

CLASSIFIED RATES

ADVERTISING OPPORTUNITIES

Effective October 1, 2016



REPUBLIC MEDIA

PART OF THE USA TODAY NETWORK

azcentral.com THE ARIZONA REPUBLIC

The Arizona Republic & azcentral.com are divisions of Republic Media, an innovative multi-platform media company that helps businesses navigate the advertising world. When it comes to local news and effective advertising, more Phoenix residents trust *The Arizona Republic* than any other source. For more than a century, we've provided a level of customer service, reach and innovation unmatched by any other local advertising medium. From traditional newspaper ads to profitable multimedia sponsorships, we're committed to helping you reach consumers. Our readers are your best customers.

PERSONNEL

Chase Rankin <i>Vice President, Advertising</i> (602) 444-8611	Brett Sondrup <i>Director, Classified Sales</i> (602) 444-8716
Craig Ludwig <i>Director, Advertising Operations</i> (602) 444-8918	Heather Kivatinos <i>Recruitment Sales Manager</i> 602-444-8683

OFFICE LOCATIONS

PHOENIX MAIN OFFICE

200 E. Van Buren Street, Phoenix, AZ 85004

CUSTOMER ACCOUNTING SERVICES

Manager	(602) 444-8581
Credit.....	(602) 444-8922
Accounts Receivable	(602) 444-8509
Billing Inquiries.....	(602) 444-8561
Toll-Free in state.....	(800) 352-5095
Private Party	(602) 444-7355

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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 (accompanied by a 25% premium which is refundable in the event a position request cannot be honored). Classified display advertisements shall be accepted in accordance with minimum size standards of Newspaper and will appear as near as possible to the requested classification. Under no circumstances are positions guaranteed.

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 rates do not apply to any advertising for which the Publisher has established (or will establish) other rates (i.e., Automotive or Category rates). Rate classifications are determined by the Publisher.

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. Guidelines are available on request.

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, and Advertiser shall pay the difference. In any case, the rate charged will not exceed the costs of continuing the agreement in force until its expiration date.

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, judgments, 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.

CLASSIFIED DISPLAY AD DEADLINES (2 column x 2" Minimum)

Day of Publication	Space Reservation, Materials Submittal*, Color Reservation	CAMERA READY** CLIENT APPROVED
Monday		
Automotive	Wednesday 5pm	Thursday 4pm
Real Estate	Wednesday 5pm	Thursday 4pm
Rentals	Wednesday 5pm	Thursday 4pm
All Other Classified Display	Wednesday 5pm	Thursday 4pm
Tuesday		
Automotive	Thursday NOON	Thursday 5pm
Real Estate	Thursday NOON	Thursday 5pm
Rentals	Thursday NOON	Thursday 5pm
All Other Classified Display	Thursday NOON	Thursday 5pm
Wednesday		
Automotive	Thursday 5pm	Friday 4pm
Real Estate	Thursday 5pm	Friday 4pm
Rentals	Thursday 5pm	Friday 4pm
Employment	Thursday 5pm	Friday 4pm
All Other Classified Display	Thursday 5pm	Friday 4pm
Thursday		
Automotive	Friday 5pm	Monday 4pm
Real Estate	Friday 5pm	Monday NOON
Rentals	Friday 5pm	Monday NOON
All Other Classified Display	Friday 5pm	Monday NOON
Friday		
Automotive	Monday 5pm	Tuesday 4pm
Real Estate	Monday 5pm	Tuesday NOON
Rentals	Monday 5pm	Tuesday NOON
All Other Classified Display	Monday 5pm	Tuesday NOON
Saturday		
Automotive	Tuesday 5pm	Wednesday 4pm
Real Estate	Friday 5pm	Wednesday NOON
Rentals	Tuesday 5pm	Wednesday NOON
All Other Classified Display	Tuesday 5pm	Wednesday NOON
Sunday		
Automotive	Wednesday 5pm	Thursday NOON
Real Estate	Wednesday 5pm	Thursday NOON
Rentals	Wednesday 5pm	Thursday NOON
Employment	Wednesday 5pm	Thursday NOON
All Other Classified Display	Wednesday 5pm	Thursday NOON

** Materials Submittal- ads that need to be built by The Arizona Republic
 ** Refer to press ready definition on page 6. Must meet these specifications.*

CLASSIFIED LINER AD DEADLINES

Day of Publication	Deadline
Monday	
All Classified Liner Ads	Friday 5pm
Tuesday	
All Classified Liner Ads	Monday NOON
Wednesday	
All Classified Liner Ads	Monday 5pm
Thursday	
All Classified Liner Ads	Tuesday 5pm
Friday	
All Classified Liner Ads	Wednesday 5pm
Saturday	
All Classified Liner Ads	Thursday 5pm
Sunday	
All Classified Liner Ads	Friday 5pm

Advance deadlines may become necessary to meet holiday demands.
 Publisher reserves the right to revise deadline schedules at any time.

