

OFFICE LOCATIONS

PHOENIX MAIN OFFICE

200 E. Van Buren Street, Phoenix, AZ 85004

CUSTOMER ACCOUNTING SERVICES

Table with 2 columns: Service Name and Phone Number. Includes Manager, Credit, Accounts Receivable, Billing Inquiries, Toll-Free in state, and Private Party.

GENERAL ADVERTISING POLICY

Deadlines

To ensure publication, Advertiser must meet all current deadline schedule requirements. Advance deadlines may become necessary to meet holiday demands.

Positioning

Advertiser agrees to conform to the standards of typography and style of Newspaper. Section placement requests are honored on a first-come, first-served basis...

Pricing

Local display advertising rates are non-commissionable. Classified display advertising rates apply to firms, individuals and associations selling goods/services in the State of Arizona.

Classified Short Rate Provisions

In the event of cancellation or termination of Advertiser's contract or failure by the Advertiser to fulfill the conditions of Advertiser's contract for any reason, Advertiser agrees to pay, in addition to any charges then unpaid on the following basis:

Dollar volume: Advertiser agrees to pay the difference between the agreed upon dollar volume and the actual dollars spent or the re-rated amount based on the earned seven time rate, whichever is less.

Editorial Style Ads

All editorial style ads must contain the word "ADVERTISEMENT" in 10 point type at the top of the ad for every two columns of width. Advertising that mimics the editorial style or typeface of The Arizona Republic is prohibited.

Political Advertising

Political advertising is accepted at current national rates and must be paid in advance. Non-political advertisers may not use their current advertising agreements for political advertising.

Payment Terms

Non-contract advertising is paid in advance. Credit approved contract and non-contract billed advertising is Net 10 days.

Payment Options

Newspaper will accept payment by cash, check, check-by-phone, postage paid envelopes, Financial EDI or convenient drop boxes located at any Arizona Republic office.

Brokered Advertising

The Newspaper deals directly and individually with its local advertisers and does not accept local brokered advertising.

Photo Release

Photographs of individuals to be used in advertising must be accompanied by a signed release from the individual permitting the use of the photograph(s). Release forms are available from Advertiser's sales representative.

Thanksgiving Day

Due to increased distribution, Sunday rates apply to Thanksgiving Day.

Color

Color on advertisements is subject to availability. Color deadline schedule and color rates are available upon request.

LEGAL PROVISIONS

Short-Rating

If, at the end of Advertiser's contract with the Newspaper, the Advertiser shall have fallen short of the minimum commitment of advertising agreed to in the contract, to the extent that a different rate would be applicable according to the Newspaper's current rate schedule, Advertiser's rate for all space/insertions used during the contract term shall be increased to the appropriate rate indicated on said rate schedule...

Newspaper Rate Card

The Newspaper may revise its advertising rate schedule at any time upon 30 days' written notice to Advertiser, and Advertiser may, without penalty, cancel its advertising contract at any time prior to the time the new rates become effective upon prior written notice to the Newspaper.

Right to Edit or Reject

The Newspaper may, in its sole discretion, edit, classify, or reject at any time any advertising copy submitted by Advertiser.

**Payment for Advertising**

Advertiser shall pay for the advertising purchased according to the terms indicated on the Newspaper's invoices/billing statements. If advertiser fails to make timely payments as provided for in the invoices/billing statements, the Newspaper may reject advertising copy. Advertiser agrees to indemnify the Newspaper for all expenses incurred in conjunction with the collection of amounts payable, including court costs and attorneys' fees. If advertiser's contract is canceled due to Advertiser's failure to make timely payments, the Newspaper may re-bill the Advertiser at the open or earned contract rate, whichever is applicable. Stated rates for all contract advertising services are conditional on subsequent payment by cash, check, or EDI.

**Typographical Errors; Incorrect Insertions or Omissions**

The Advertiser's contract cannot be invalidated for typographical errors, incorrect insertions or omissions in advertising published. The Newspaper agrees to run a corrective advertisement for that portion of the first insertion which may have been rendered valueless by such typographical error, wrong insertion or omission. Advertiser shall notify the Newspaper of such errors in time for correction before the second insertion. The corrective advertisement or credit shall not exceed the cost of the actual space occupied by the error. The Newspaper shall not be liable to Advertiser for any loss that results from the incorrect publication including, without limitation, typographical errors, incorrect insertion or omission of Advertiser's advertisements.

**Credits**

ANY claim for credit must be received by the Newspaper within sixty (60) days from the date of invoice/billing statement or be deemed waived. Credit is granted only for the first day of error.

**Indemnification**

Advertiser agrees to indemnify, defend and hold harmless the Newspaper from all claims (whether valid or invalid), suits, judgements, proceedings, losses, damages, costs and expenses, of any nature whatsoever (including reasonable attorney's fees) for which the Newspaper or any of its affiliates may become liable by reason of Newspaper's publication of Advertiser's advertising.

**Ownership of Advertising Copy**

All advertising copy which represents the creative effort of the Newspaper and/or the utilization of creativity, illustrations, labor, composition or material furnished by it, is and remains the property of the Newspaper, including all rights of copyright therein. Advertiser understands and agrees that it cannot authorize photographic or other production, in whole or in part, of any such advertising copy for use in any other medium without the Newspaper's prior written consent.

