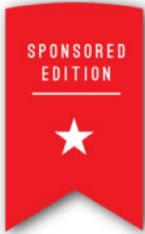


SOMEWHERE IN THE SOUTH



LITTLE ROCK

EXPERIENCE ARKANSAS' CAPITAL CITY



Situated on the Arkansas River, Little Rock is home to a thriving New South culture that offers a vibrant nightlife, big-time entertainment, world-class attractions and a booming dining scene with the best Arkansas restaurants serving up dishes from all over the globe. The fact that we're one of the top Arkansas vacation spots and among America's most affordable cities means you can have fun and keep your money in your pocket.

Little Rock has a big role in history and looks to the future. Learn about Central High School's place in the civil rights movement, explore the Clinton Presidential Center and imagine a world free of hunger and poverty at the Heifer Village.

Come visit one of the most popular Arkansas vacation spots and see what Little Rock is all about. You'll leave with a new idea of what a southern city can do.

[>> Click here for more info on Little Rock.](#)



Watch our video and see the new Southern style of Little Rock for yourself. Scenes from our vibrant downtown and River Market, our bohemian SoMa neighborhood, our gorgeous trails and outdoor attractions, and much more offer a glance of the adventures that wait for you. Little Rock will help you discover what we already know to be true: Life is better with a Southern accent.

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EXAMPLES OF "SITS":

- ▷ [Cheers! Trail in Hendersonville, NC](#)
- ▷ [Books Along the Teche Literary Festival](#)
- ▷ [NCHC Smithsonian Art Exhibition](#)
- ▷ [Experience Bowling Green, KY](#)

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Somewhere in the South offers advertisers an exclusive opportunity to reach an audience of attentive and interested *Oxford American* readers. It's a perfect platform for showcasing your destination, attractions, product, or experience.

- Rate is **\$1,450** per mailing
- Reaches approximately **33,000 opt-in subscribers**
- Goes out on select **Thursdays each month** (ask your rep for available dates)
- **Full analytic reports available** to Sponsored Edition e-Newsletter advertisers upon request

SPONSORED EDITION SPECS:

- 200-400 total words of copy
- 2-3 high-res images for the header (300 dpi or higher)
- 1 video to be embedded

-OR-

- 1 additional high-res image

MATERIALS DEADLINE:

At least one [1] week before the scheduled send date