

# NATIONAL & SPECIAL CATEGORY 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**

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Chase Rankin  
*Vice President Advertising*  
 (602) 444-8611

Craig Ludwig  
*Director, Advertising Operations*  
 602-444-8918

**OFFICE LOCATIONS**

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**PHOENIX MAIN OFFICE**

200 E. Van Buren Street, Phoenix, AZ 85004  
 (602) 444-8443 • 1-800-331-9302 • FAX: (602) 444-8691

**CUSTOMER ACCOUNTING SERVICES**

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Manager: .....(602) 444-8581  
 Credit:.....(602) 444-8922  
 Accounts Receivable:.....(602) 444-8509  
 Billing Inquiries: .....(602) 444-8561

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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 and special circumstances.

### **Pricing**

Local display advertising rates are non-commissionable. Retail display advertising rates apply to most firms, individuals and associations selling goods/ services in the State of Arizona. Retail rates do not apply to any advertising for which the Publisher has established (*or will establish*) other rates (*i.e., National, Classified or Category rates*). Rate classifications are determined by the Publisher.

### **Editorial Style Ads**

All editorial style ads must contain the word "ADVERTISEMENT" in minimum 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 political 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**

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 account executive.

### **Thanksgiving Day**

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

### **e-Tearsheets**

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

### **Color**

Color on advertisements is subject to availability. Color deadline schedules can be found in this booklet on page 5 and color rates can be found in the National Advertising Rate Card or contact your sales representative.

## **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

**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.

**DEADLINES**

<b>Day of Publication</b>	<b>Space Reservation, Materials Submittal*, Color Reservation</b>		<b>PRESS READY** PROOF CORRECTIONS</b>	
<b>MONDAY<sup>1</sup></b>				
Best Life	Wednesday	NOON	Thursday	2 pm
News, Sports	Wednesday	NOON	Thursday	2 pm
<b>TUESDAY<sup>1</sup></b>				
Things to Do	Thursday	5 pm	Friday	NOON
News, Sports	Thursday	5 pm	Friday	NOON
<b>WEDNESDAY<sup>1</sup></b>				
Food & Dining	Thursday	NOON	Friday	2 pm
News, Sports	Friday	NOON	Monday	10 am
ZONES	Thursday	NOON	Friday	2 pm
<b>THURSDAY<sup>1</sup></b>				
Things To Do	Thursday (7 days prior)	5 pm	Monday	2 pm
News, Sports	Monday	5 pm	Tuesday	2 pm
<b>FRIDAY<sup>1</sup></b>				
Movie Preview	Monday	5 pm	Tuesday	2 pm
News, Sports	Tuesday	NOON	Wednesday	2 pm
ZONES	Monday	NOON	Tuesday	2 pm
<b>SATURDAY<sup>1</sup></b>				
Explore Arizona	Wednesday	NOON	Wednesday	3 pm
News, Sports	Wednesday	NOON	Thursday	10 am
Your Home	Friday (8 days prior)	5 pm	Tuesday	2 pm
ZONES	Tuesday	NOON	Wednesday	2 pm
<b>SUNDAY</b>				
Arts & Entertainment	Tuesday	5 pm	Thursday	2 pm
Travel	Tuesday	5 pm	Thursday	2 pm
News, Sports	Tuesday	5 pm	Thursday	2 pm
Comics	Tuesday (26 days prior)	5 pm	Wednesday (18 days prior)	NOON
TV Book	Friday (16 days prior)	5 pm	Tuesday (13 days prior)	3 pm

\* Materials Submittal- ads that need to be built by The Arizona Republic.

\*\* Refer to digital ready definition on page 6. Must meet these specifications.

<sup>1</sup> No ads placed in Business on these days. Business is part of the News section.

Publisher reserves right to revise deadlines at any time.