CLASSIFIED MECHANICAL SPECIFICATIONS

The maximum depth of a single column ad (broadsheet) is 291 agate lines, unless the page holds other mandatory features.

Classified pages are divided into 10 columns, each column .950" plus 4 points for column rule, 14 agate lines per column inch. Full broadsheet column charged 301 lines. Classified display ads more than 269 lines deep will have white space added and will be charged for full-column depth. Full page charged 3,010 agate lines. Minimum Classified display size is 56 lines (2 columns by 28 lines).

A double truck will be billed as 6,321 lines.

Up to and including 80 point type may be used in any one column advertisement.

Classified Display Sizes (excludes recruitment)

	Image Size
2 Columns	1.956"
3 Columns	2.961"
4 Columns	3.967"
5 Columns	4.972"
6 Columns	5.978"
7 Columns	6.983"
8 Columns	7.989"
9 Columns	8.994"
10 Columns	10"

Classified Full Page

10 col. x 21.5" 10" x 21.5"

Classified Double Truck

20 col. x 21.5" 21" x 21.5"

Tabloid Full Page

9.2778" x 10"

Tabloid Double Truck

18.6111" x 10"

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 default compression & conversion settings to be applied to your file for 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 no 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
- AdDrop <http://addrop.azcentral.com>

Contact your account executive for information on transferring ads using AdDrop.

ELECTRONIC SPECIFICATIONS

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, Tiff or JPG 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.

OTHER RATES & CHARGES

Color Advertising

Color premium is in addition to Advertiser's established black and white rate for space used. Double trucks will be charged twice the applicable rate.

Standard registration marks on all camera ready materials are necessary for proper reproduction.

Double trucks must be submitted electronically or as negatives. Please submit two sets of negatives for double trucks that publish on Sunday.

When submitting color ads, please supply a color proof of your ad to be used for reference during the scanning and printing processes.

Classified Color

Black and 1 Color

Mon. - Thurs.	\$2,594
Fri. & Sat.	\$2,787
Sunday	\$3,253

Black and Multicolor

Mon. - Thurs.	\$3,833
Fri. & Sat.	\$4,136
Sunday	\$4,745

Logo

Place a Classified ad and top it with an attention-getting **FIRST DAY** headline on the first day it runs. The headline costs just \$5 and lets the reader know your ad is brand new. It also calls extra attention to your message. Check with your sales representative for other available logo options.

Single Column Borders

Enhance your ad with the use of a single column border. This will add two lines at the top and two lines at the bottom of your ad. Character count per line for body copy also will be reduced.

Single Column Logos

Brand names and signature logos are available in one column Classified ads. Minimum size is 4 agate lines deep and maximum size is 42 agate lines. Maximum width is .85 inches. All logos are subject to approval.

Bold Face Type

Use bold face type in your single column ads for extra attention. Use a word, line or the entire ad in bold for only 60¢ extra per line for every line in the ad.

Non-Profit Rate

The non-profit rate is \$9.36 per line. To qualify, advertiser must have a 501-C3 tax-exempt status. Other conditions may apply.



Daily Classifieds in most categories are available and searchable on azcentral.com.

FIRST DAY

LOCAL REAL ESTATE CONTRACT RATES

Annual Dollar Volume Agreements

Local Classified Agreement rates are available to advertisers who offer real estate, rentals, merchandise or services to consumers through an outlet or representative located within the State of Arizona.

Automotive and employment advertisers please refer to separate rate card. Agreement rates are non-commissionable. All charges subject to prevailing taxes.

Rates are per agate line, per day. All single column advertisements will be charged by computer-generated line count.

The Advertiser agrees to meet or exceed annual dollar volume requirements during the agreement year. If the Advertiser wishes to invest more than originally committed, they may sign a new annual agreement.

If Advertiser exceeds the revenue commitment of the next higher level(s), they may receive that higher level's rate for the duration of the contract year. Self-renewing agreements will renew at the original signed contract level.

If the annual dollar volume requirement is not met, a short rate will occur. See paragraph #3 of annual Classified agreement for details.

