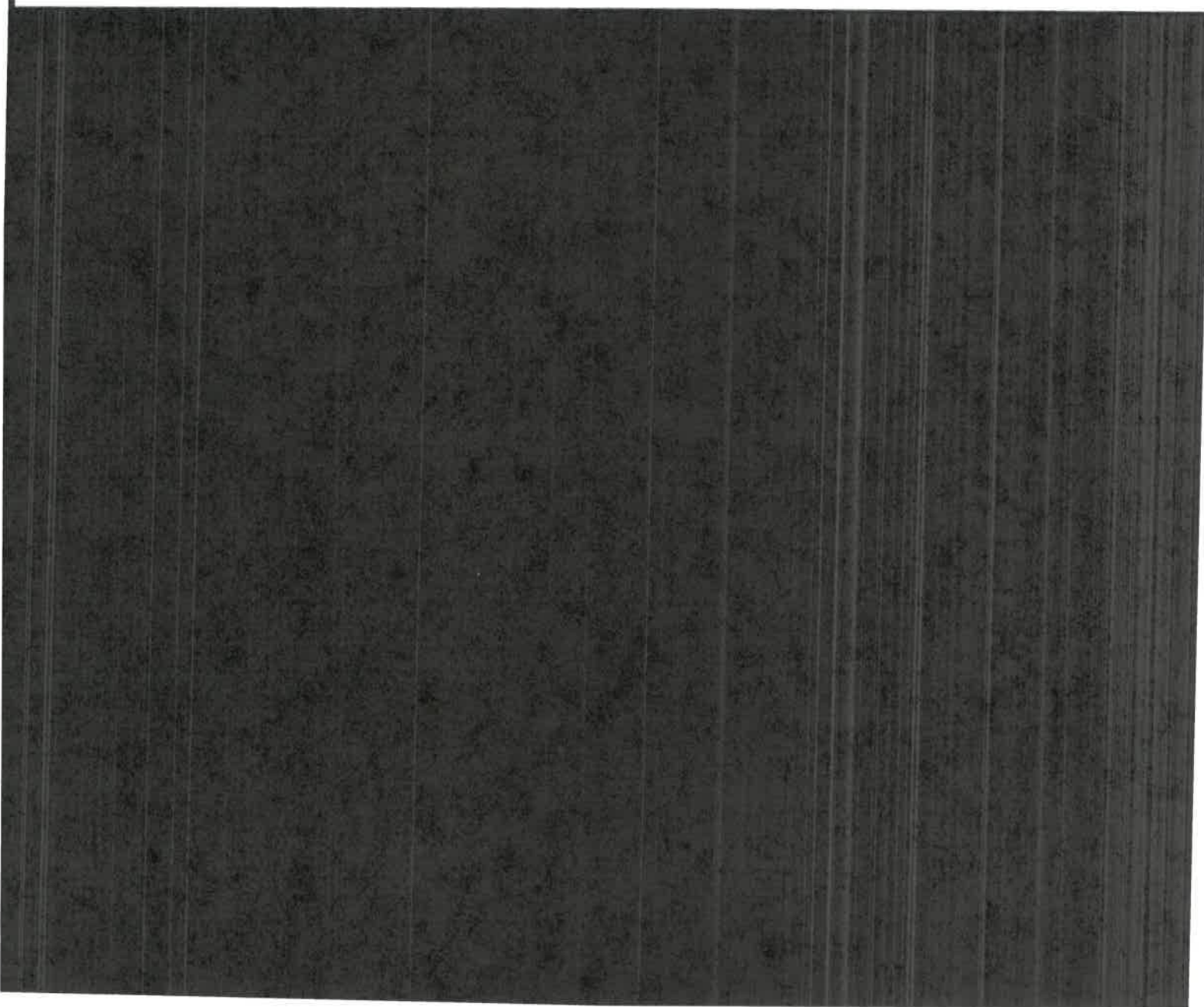
Arkansas Democrat-Gazette, Inc

| Date       | Type | Reference | Original Amount | Balance Due | Payment |
|------------|------|-----------|-----------------|-------------|---------|
| 09/30/2022 | Bill | 642823    | 500.00          | 500.00      | 500.00  |
|            |      |           | Check Amount    |             | 500.00  |