## MECHANICAL SPECIFICATIONS

Minimum size is 1 inch for ROP advertising. Original art should be submitted in the sizes indicated below:

### Display Sizes Broadsheet

	Image Size
1 Column	1.563"
2 Columns	3.250"
3 Columns	4.938"
4 Columns	6.625"
5 Columns	8.313"
6 Columns	10.000"

### ROP Full Page

6 col. x 21.5" (10" x 21.5")

### ROP Double Truck

12 col. x 21.5" (21" x 21.5")

ROP double trucks will be charged at 279.5 column inches. Tab full pages will be charged at 58.125 column inches. Tab double trucks will be charged at 127.875 column inches.

### Broadsheet

ROP advertising available by the column inch in depth increments of .5". Ads larger than 19.50" in depth will be charged at full depth (21.5").

### Display Sizes Compact Newspapers

Full Page	4 col. x 10"	10" x 10"
Half Page Horizontal	4 col. x 4.938"	10" x 4.938"
Half Page Vertical	2 col. x 10"	4.938" x 10"
Quarter Page	2 col. x 4.938"	4.938" x 4.938"
Eighth Page Vertical	1 col. x 4.938"	2.406" x 4.938"
Eighth Page Horizontal	2 col. x 2.414"	4.938" x 2.414"
Sixteenth Page Square	1 col. x 2.414"	2.406" x 2.414"
Double Truck	8 col. x 10"	21" 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 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 Reiningger at (602) 444-4587 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, 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.

# NATIONAL ADVERTISING RATES

## NATIONAL ADVERTISING RATES (gross)

Open Daily \$495  
 Open Sunday \$668

*Rates are per column inch.*

Discount rates apply within contract year. Within 30 days of first ad running contract must be submitted and approved or all advertising will be billed at open rate. Annual contracts billed at applicable contract rate and rebilled at earned rate if contract is not fulfilled.

Earned rate will upgrade to next contract level rate after the lineage level is achieved. There are no retroactive rebates on annual contracts. Volume discounts do not apply to color premiums.

**RE-RUN DISCOUNT** An advertisement appearing in ROP daily or Sunday may be re-run as often as desired within six days following or preceding the original insertion in any Monday through Saturday edition at a substantial discount. ROP ads must be at least 15 column inches. Discount does not apply to Sunday.

### RE-RUN DISCOUNT

No Change 30%  
 Color Re-run Discount 30%

70% of space applies to contract fulfillment.

## COLOR RATES (gross)

	Daily	Sunday
Black & 1 color	\$3,843	\$ 4,641
Multi-color	\$5,460	\$6,542

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

## POLITICAL, SEMINAR, DIRECT RESPONSE, SPECIAL EVENT/SALES RATES

Cost effective special rates for Political, Seminar, Direct Response, Special Events. For information, call (602) 444-8410.

## INTERNET ADVERTISING OPPORTUNITIES

As the online home of *The Arizona Republic*, azcentral.com is the state's most trusted digital source for breaking news and information and is an additional way to efficiently reach consumers.

Online advertising counts towards fulfilling your *Arizona Republic* contract spend. Please contact your sales representative for digital solution options and rates

*For details on all of our services call:*

National Advertising Department | 200 East Van Buren St. | 3rd Floor | Phoenix, Arizona 85004  
 Phone: (602) 444-8410 | Fax: (602) 444-4755

## BUSINESS/FINANCIAL

### FINANCIAL

The following applies to all bank investment/mutual fund, mortgage / equity lenders, savings and loan, and insurance institutions. Rates are commissionable at 15% to recognized agencies submitting camera ready art. Contracts available at yearly levels. Rates are per column inch.

### REACH

Metro Phoenix residents are avid investors. Your financial business can reach the active metro Phoenix market with advertising in *The Arizona Republic*. Of area adults, we reach:

	Four Sunday Issues	Five Daily Issues
Have a 24-hour ATM card	71%	34%
Have a 401(k) plan	49%	31%
Have certificates of deposit	61%	41%
Have an IRA account	59%	41%
Have a Money Market account	59%	41%
Use a financial planner	63%	42%
Use a full-service stock broker	66%	49%

Source: 2013 Phoenix CBSA Scarborough Release 1 (Feb 10 – Jul 11) 'to' Release 2 (Aug 12 – Jul 13))

### RATES (GROSS)

Dollar Volume	Daily	Sunday
25,000	\$248	\$337
90,000	\$243	\$332
175,000	\$240	\$329
250,000	\$239	\$326

### CATEGORY COLOR RATES (GROSS)

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

	Daily	Sunday
Black & 1 color	\$2,935	\$3,434
Multi-color	\$4,400	\$5,161

### RE-RUN DISCOUNT

An advertisement appearing in ROP daily or Sunday may be re-run as often as desired within six days following or preceding the original insertion in any Monday through Saturday edition at a substantial discount. ROP ads must be at least 15 column inches. Discount does not apply to Sunday.