Plan	Annual Dollar Volume	Sunday	Saturday	Saturday Sunday Combo	Daily	2-6 Times*	7-13 Times*	14-27 Times*	28+ Times*
9	\$2,500	\$13.37	\$11.80	\$17.77	\$11.55	\$10.13	\$9.21	\$8.53	\$7.65
5	\$5,000	12.35	10.90	16.75	10.65	9.55	8.74	8.30	7.25
8	\$20,000	11.69	10.36	16.09	10.14	9.15	8.37	7.69	6.87
4	\$40,000	11.25	9.93	15.65	9.69	8.81	8.11	7.44	6.63
7	\$80,000	10.90	9.60	15.20	9.36	8.49	7.75	7.19	6.27
3	\$115,000	10.47	9.39	14.77	9.18	8.27	7.62	6.96	6.17
2	\$185,000	10.35	9.23	14.65	9.01	8.11	7.38	6.84	5.97
1	\$285,000	9.90	8.91	14.20	8.72	7.81	7.09	6.43	5.75
77	\$405,000	9.79	8.77	14.09	8.57	7.68	6.96	5.91	5.65

**Ad size and copy must remain the same to qualify for frequency discount. Saturday or Sunday ads on frequency schedule pay additional 15 cents per line. Contracts for investments greater than \$405,000 annually are available. Ask your sales representative for details.*

OPEN HOUSE DIRECTORY

Appears each Saturday & Sunday in the Real Estate pages of Classified. This special bannered directory is set on a 6-column wide page makeup.

Rates

First 3 lines, \$4.35 per line if placed in conjunction with a paid Saturday/Sunday real estate ad. Additional lines are just \$8.90 per line. "Open House Directory" only ads are \$12.50 per line. For more information, call your sales representative.

REAL ESTATE

Open Rates (SATURDAY AND SUNDAY)

Publishing full run*

Showcase	Saturday	Sunday
Home	\$995.00	\$1,200.00
Development of the Week	3,180.00	
Map Sponsorship	1,575.00	1,575.00

Color	Saturday or Sunday
Full Page	\$12,500.00
1/2 Page	6,500.00
1/4Page	3,500.00
1/8 Page	2,000.00

3X3 REALTOR DISPLAY ADS

	Black & White	Full Color
Saturday or Sunday 1x	\$200.00	\$250.00

PHOTO LISTING ADS**

		Black & White
Saturday	1x	\$135.00
Saturday & Sunday Combo	2x	270.00
	4x	405.00
	4x Combo	810.00
		Black & White
Saturday or Sunday	1x	\$135.00
	4x	405.00
	4x Combo	810.00

MODULAR AD SIZES

Display ads are sold in modular sizes. Ad sizes include the following pages and the 3 col. by 3 in.

Full Page	10 col by 21.5" or 301 lines deep
1/2 Page	10 col by 10.5" or 147 lines deep
	5 col by 21.5" or 301 lines deep
1/4 Page	5 col by 10.5" or 147 lines deep
	10 col by 5.25" or 73 lines deep
1/8 Page	5 col by 5.25" or 73 lines deep

**Frequency rates available. Contact your account executive for details.*

***One property featured per ad*

Company Logos

Plans 9 to 7	\$2.89/per line
Plans 3 to 77	\$2.63/per line

REAL ESTATE ZONE SECTIONS

Publishing Each Friday

Place your feature ad in Republic Real Estate's premier weekly section dedicated to Arizona's fastest-growing communities. Advertisements, Real Estate Views, let you tell your story and personalize your business.

	Open	9x Color	12x Color	26x Color	B/W
2 Facing Pages					
SEV	\$3,525	\$2,520	\$2,310	\$2,100	\$1,575
NWV	\$3,425	\$2,445	\$2,035	\$1,850	\$1,387.50
SWV	\$650	\$465	\$385	\$350	\$262.50
Full Page					
NEV	\$1,849	\$1,300	\$1,000	\$925	\$694
SEV	\$2,030	\$1,450	\$1,210	\$1,100	\$825
NWV	\$1,800	\$1,290	\$1,075	\$975	\$731.25
SWV	\$325	\$235	\$195	\$175	\$131.25
1/2 Page					
NEV	\$1,054	\$750	\$625	\$527	\$395
SEV	\$1,200	\$860	\$715	\$650	\$487.50
NWV	\$965	\$690	\$575	\$525	\$393.75
SWV	\$190	\$135	\$110	\$100	\$75
1/4 Page					
NEV	\$600	\$550	\$425	\$300	\$225
SEV	\$720	\$660	\$520	\$370	\$277.50
NWV	\$600	\$530	\$410	\$310	\$232.50
SWV	\$110	\$95	\$70	\$60	\$45
Premium*					
	NEV	SEV	NWV	SWV	
Page 2	\$675	\$1,375	\$1,220	\$220	
Double Truck	\$2,430	\$2,625	\$2,300	\$435	
Back Page	\$1,160	\$1,375	\$1,220	\$220	

*Premium Ads must commit to a 26x Frequency Contract

LOCAL RENTAL ADVERTISING RATES

Annual Dollar Volume Agreements

Local Classified Agreement rates are available to advertisers who offer real estate, rentals, merchandise or services to consumers through an outlet or representative located within the State of Arizona.