FSB-General Accoun

500.00

30001



**ADVERTISING  
INVOICE / STATEMENT**

1 ARKANSAS DEMOCRAT-GAZETTE, INC  
PO BOX 2221  
LITTLE ROCK, AR 72203  
(501) 399-3660

|   |                          |   |          |   |                |      |
|---|--------------------------|---|----------|---|----------------|------|
| 4 | BILLING DATE             | 6 | DUE DATE | 3 | INVOICE NUMBER | PAGE |
|   | 09/30/22                 |   | 10/15/22 |   | 642823         | 1    |
| 9 | ADVERTISER / CLIENT NAME |   |          |   |                |      |
|   |                          |   |          |   |                |      |

2 SALINE COUNTY LIBRARY  
1800 SMITHERS DR  
BENTON AR 72015

|                        |                       |          |                      |
|------------------------|-----------------------|----------|----------------------|
| 7                      | BILLED ACCOUNT NUMBER | 8        | ADV. / CLIENT NUMBER |
|                        | 1525039               |          |                      |
| 5                      | BILLING PERIOD        |          |                      |
|                        | 09/01/22              | 09/30/22 |                      |
| ADVERTISING DEPARTMENT |                       |          |                      |
| RETAIL DISPLAY         |                       |          |                      |

| 10 | DATE     | DESCRIPTION   | CLASS/<br>TYPE | 15 | DIMENSIONS | 16 | TIMES | 17 | BILLED<br>UNITS | U/M | 18 | RATE | 19 | AMOUNT   |
|----|----------|---|----------------|----|------------|----|-------|----|-----------------|-----|----|------|----|----------|
|    | 08/31/22 | BALANCE FORWARD                                     |                |    |            |    |       |    |                 |     |    |      |    | 500.00   |
|    | 09/09/22 | Payment on Account                                  |                |    |            |    |       |    |                 |     |    |      |    | 500.00CR |
|    | 09/30/22 | PUBLICATION: ARKANSAS ONLINE<br>Publication Totals: | INTERN         |    |            |    | 1     |    | 0.00            | pi  |    |      |    | 500.00   |
|    |          |   |                |    |            |    |       |    | \$500.00        |     |    |      |    |          |

By: PH APPROVED Date: 10/10/22  
By: BC PAID Date: 10/8/2022

THANKS FOR ADVERTISING IN THE ARKANSAS DEMOCRAT-GAZETTE!  
SEND TEARSHEET REQUESTS TO: [tearsheet@arkansasonline.com](mailto:tearsheet@arkansasonline.com)

|    |         |        |      |      |               |    |                                |
|----|---------|--------|------|------|---------------|----|--------------------------------|
| 24 | AGING   |        |      |      |               | 25 | PLEASE PAY<br>TOTAL AMOUNT DUE |
|    | CURRENT | AUGUST | JULY | JUNE | OVER 3 MONTHS |    |                                |
|    | 500.00  | 0.00   | 0.00 | 0.00 | 0.00          |    | 500.00                         |

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## Monthly Digital Marketing Performance

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Prepared For  
Saline County Library