### RE-RUN DISCOUNT

No Change	30%
Color Re-run Discount	30%

### ZONE PUBLICATION DAYS

Wednesday:	all zones
Friday:	all zones
Saturday:	all zones

### INTERNET ADVERTISING OPPORTUNITIES

As the online home of *The Arizona Republic*, azcentral.com is the state's most trusted source for breaking news and information and is an additional way to efficiently reach consumers.

Online advertising counts towards fulfilling your *Arizona Republic* contract spend. Please contact your sales representative for digital solution options and rates.

# CO-OP/DEALER LIST ADVERTISING RATES

Size minimum is 1 column inch for ROP. Discounted space counts proportionately toward contract fulfillment.

*Discounts cannot be combined.*

## COOPERATIVE ADVERTISING ROP RATES (NET)

Contracts can be signed at the following yearly levels.

<i>Rates are per column inch.</i>	<b>Daily</b>	<b>Sunday</b>
Open	\$209	\$267
48X	\$180	\$217

## RE-RUN DISCOUNT

*30% with no changes.*

An advertisement appearing in ROP daily or Sunday may be re-run as often as desired within six days following or preceding the original insertion in any Monday through Saturday edition at a substantial discount. ROP ads must be at least 15 column inches. Discount does not apply to Sunday.

## RE-RUN DISCOUNT

No Change	30%
Color Re-run Discount	30%

## ROP COLOR RATES (NET)

<b>Black and:</b>	<b>Daily</b>	<b>Sunday</b>
1 color	\$2,851	\$3,276
Multi-color	\$4,284	\$4,925

## COLOR RATES

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

*The Arizona Republic* specializes in food related promotions and campaigns. For a more comprehensive look at what *The Arizona Republic* can do for you, please call (602) 444-8410.

Call your representative for information about packaged goods and pricing for display ads.

## INTERNET ADVERTISING OPPORTUNITIES

As the online home of *The Arizona Republic*, azcentral.com is the state's most trusted source for breaking news and information and is an additional way to efficiently reach consumers.

Online advertising counts towards fulfilling your *Arizona Republic* contract spend. Please contact your sales representative for digital solution options and rates.

## MEDIA/ENTERTAINMENT

This category rate applies to cable/satellite operators, print and broadcast media, television affiliates, special events, shows, and other national entertainment operators.

### MEDIA/ENTERTAINMENT RATES (NET)

	Daily	Sunday
	\$181	\$217

*Rates are per column inch.*

### RE-RUN DISCOUNT

An advertisement appearing in ROP daily or Sunday may be re-run as often as desired within six days following or preceding the original insertion in any Monday through Saturday edition at a substantial discount. ROP ads must be at least 15 column inches. Discount does not apply to Sunday.

*No change	30%
20% change	25%
Color Re-run Discount	30%

### CATEGORY COLOR RATES (NET)

	Daily	Sunday
Black & 1 color	\$2,824	\$3,245
Multi-color	\$4,243	\$4,878

Color premium is in addition to Advertisers black and white rate for space used. Double trucks will be charged at twice the applicable color rate.

### SPECIAL RATES & POSITIONS

Ask your sales representative about special adjacency positions available in Sports, TV, entertainment and weather. We also offer front page of section ads.

### INTERNET ADVERTISING OPPORTUNITIES

As the online home of *The Arizona Republic*, azcentral.com is the state's most trusted source for breaking news and information and is an additional way to efficiently reach consumers.

Online advertising counts towards fulfilling your *Arizona Republic* contract spend. Please contact your sales representative for digital solution options and rates.