Automotive and employment advertisers please refer to separate rate card. Agreement rates are non-commissionable. All charges subject to prevailing taxes.

Rates are per agate line, per day. All single column advertisements will be charged by computer-generated line count.

The Advertiser agrees to meet or exceed annual dollar volume requirements during the agreement year. If the Advertiser wishes to invest more than originally committed, they may sign a new annual agreement.

If Advertiser exceeds the revenue commitment of the next higher level(s), they may receive that higher level's rate for the duration of the contract year. Self-renewing agreements will renew at the original signed contract level.

If the annual dollar volume requirement is not met, a short rate will occur. See paragraph #3 of annual Classified agreement for details.

LOCAL RENTAL CONTRACT RATES

Plan	Annual Dollar Volume	Sunday	Saturday	Daily	2-6 Times*	7-13 Times*	14-27 Times*	28+ Times*
9	\$2,500	\$13.56	\$12.21	\$12.00	\$10.65	\$9.82	\$9.27	\$8.44
5	5,000	12.53	11.28	11.06	10.03	9.32	9.03	7.98
8	20,000	11.99	10.83	10.64	9.71	8.90	8.44	7.64
4	40,000	11.53	10.38	10.17	9.34	8.73	8.18	7.38
7	80,000	11.17	10.02	9.82	8.99	8.32	7.88	6.99
3	115,000	10.74	9.80	9.62	8.77	8.20	7.63	6.86
2	185,000	10.61	9.63	9.46	8.59	7.95	7.51	6.63
1	285,000	10.16	9.32	9.14	8.27	7.63	7.05	6.40
77	405,000	10.02	9.07	8.92	7.55	7.41	6.44	6.23

**Ad size and copy must remain the same to qualify for frequency discount. Saturday or Sunday ads on frequency schedule pay additional 15¢ per line. Ads scheduled Sundays only, pay Sunday one-time rate.*

Contracts for investments greater than \$405,000 annually are available. Ask your sales representative for details.

AZRENTALS.COM NEWSPAPER SECTION

Published every Saturday & Sunday

Front Cover & Apartment Living Story

Saturday Ear/Strip\$950.00
 Sunday.....\$3,600.00

Includes: Full color photo(s) of your community on the cover with a full color page article professionally written about your community with a map and more photos of your community on page 3.

Back Page

Sunday.....\$2,885.00

Full Page

Full Color\$3,180.00/day
 Black & White\$2,020.00/day

Full color, custom designed display ad (9.658" x 11.5")

Half Page

Full color.....\$1,450.00/day
 Black & White\$1,000.00/day

Full color, custom designed display ad (9.241" x 5.733")

Display

Now Leasing Display
 Senior Living Display
 Short Term Display

Rentals Display
 Saturday.....\$200.00/mo
 Sunday.....\$200.00/mo
 Saturday/Sunday\$400.00/mo

Custom designed display ad (2.35" x 2")
 Includes: 4-line bold Classified in Sunday's Arizona Republic.

Rent & Save.....\$325.00/day

Full color, custom designed display ad (3" x 2.65")

LOCAL MERCHANDISE ADVERTISING RATES

Annual Dollar Volume Agreements

Local Classified Agreement rates are available to advertisers who offer real estate, rentals, merchandise or services to consumers through an outlet or representative located within the State of Arizona. Automotive and employment advertisers please refer to separate rate card. Agreement rates are non-commissionable. All charges subject to prevailing taxes. Rates are per agate line, per day. All single column advertisements will be charged by computer-generated line count.

The Advertiser agrees to meet or exceed annual dollar volume requirements during the agreement year. If the Advertiser wishes to invest more than originally committed, they may sign a new annual agreement. If Advertiser exceeds the revenue commitment of the next higher level(s), they may receive that higher level's rate for the duration of the contract year. Self-renewing agreements will renew at the original signed contract level. If the annual dollar volume requirement is not met, a short rate will occur. See paragraph #3 of annual Classified agreement for details.