**Taxes**

If any federal, state or local taxes are imposed on the printing of advertising material or on the sale of advertising space, such taxes shall be assumed and paid by Advertiser.

**Assignment**

Advertising contracts may not be assigned or transferred by Advertiser or its advertising agency, if any.

**Force Majeure**

Each party's obligations are conditional on strikes, fires, acts of God or the public enemy, war, or any cause not subject to the control of such party.

**Cancellations**

Cancellations will not be accepted after the applicable closing time. Advertiser will be responsible for any production or creative services provided by the Newspaper regardless of the cancellation of Advertiser's advertising.

**Positioning of Advertisements**

Newspaper shall have full latitude with respect to positioning all advertisements. Newspaper will use its reasonable efforts to accommodate the Advertiser's requests; however, position of advertisements is not guaranteed.

**Credit Check**

Advertiser is subject to a satisfactory credit check or prepayment will be required.

**Joint and Several Liability**

If Advertiser utilizes an Agency, Advertiser and Agency shall be jointly and severally liable for complying with all rate card terms and conditions, including payment of all advertising.

**Agency Commissions**

Agency commissions, if any, shall apply to all space charges and adjustments.

**No Sequential Liability**

Any statements concerning liability which appear on correspondence from Advertiser or its Agency are rendered void and is irrevocable without the written consent of the Newspaper's credit department. It is further agreed that the Newspaper does not accept those provisions in advertising orders or space reservations claiming sequential liability.

**Incorrect Rates in Order Forms**

When orders are forwarded by Advertiser or its Agency which contain incorrect rates or conditions, the advertising called for will be inserted and charged at the correct rate in force governing such advertising as provided for in the Newspaper's rate schedule and in accordance with the conditions contained herein.

**Electronic Delivery**

Facsimile or other electronic means may be used to send insertion orders, agreements and other instruction. They are considered binding when accepted by us, whether or not original copies are sent or received. We may respond to you by the same or similar means.

**e-Tearsheets**

Electronic tearsheets are available upon request, via the internet, following ad publication.

## MECHANICAL SPECIFICATIONS

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### Digital Ready Ads/Electronic Transmission

A digital-ready ad is an ad that is provided to the Newspaper complete and ready for reproduction. Electronic transmission is an ad that is submitted to *The Arizona Republic* in an electronic format, preferably a PDF, using a transfer service such as AdSend or AdDrop.

When converting postscript or EPS files in Adobe Acrobat Distiller, please use *The Arizona Republic's* specifications to allow the proper compression & conversion settings to be applied to your file for quality newsprint reproduction. *The Arizona Republic* will check each file for correct toning and resolution settings. Images within your PDF should be saved at a minimum of 180 ppi and not more than 250 ppi for correct reproduction in newsprint. A minimum of 300 ppi is required for magazine products.

Submit ads via a form of electronic transfer and ensure they meet the electronic transfer standards and are complete and ready for publication. We cannot accept ads or materials submitted as file attachments via e-mail.

### Color

All colors must be designated as CMYK process color. If you create a custom color in any application, please make sure it is designated for process color separation. Contact your sales representative for an approved CMYK color chart.

### Photos

Custom or embedded profiles within Photoshop should not be used in the production of an ad as they may not process through our production system properly.

### Ad Transfer

*The Arizona Republic* supports the following ad transfer services:

- AdSend 1-800-823-7363
- AdDrop <http://addrop.azcentral.com>

Contact the service provider on transferring ads using the AdSend or AdDrop system. Contact your account executive or Rich Reininger at (602) 444-4587 for information on transferring ads using AdDrop.

## ELECTRONIC SPECIFICATIONS

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### Hardware

Our standard is Macintosh environment. If you use a Windows based PC, you will be required to submit your ad as a distilled PDF.

### Source Applications

Materials must be prepared using one of the following applications:

- Adobe CS6 through CC

### Fonts

All electronic documents must be prepared with postscript fonts. Each typeface must consist of a printer portion and a screen portion. Ads built with TrueType or Multiple Master fonts will be replaced with similar postscript fonts.

If an ad uses fonts that are not in our current font library, or not supplied with the ad, *The Arizona Republic* will substitute the closest available font. Otherwise, the client may supply the font with a signed font agreement. Contact your sales representative for further information.

No credits or other adjustments will be given for font substitutions. Please avoid "stylizing" fonts to create fake bold, italic, etc. Use only real font styles.

### File Formats

Files should be saved in the standard "Save" mode for the particular application used. We will accept graphic files saved in EPS, Jpg or Tiff formats. Files can be compressed using Stuffit compression software. No compressed tiff formats should be used in any application.

### Line Art

Line art should be scanned at a minimum resolution of 600 ppi, especially if scanning prescreened material. If no halftone screens are involved, we will accept line art at 300 ppi.

### Images

All images should be scanned at a minimum of 180 ppi and not more than 250 ppi for correct reproduction in newsprint, no more than 300 ppi for magazine products.