*For details on all of our services call:*

National Advertising Department | 200 East Van Buren St. | 3rd Floor | Phoenix, Arizona 85004  
 Phone: (602) 444-8410 | Fax: (602) 444-8691 or (602) 444-2417

## MOVIE/STUDIO

This category rate applies to movie studios. Studios which meet certain revenue levels may qualify for special promotions arranged through *The Arizona Republic*. Contact your sales representative for more information.

### MOVIE/STUDIO RATES (NET)

	Daily	Sunday
	\$169	\$203

Rates are per column inch.

### RE-RUN DISCOUNT

An advertisement appearing in ROP daily or Sunday may be re-run as often as desired within six days following or preceding the original insertion in any Monday through Saturday edition at a substantial discount. ROP ads must be at least 15 column inches. Discount does not apply to Sunday.

*No change	30%
20% change	25%
Color Re-run Discount	30%

### CATEGORY COLOR RATES (NET)

	Daily	Sunday
Black & 1 color or Multi-color	\$3,963	\$4,554

Color premium is in addition to Advertisers black and white rate for space used. Double trucks will be charged at twice the applicable color rate.

### SPECIAL RATES & POSITIONS

Ask your sales representative about special adjacency positions available in Sports, TV, entertainment and weather. We also offer front page of section ads.

### INTERNET ADVERTISING OPPORTUNITIES

As the online home of *The Arizona Republic*, azcentral.com is the state's most trusted source for breaking news and information and is an additional way to efficiently reach consumers.

Online advertising counts towards fulfilling your *Arizona Republic* contract spend. Please contact your sales representative for digital solution options and rates.

### DISPLAY SIZES BROADSHEET

	Image Size
1 Column	1.56"
2 Columns	3.25"
3 Columns	4.938"
4 Columns	6.625"
5 Columns	8.313"
6 Columns	

### ROP Full Page

6 col. x 21.5" (10" x 21.5")

### ROP Double Truck

13 col. x 21.5" (21" x 21.5")

For details on all of our services call:

National Advertising Department | 200 East Van Buren St. | 3rd Floor | Phoenix, Arizona 85004  
 Phone: (602) 444-8410 | Fax: (602) 444-8691 or (602) 444-2417

# TRAVEL RATES

## TRAVEL

National travel advertisers are defined as follows:

- Rent-a-cars, trains, cruise lines, ferries, charter aircraft and interstate scheduled motorcoaches
- Any travel advertiser with multiple signatures
- Local, national or international hotel, resort, bed & breakfast, airline, cruise line, amusement park, theme park
- Any advertisement that states "See Your Travel Agent" or contains a nationwide toll free telephone number
- Any advertiser of special events, concerts, sporting shows or other attractions that occur outside the state of Arizona

### NATIONAL TRAVEL RATES (NET)

Any Day ROP or Banner	
Open	\$284
4x	\$184
8x	\$164
16x	\$138
24x	\$123
Color	\$46

Banner Pkg ROP	
Open	\$274.73
4x 1 Free ad	\$174.73
8x 2 Free ad	\$154.73
16x 3 Free ad	\$128.73
24x 4 Free ad	\$113.73
Color	\$35.70

For investments \$500,000+ please see an *Arizona Republic* representative.

### RE-RUN DISCOUNT

An advertisement appearing in ROP daily or Sunday may be re-run as often as desired within six days following or preceding the original insertion in any Monday through Saturday edition at a substantial discount. ROP ads must be at least 15 column inches. Discount does not apply to Sunday.

### RE-RUN DISCOUNT

No Change	30%
Color Re-run Discount	30%

### TRAVEL-THEME BANNER COLOR RATES

*Rate applies to ads placed within travel-themed banners only*

- For spot or full color, add \$35.70 pci (net); applicable only when banners are scheduled for color positions.
- Standard contract rates apply to travel category advertisers unless they are participating in themed banner pages or sections

## CASINO RATES

### CASINO

Casino advertisers are defined as any local, national or international casino, race track, OTB, or lottery.