09/01/2022 09/30/2022

# Precision Targeting

155,324

Impressions

303

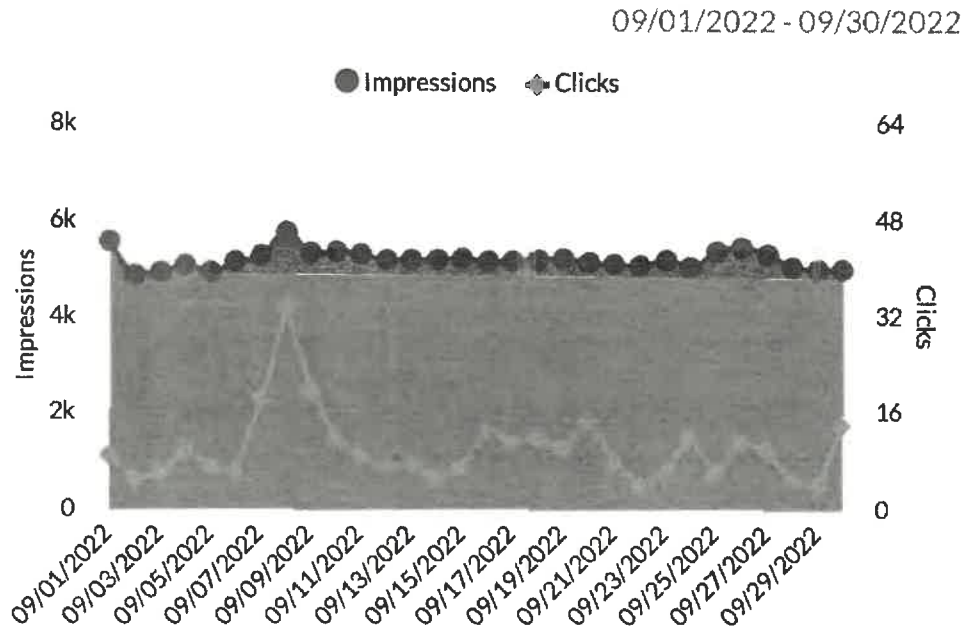
Clicks

0.20%

CTR

## Conversions:

*This is the number of users who visited your site after being served your ad.*



| Campaign Name   | 09/01/2022 - 09/30/2022 |            |              |
|---|-------------------------|------------|--------------|
|   | Impressions             | Clicks     | CTR          |
| Saline County Library Precision Targeting Campaign 01012022o148 | 155,324                 | 303        | 0.20%        |
| <b>Total</b>  | <b>155,324</b>          | <b>303</b> | <b>0.20%</b> |

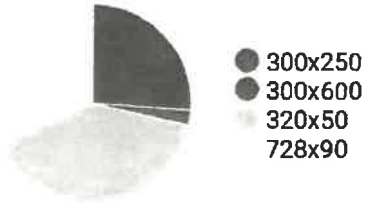


# Precision Targeting

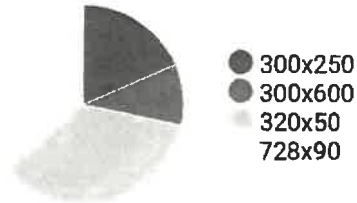
## Campaign Name

Saline County Library Precision Targeting Campaign 01012022o148

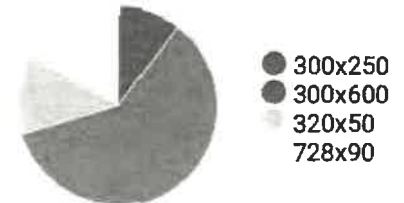
### IMPRESSIONS



### CLICKS



### CTR



09/01/2022 - 09/30/2022

| Ad Format | Impressions | Clicks | CTR   |
|-----------|-------------|--------|-------|
| 320x50    | 61,356      | 106    | 0.17% |
| 728x90    | 49,645      | 111    | 0.22% |
| 300x250   | 40,595      | 56     | 0.14% |
| 300x600   | 3,728       | 30     | 0.80% |

# Precision Targeting

09/01/2022 - 09/30/2022

| <b>City</b>         | <b>Impressions</b> | <b>Clicks</b> | <b>CTR</b> |
|---------------------|--------------------|---------------|------------|
| Benton              | 66,928             | 147           | 0.22%      |
| Little Rock         | 33,973             | 64            | 0.19%      |
| Hot Springs Village | 22,881             | 34            | 0.15%      |
| Bryant              | 19,660             | 39            | 0.20%      |
| Malvern             | 9,392              | 18            | 0.19%      |
| Bauxite             | 2,272              | 1             | 0.04%      |
| Lonsdale            | 137                | 0             | 0.00%      |
| Traskwood           | 35                 | 0             | 0.00%      |
| Wrightsville        | 28                 | 0             | 0.00%      |
| Alexander           | 8                  | 0             | 0.00%      |
| Hensley             | 6                  | 0             | 0.00%      |
|                     | 3                  | 0             | 0.00%      |
| Mabelvale           | 1                  | 0             | 0.00%      |

