

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	61%	51%
Have a 401-K plan	64%	50%
Have certificates of deposit	68%	62%
Have an IRA account	66%	58%
Have a Money Market account	65%	58%
Use a financial planner	69%	58%
Use a full-service stock broker	66%	56%

Source: 2007 Scarborough Phoenix Market Study, Release 2

RATES (GROSS)

Dollar Volume	Daily	Sunday
Open Rate	\$366	\$592
25,000	\$248	\$337
45,000	\$245	\$334
90,000	\$243	\$332
175,000	\$240	\$329
250,000	\$239	\$326
355,000	\$236	\$324
500,000	\$232	\$319
655,000	\$228	\$317
750,000	\$225	\$314
1,000,000	\$222	\$311
1,125,000	\$217	\$307
1,250,000	\$213	\$303
1,400,000	\$209	\$298
1,500,000	\$204	\$293

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

Tuesday:	zone 8/9 combo
Wednesday:	all zones
Thursday:	zones 6, 8, 9, 10, 11, 12, 14, 15
Friday:	all zones
Saturday:	all zones

INTERNET ADVERTISING OPPORTUNITIES

As the online home of *The Arizona Republic* and KPNX Channel 12, azcentral.com is the state's most trusted source for breaking news and information on the Internet. With over 5.3 million unique users and more than 80 million page views each month, azcentral.com is the most efficient way to reach savvy consumers with spending power.

- 73% of the metro Phoenix market has access to the Internet
- 60% of metro Phoenix adults (nearly 1.8 million) read an issue of *The Arizona Republic* in the past week or visited azcentral.com in the past 30 days

Online billing is directed towards fulfilling your *Arizona Republic* newspaper contracts. See azcentral.com rate card for online advertising rates.

We offer a wide range of online advertising strategies including:

- Large Format and Pop Under Ads
- Rich Media and Eyeblander Ads
- Ads by Daypart
- Domain Targeted Ads
- ZIP, Age, Gender and Content Affinity Targeted Ads
- Opt-in E-mail Marketing
- E-mail Newsletter Sponsorships
- Hispanic Targeted Ads
- Newspaper Ads Online

Sources: 2007 Scarborough Phoenix Market Study, Release 2; NFO Ad Impact; August 2007 Omniture

For details on all of our services call:

National Advertising Department | 200 East Van Buren St. | 3rd Floor | Phoenix, Arizona 85004
 Phone: (602) 444-8443 | Fax: (602) 444-8691 or (602) 444-2417