### CASINO RATES (NET)

*Rates are per column inch.*

	Daily	Sunday
Open	\$213	\$276
1.5" minimum courtesy	\$209	\$267

For investments \$500,000+ please see an *Arizona Republic* representative.

### RE-RUN DISCOUNT

An advertisement appearing in ROP daily or Sunday may be re-run as often as desired within six days following or preceding the original insertion in any Monday through Saturday edition at a substantial discount. ROP ads must be at least 15 column inches. Discount does not apply to Sunday.

### RE-RUN DISCOUNT

No Change	30%
Color Re-run Discount	30%

### CATEGORY COLOR RATES (net)

Color premium is in addition to advertiser's established black and white rate for space used.

	Daily	Sunday
Black & 1 color	\$2,851	\$3,276
Multi-color	\$4,284	\$4,925

*For details on all of our services call:*

National Advertising Department | 200 East Van Buren St. | 3rd Floor | Phoenix, Arizona 85004  
 Phone: (602) 444-8671 | Fax: (602) 444-8691 or (602) 444-2417

## PRE-PRINTED INSERTS

### PRE-PRINTED INSERTS (gross)

Single-Page Pre-prints (Up to 11.5" x 10")

#### Cost Per Thousand — (gross)

10-50M	51-100M	101-200M	201-300M	300M-UP
\$73.00	\$55.00	\$49.00	\$48.00	\$47.00

### FREE-STANDING INSERTS

- Accepted for Tuesday, Wednesday, Thursday, Friday, and Sunday only. Check with the sales representative for availability. 10,000 minimum daily. 50,000 minimum Sunday.
- Pre-printed inserts (F.S.I.) credit toward fulfillment of an ROP contract will be based on the following formula: Advertiser's cost of insert will be divided by Advertiser's current inch rate and will determine the equivalent number of inches contributed toward the ROP contract.
- Introducing local retailers such as department and discount stores, specialty shops, etc. into the mix will change the price structure. Each individual retailer appearing in the insert will be treated as a separate insert and priced accordingly, or subject to surcharge.
- Frequency discounts:

Inserts per year	Discount
5-10	3%
11-26	6%
27-49	9%
50 or more	14%

### FULL RUN AND ZIP CODE PRE-PRINT INSERT RATES (gross)

	10-50 CPM	51-100 CPM	101-200 CPM	201-300 CPM	301 or more CPM
x1000					
4-8 Tab	\$74.00	\$73.00	\$72.00	\$71.00	\$67.00
10 Tab	\$76.00	\$74.00	\$73.00	\$72.00	\$69.00
12 Tab	\$78.00	\$77.00	\$76.00	\$73.00	\$70.00
14 Tab	\$79.00	\$78.00	\$77.00	\$76.00	\$71.00
16 Tab	\$81.00	\$80.00	\$79.00	\$78.00	\$72.00
18 Tab	\$82.00	\$81.00	\$80.00	\$79.00	\$74.00
20 Tab	\$84.00	\$83.00	\$82.00	\$81.00	\$78.00
22 Tab	\$85.00	\$84.00	\$83.00	\$82.00	\$79.00
24 Tab	\$89.00	\$87.00	\$85.00	\$84.00	\$81.00

\* Add \$2.50 CPM every two pages thereafter. Metro size pieces, divide tab size by two.

Refer to information on back for pre-print deadlines and the specifications.

### POLYBAGS

We will deliver newspapers in printed polybags provided they meet our specifications and are delivered to our plant one week prior to distribution. Space reservation is required 14 days in advance. Available Sunday, Monday, Tuesday, Wednesday, Thursday, Friday and Saturday.

Net rate: \$69/CPM

Polybags minimum order of 30,000 daily, 100,000 Sunday

Sunday/Wednesday	Daily
9" x 23"	8" x 23"
single wall	single wall
1.2 mil.	1.2 mil.

Bags must be in sleeves of 50. Loose bags are not acceptable. For more information, call (602) 444-8443.

### POLYBAG DEADLINES

Reservations: 14 days prior  
Deliver bags: 7 days prior

Cancellation deadline is 14 days in advance of run date. Cancellations made less than 14 days in advance may be subject to a minimum cancellation fee of 25%, up to 100% of total cost of original order for that date.

