

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>	Daily	Sunday
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)

Black and:	Daily	Sunday
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 cpm pricing for display ads.

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 6.8 million unique users and more than 81 million page views each month, azcentral.com is the most efficient way to reach savvy consumers with spending power.

- 82% of the metro Phoenix market has access to the Internet
- 57% of metro Phoenix adults (1.9 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
- Rich Media and Eye Blaster 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
- Targeted Mobile Ads

Sources: July 2011 Omniture (Rolling 12-month avg Jul 10-Jun 11), 2011 Phoenix CBSA Scarborough release 1 (Feb 10-Jan 11), 2011 Phoenix Market Study, Simmons/Experian Consumer Research

For details on all of our services call:

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