

# ADVERTISING AT A GLANCE

*Arizona Business Gazette offers  
Banner Page Display and ROP Advertising*

## Resource Banner Page Display Advertising

All Ads in this section appear under a specific resource banner heading with unit sized ads.

Grouped into four categories:

- ❖ **Legal Careers Resource**  
The venue for legal recruitment advertising. Primarily for the legal profession advertising legal career opportunities, legal services and law firm announcements.
- ❖ **Real Estate and Rental Sources**  
The marketplace for executive commercial and residential properties for sale, rent or lease.
- ❖ **Business to Business Resource**  
The place for general business advertising. Whether you are offering your business services, promoting upcoming events or announcing a new addition to your business, Business to Business Resource is the place for your ad.
- ❖ **Executive Transportation Resource**  
The showcase for selling high end luxury automobiles, motorcycles, RV's, airplanes and more.

### Contact

Shelley Simmons  
Marketing and Advertising  
E-mail [abgresource@pni.com](mailto:abgresource@pni.com)  
Phone 602.444.7316  
Fax 602.444.7346

ARIZONA  
**BUSINESS**  
THE BUSINESS RESOURCE GAZETTE

[www.abnews.com](http://www.abnews.com)

### Deadline

Space  
12PM (noon)  
Friday prior to publication

Materials  
12PM (noon)  
Friday prior to publication

Payment  
12PM (noon)  
Monday week of publication

Cancellation  
12PM (noon)  
Monday week of publication

### ROP Advertising

Deliver your message to a niche market of legal and business professionals without paying a high price. Display advertising is placed in the general news section or on the back page.

### Deadline

Space  
3PM Wednesday  
One week prior to publication

Materials  
5PM Friday  
One week prior to publication

Payment  
5PM Friday  
Prior to publication

Cancellation  
3PM Wednesday  
One week prior to publication

### Payment

All ads must be PREPAID unless credit is already established. We accept: Check by Phone, Visa, MasterCard and Discover Card.



# 2008

# Advertising Rate Card

## Rates

**Open Rate** ..... \$35.00 per column inch  
**Frequency Rate**..... \$26.25 per column inch  
**Color**..... Add \$300 for full color (ROP only)

## ❖ Banner Page Display Rates

Size (in inches)  
 Cost(\$ per week)

	Width	Height	1x	4x
1 col x 2 in .....	1.798	2	\$70.00	\$52.50
1 col x 3 in .....	1.798	3	\$105.00	\$78.75
2 col x 2 in .....	3.750	2	\$140.00	\$105.00
2 col x 3 in .....	3.750	3	\$210.00	\$157.50
2 col x 4 in .....	3.750	4	\$280.00	\$210.00
3 col x 3 in .....	5.715	3	\$315.00	\$236.25
3 col x 5 in .....	5.715	5	\$525.00	\$393.75

## ❖ ROP Advertising Rates

Size (in inches)  
 Cost (\$ per week)

	Width	Height	1x	4x
Full Page .....	9.658	11.625	\$2,034.38	\$2,025.63
½ Page Horizontal....	9.658	5.75	\$1,006.25	\$997.50
½ Page Vertical .....	5.715	11.625	\$1,220.63	\$1,211.88
¼ Page.....	5.715	4.75	\$498.75	\$490.00

## ❖ On-Line

\$275 (with purchase of recruitment ad only)  
 30 day posting on careerbuilder.com  
 \*On-line rates subject to change without notice

ALL RATES ARE NET

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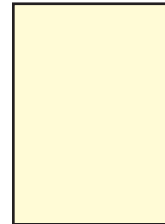
## Mechanical Specs

### ROP Sizes

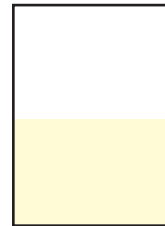
Arizona Business Gazette pages are divided into 5 columns, each column is 1.798 inches wide. Finished product size is 5 column x 11.625"

Display Advertising Column Widths

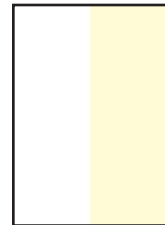
1 column	1.798 inches
2 column	3.750 inches
3 column	5.715 inches
4 column	7.687 inches
5 column	9.658 inches



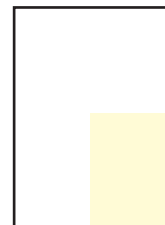
Full Page  
9.658 x 11.625"



½ Page Horizontal  
9.658 x 5.75"



½ Page Vertical  
5.715 x 11.625"



¼ Page  
5.715 x 4.75"