Deliver polybags to:

Deer Valley Plant

Attn: Hurley

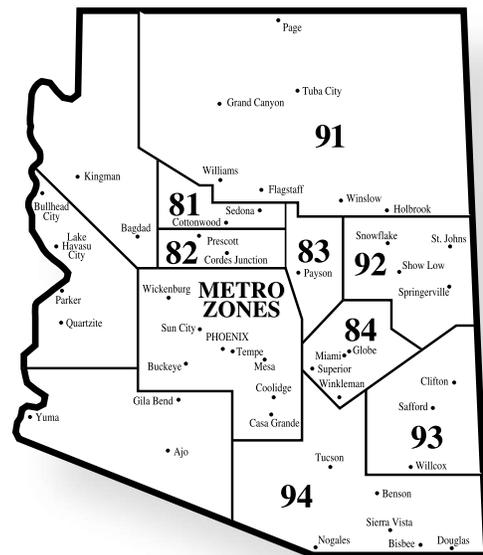
22601 N. 21st Ave.

Phoenix, AZ 85027

Hours: 8 a.m. - 3 p.m., Monday - Friday

### STATE BOUNDARIES

Preprints inserted into state boundaries will be distributed in both home delivery and single copy sales as a combo buy.



For details on all of our services call:

National Advertising Department | 200 East Van Buren St. | 3rd Floor | Phoenix, Arizona 85004  
Phone: (602) 444-8410 | Fax: (602) 444-8691 or (602) 444-2417

**ARIZONA REPUBLIC PREPRINTS**

Preprint delivery is available on Tuesday, Wednesday, Thursday, Friday, or Sunday. Target your delivery statewide, in the greater Phoenix metro area, by zone, or ZIP code. For the ultimate in targeting, saturation, and efficiency, combine *Arizona Republic* distribution with Buyer's Edge shared mail delivery.

**Deadlines**

Space reservation deadline is 14 days prior to publication.  
 Deliver Sunday preprints 10 days prior to publication.  
 Deliver Weekday preprints 7 days prior to publication.  
 Earlier deadlines may prevail on holidays.  
 Cancellation deadline is 14 days in advance of run date and may be subject to cancellation charges.

**Minimum Distribution**

Minimum distribution of 10,000 daily and 50,000 Sunday is required. Rates for preprints of sizes other than those listed are available upon request.

**Mechanical Measurements**

Single-sheet card inserts must be printed on 70-pound stock (.005") or heavier. Inserts of less than eight tabloid pages must weigh the equivalent of 70-pound stock. Inserts of eight tabloid pages or larger should be printed on no less than 30-pound stock.

- **Maximum size:** 11" along spine x 10"
- **Minimum size:** 8" x 6"
- **Maximum thickness:** 96 page standard broadsheet

Quarterfolds should be folded no smaller than 8" x 10.5"

**Preprint Recommended Spoilage Guidelines**

**Single Sheet Cards**

Preprint Thickness	
.003-.004"	10%*
.005"	3%*
.006" or greater	2%*

\*OR 500 COPIES, WHICHEVER IS GREATER

**Multiple Page Preprints**

**Single Sheet Cards**

Preprint Thickness	Daily
4 page	4%*
6-10 page	3%*
12 page or greater	2%*

\*OR 500 COPIES, WHICHEVER IS GREATER

**Special Sizes**

*The Arizona Republic* should be contacted for special packing directions concerning all non-standard size preprints such as envelopes, flexie products, consumer sample packets and enclosures, perforated cards and products with flaps. Tri-folds, non-rectangular or non-square shapes must be approved in advance. Tri-folds must be turned all the same way and bundles should have a layer sheet separating each row.

**Same Day Preprints**

An advertiser running different preprint inserts in *The Arizona Republic* (appearing on the same day in full run distribution) will receive a 25% discount off the second and subsequent preprint.