Plan	Annual Dollar Volume	Sunday	Saturday	Daily	2-6 Times*	7-13 Times*	14-27 Times*	28+ Times*
9	\$2,500	\$12.50	\$11.24	\$11.05	\$9.24	\$8.57	\$8.01	\$7.10
5	\$5,000	11.54	10.39	10.20	8.71	8.13	7.79	6.73
8	\$20,000	10.94	9.88	9.70	8.34	7.78	7.22	6.38
4	\$40,000	10.51	9.47	9.28	8.03	7.53	6.99	6.16
7	\$80,000	10.20	9.15	8.95	7.73	7.20	6.75	5.83
3	\$115,000	9.81	8.93	8.79	7.55	7.08	6.53	5.73

**Ad size and copy must remain the same to qualify for frequency discount. Saturday or Sunday ads on frequency schedule pay additional 15¢ per line. Ads scheduled Sundays only, pay Sunday one-time rate.*

Contracts for investments greater than \$115,000 annually are available. Ask your sales representative for details.

CLASSIFIED SPECIAL FEATURES

Zone Home Services Directory

Featured each Wednesday, Friday and Saturday.
 1-2 zones \$10.00 per zone per day
 3 or more zones 20% discount

Funeral Planning Guide

The Funeral Planning Guide is published every Sunday and Wednesday reaching over 1.3 million readers.

This directory appears with the obituaries and is available to any mortuary or company providing a service for funerals. Each listing is one column by one half inch in depth. Larger ads are available and company logos may be used.

Rates are for both days

1x1	\$76.50
1x2	\$127.50
1x3	\$178.50
2x2	\$229.50
2x3	\$331.50
2x4	\$433.50

Call (602) 444-4974 for more information or assistance in designing and placing your ad.

Business Opportunities Package

Publish your ad in the Sunday Republic Classified section and for only \$3.95 more per line, your ad will be repeated in the Wednesday *Republic* Business section under the special "Businesses For Sale" bannered heading. **PLUS** receive another day of your choice (the following Mon.-Sat.).

For more information call: (602) 444-8756 or 1-800-764-5581.

LOCAL CLASSIFIED ADVERTISING RATES

Open Rates

Local Classified open rates apply to all non-agreement Classified advertising for goods or real estate sold or services rendered within the State of Arizona. Ads appearing in personal services classification pay personal services rate. (Education and recruitment advertisers, see separate rate sheet.)

Rates for each ad scheduled to appear consecutively are per agate line, per day. All single column advertisements will be charged by computer-generated line count.

Open (non-contract) rates are subject to change without notice. Saturday or Sunday ads on frequency schedule running consecutively pay additional 15¢ per line. Use bold face type in your single column ads for extra attention. Use a word, a line or the entire ad in bold for only 60¢ per line extra for every line in the ad.

Saturday & Sunday	\$19.77
Monday-Friday	\$14.72
2-7 Times.....	\$11.53
8-28 Times.....	\$10.55

Minimum size ad 3 lines per ad/per day.

Ad size must remain the same. Minor copy changes such as price or hours, are permitted.

Open rate advertisers who place an ad to run on consecutive Saturdays or Sundays may earn the following frequency rates.

2 Consecutive.....	\$17.04
3 Consecutive.....	\$15.89
4 Consecutive.....	\$15.55

Obituary Notices

Publishing in Local News

Premium Obituary (includes photo):
 Arizona Republic, 1 day, first 15 lines
 Obits.azcentral.com for 30 days
 Package starts at..... \$225.00

Enhanced Obituary (no photo):
 Arizona Republic, 1 day, first 10 lines
 Obits.azcentral.com for 30 days
 Package starts at..... \$125.00

Call (602) 444-8774 for details.

In Memoriam, Florists and Cards of Thanks

Publishing in
 full-run Classified \$3.25 per line, per day
 Bold is an additional 60¢ per line

Found

Publishing in full-run Classified
 3 lines, 2 days FREE
 Additional lines..... \$1.50 per line
 Bold is an additional 60¢ per line

Yard Sale

Publishing in Classified full run plus your choice of zone area
 Classified, 4 lines, 2 days..... \$21.00
 Additional lines..... \$2.63 per line
 Bold is an additional 60¢ per line

Happy Ads

Publishing in full-run Classified
 5 lines minimum \$2.00 per line
 Bold is an additional 60¢ per line

Open House

Publishing Saturday and Sunday in Real Estate Section
 3 line minimum..... \$12.50 per line, per day

Business Opportunities Package

Publish your ad in the Sunday Republic Classified section and your ad will appear Wednesday in Business, under the special "Businesses for Sale" bannered heading PLUS receive another day of your choice the following Mon.-Sat.
 3 line minimum

Local

Sunday.....\$6.50 per line
 Wednesday Business + one day\$3.95 per line
 Bold is an additional 60¢ per line

Personal Services

1x\$23.06
 2x\$18.80
 Bold is an additional 60¢ per line