**DELIVERY LOCATION AND HOURS**

**Arizona Republic**

Inserts scheduled for distribution must be delivered to our Deer Valley facility.  
 22600 N. 19th Avenue, Phoenix, AZ 85027 (just north of Deer Valley Road & east of I-17; west side of building)  
 (602) 444-7001 Mike Guinn  
 (602) 444-7013 Dave Burks  
 (602) 444-7038 Ron Bromund  
 (602) 444-7024 Justin Landwher

7am-3pm Mon.-Fri.; 7am-noon Holidays.

No appointments for deliveries. Trucks will be unloaded in the order that they arrive, or at the discretion of the Mailroom Receiving Supervisor.

*The Arizona Republic* reserves the right to pass along additional charges related to unacceptable or damaged loads received at our dock.

**Wednesday Buyer's Edge**

Design Mail  
 9160 S. McKemy, Suite 106, Tempe, AZ 85284  
 (480) 736-1368 (Deliveries accepted Mon.-Fri. 7 am - 4 pm)

**SPECIFICATIONS**

Preprinted supplements must be delivered in stacks on non-returnable four-way entry skids or pallets. PerfectPallets are also acceptable. Maximum size: 48W x 48D x 60H. Maximum weight: 2500 pounds. A four-inch minimum access clearance on pallets is required.

All preprinted sections must be stacked in consistent turns, minimum 6" – maximum 12". Product is to be stacked with no turns (preferred) or with as few turns as possible. If turns are necessary to balance the bundle, turns should be no less than 6" in height. Product should be well-jogged with cardboard between every layer to keep preprints stable and flat, securely banded and protected for shipment. A minimum of four bands should be on each skid. Bundles should be tied only for stability issues. Stacked preprints should not extend beyond the dimensions of the pallet. Pallets must be loaded on truck so that pallet flag is displayed facing the forklift operator. Pallets must not be loaded on truck so that pallet flag is displayed facing the forklift operator. Pallets must not be loaded sideways. Preprints not meeting specifications are subject to additional charges.

For preprints being distributed over multiple weeks, each publication date must be on separate skids marked appropriately with skid flag information for each, with quantities and insert dates on bill of lading.

Multiple versions must be delivered on separate pallets and identified by version, run date and quantity. A version identifier should be included on the product.

**Skid flags should be placed on the front and back of skid and contain the following information:**

- Addressee: *The Arizona Republic*, *La Voz*, or *Design Mail*
- Total quantity along with delivery address
- Name of advertiser
- Date of publication
- Turns of
- Bundles of
- Rows of
- Quantity on skid
- Skid number (1 of total number of skids)
- Bar code if possible
- Printer, address, phone
- Weight, tare
- Sample of insert on front and back of skid
- Total weight
- Skid weight
- Delivery due date
- Publication date
- Total printer order
- Total # of skids or cartons
- Advertiser name

Boxes should be labeled individually with the same information above and not exceed 40 lbs. each.

**Bill of lading should contain the following information:**

- Printer name, address, phone # of contact
- Addressee: *The Arizona Republic*, *TV y Mas* or *Design Mail* along with delivery address
- Number of inserts per skid or carton

Advertising rates do not cover any transportation surcharge and pre-paid shipping loads will be accepted.

*Please Note: Any insert/preprint shipped to The Arizona Republic without having an insertion order placed with an account representative will be charged a holding fee.*

For details on all of our services call:

National Advertising Department | 200 East Van Buren St. | 3rd Floor | Phoenix, Arizona 85004  
 Phone: (602) 444-8410 | Fax: (602) 444-8691 or (602) 444-2417

## SAMPLES

### Get results you can see, taste, hear and feel!

Everyone loves a free sample - and there's no better way to put your product in consumers' hands than with *The Arizona Republic*. Our sample bag program allows you to capitalize on targeted reach, so you can deliver your product samples to prospects where they live. Whether you target shoppers by zip code, zone or address, we deliver results you can see, taste, hear and feel!

### GUIDELINES

- **Samples subject to approval**  
Certain restrictions apply void where prohibited
- Saturday & Sunday bag size must be - 12" x 25"  
(at least 1.5 mil)  
Thanksgiving Day bag size must be - 12" x 25"  
(at least 1.5 mil)  
All other bags must be 9" x 23" (at least 1.2 ml)
- Single wall bags only, no double walled.
- Bags must be in a corrugated cardboard sleeve and are not to exceed 50 per sleeve
- Liquid samples are not accepted.
- Circulation must see the sample before final approval is given.
- Materials must be on site 10 days prior to drop
- Reservations for sample must be made 30 days prior to drop, 60 days prior is suggested due to demand.  
Dates are subject to availability.
- Certain samples may require a "hold harmless" agreement

### NET RATES\*

- Flat, lightweight sample: \$121 cpm
- Medium weight sample: \$137 cpm
- Custom quote for bulky or oversized item \$143 cpm & up  
(depending on sample)

Custom printing available. Contact your sales representative for rates and information

\* Prices are estimates. Samples must be weighed and sized prior to final pricing and approval. Rates based on advertiser-supplied polybags.

### DEADLINES

**Space Reservation:** 30 days prior

**Deliver Bags:** 10 days prior

Earlier deadlines may prevail around holidays.

Cancellation deadline is 30 days in advance of run date.

Cancellations made less than 30 days in advance may be subject to a minimum cancellation fee of 25% up to 100% of total cost of original order for that date.

### Printer needs to deliver all bags to:

Deer Valley Plant

Attn: Hurley

22601 N. 21st Ave.

Phoenix, AZ 85027

Hours: 8 a.m. - 3 p.m., Monday - Friday

### DISTRIBUTION DAYS/AREAS

Monday, Tuesday, Wednesday, Thursday, Friday, Saturday by zone or zip code (20,000 minimum). Sunday by zone or zip code (100,000 minimum). Home delivery only; not available for single copy sales.

### To learn more, contact the sales representative at:

Phone: (602) 444-8410

## TARGETED PRODUCTS

Welcome to Print Xpress – Arizona’s premier resource for affordable insert advertising. We offer a variety of flexible solutions designed to maximize your return on investment. Whether your goal is total market coverage or targeted reach, we’ll design and distribute your message on high quality, double-sided, full-color, glossy paper. Your message will stand out – enabling you to reach premium shoppers.

### Distribution Days/Areas

Sun., Tues., Wed., Thurs., Fri.: *The Arizona Republic*  
Arrives Mon., Tues. or Wed.: Buyer’s Edge (Shared Mail)

### Deadlines

Sunday	Tuesday 19 days prior 5pm
Tuesday	Tuesday 21 days prior 5pm
Wednesday	Tuesday 22 days prior 5pm
Thursday	Tuesday 23 days prior 5pm
Friday	Tuesday 24 days prior 5pm

*For more information, contact your sales representative.*

### PRINT XPRESS

Full Page (Bleed or Non-bleed)  
15,000 minimum quantity (no maximum)  
8.5” x 11” 4/4 - 60# coated paper

Quantity	Rate per 1,000 (Net)
15,000 - 20,000	\$56.55
20,000 - 30,000	\$52.40
30,000 - 50,000	\$50.40
50,000 - 500,000+	\$46.35

*Prices subject to change, contact your sales rep for most current rates.*

### OVERSIZED INSERTS

Full Page (Non-bleed)  
100,000 piece minimum distribution  
Must be distributed within 30 days  
10”x10”, 2-side 4/4, 43# coated paper

### Deadlines

OSI (Trend)	Sunday	Tuesday 26 days prior 5pm
	Tuesday	Tuesday 19 days prior 5pm
	Wednesday	Tuesday 21 days prior 5pm
	Wednesday BE	Tuesday 22 days prior 5pm
	Thursday	Tuesday 23 days prior 5pm
	Friday	Tuesday 24 days prior 5pm

Quantity	Rate per 1,000 (Net)
100,000	\$60.35
200,000	\$46.25
300,000	\$42.65
400,000	\$39.25
500,000	\$38.00
600,000	\$37.45
700,000	\$36.75
800,000	\$36.25
900,000	\$35.65
1,000,000	\$35.05
1,100,000	\$34.70
1,200,000	\$34.30