

**2011 RETAIL RATES**  
**ADVERTISING OPPORTUNITIES**  
Effective 07.15.2011



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*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.

**CIRCULATION\***

Newspaper	Circulation
Daily Republic (M-F)	341,855
Saturday Republic	373,935
Sunday Republic	487,372

\*Source: 2009 Audit Bureau of Circulation Annual Audit. Circulation is an audited number taken at a given point in time. Day to day changes in subscriber activity cause actual press runs on any particular day to vary from the audited number. For preprint planning for a particular day, contact your sales representative for distribution estimates.

**READERSHIP**

**THE ARIZONA REPUBLIC/azcentral.com**

- Arizona's largest, most trusted local source for news and information since 1890
- *The Arizona Republic* reaches 810,600 adults every day and 1,222,100 adults on Sunday
- Reaching more than 1.5 million Metro Phoenix readers per week
- Home to *azcentral.com*, Arizona's #1 local Web site with more than 91 million page views per month and nearly 6.6 million unique visitors per month

**METRO PHOENIX**

- Phoenix retail sales generated \$29.7 billion last year
- 2010 total home sales (*new and resale*): 97,123
- Population increased 37% since 2000

**ARIZONA**

- Third fastest growing population in the U.S.
- Home to young residents (*median age: 34.3*)
- Hotel/Motel Sales were approximately \$1.2 Billion in 2010
- Arizona welcomed 35.3 million visitors in 2009
- Visitor spending topped \$16.6 billion in 2009

Sources: 2010 Claritas; RL Brown Phoenix, Arizona Department of Revenue, Arizona Office of Tourism

The Phoenix economy reflects our population growth with healthy spending projected across a wide range of categories by 2015:

- \$11.7 billion on groceries
- \$12.6 billion on sports and entertainment
- \$8.9 billion on health care
- \$4.9 billion on new cars
- \$2.6 billion on women's apparel
- \$2.2 billion on TV, radio and sound equipment
- \$1.5 billion on furniture
- \$1.6 billion on computers, software and accessories
- \$944 million on home improvements
- \$583 million on major household appliances

Source: 2010-2015 Claritas; Phoenix DMA Consumer Buying Power 2010-2015 Aggregate Expenditure Estimate

**MEMBERSHIPS**

Newspaper Association of America  
 Audit Bureau of Circulation  
 American Advertising Association  
 ANA (*Arizona Newspaper Association*)  
 CNAEA (*California Newspaper Advertising Executives Assn.*)

**REACH**

One week of *The Arizona Republic* reaches 47% of all area adults. *The Sunday Arizona Republic* reaches 38% of Phoenix Adults including:  
 ■ 37% who took a foreign trip in the past 3 years  
 ■ 41% who took a personal vacation in the past year

**PERSONNEL**

Bob Peebler <i>Director of Advertising, Finance &amp; Operations</i> (602) 444-8209	Rhonda Pringle <i>Sales Manager - Large Local</i> (602) 444-4929
Chris Stegman <i>Director of Retail Advertising</i> (602)444-3902	Tony Berg <i>Director of Territory Sales</i> (602) 444-7918
Ryan Mote <i>Sales Manager - Large Local</i> (602) 444-8432	

**OFFICE LOCATIONS**

**PHOENIX MAIN OFFICE**

200 E. Van Buren Street, Phoenix, AZ 85004  
 (602) 444-8443 • 1-800-331-9302 • FAX: (602) 444-8500

**MESA/TEMPE**

106 E. Baseline Road, Mesa, AZ 85210  
 (602) 444-7940 • FAX: (602) 444-7920  
**Sales Manager:** Amber Schwiager

**NORTH PHOENIX**

22600 N. 19th Avenue, Phoenix, AZ 85027  
 (602) 444-7140 • FAX: (623) 516-9534  
**Sales Manager:** Tammi Abrams

**NORTH SCOTTSDALE**

8800 E. Raintree, Suite 250, Scottsdale, AZ 85260  
 (602) 444-6811 • FAX: (623) 444-6823  
**Sales Manager:** Richard Maloof

**ARROWHEAD/SUN CITY**

17235 N. 75th Avenue, Glendale, AZ 85308

**CUSTOMER ACCOUNTING SERVICES**

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

## 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 and color rates can be found in this booklet on page 6 and page 8 respectively 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 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.

**DEADLINES**

Day of Publication	Space Reservation, Materials Submittal*, Color Reservation	PRESS READY** PROOF CORRECTIONS
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**MONDAY**

AZ Living	Wednesday	NOON	Thursday	2 pm
News, Sports	Wednesday	NOON	Thursday	2 pm
No ads placed in Business on Mondays. Business is part of Valley & State and not its own section				

**TUESDAY**

AZ Living	Thursday	5 pm	Friday	5 pm
News, Sports, Business	Thursday	5 pm	Friday	5 pm

**WEDNESDAY**

Food & Drink (AZ Living)	Thursday	NOON	Friday	5 pm
News, Sports, Business	Friday	5 pm	Monday	2 pm
ZONES	Thursday	NOON	Friday	2 pm

**THURSDAY**

AZ Living: Things To Do	Friday	5 pm	Monday	2 pm
News, Sports, Business	Monday	5 pm	Tuesday	2 pm
ZONES	Friday	5 pm	Monday	2 pm

**FRIDAY**

Preview	Monday	5 pm	Tuesday	2 pm
News, Sports, Business	Tuesday	5 pm	Wednesday	2 pm
AZ Healthy Living	Friday (7 days prior)	5 pm	Monday	2 pm
ZONES	Monday	NOON	Tuesday	2 pm

**SATURDAY**

Explore Arizona (AZ Living)	Wednesday	NOON	Wednesday	7 pm
News, Sports, Business	Wednesday	NOON	Thursday	2 pm
Your Home	Friday (8 days prior)	5 pm	Tuesday	2 pm
ZONES	Tuesday	NOON	Wednesday	2 pm

**SUNDAY**

AZ Living (Sunday)	Tuesday	5 pm	Thursday	2 pm
A&E	Tuesday	5 pm	Thursday	2 pm
Travel	Tuesday	5 pm	Thursday	2 pm
News, Sports, Business	Tuesday	5 pm	Thursday	2 pm
Comics	Monday (27 days prior)	5 pm	Tuesday (19 days prior)	NOON
TV Book	Friday (16 days prior)	5 pm	Monday (13 days prior)	5 pm

**FOR COPY AND PROOF PICK-UP:** (602) 444-8277

\* Materials Submittal- ads that need to be built by The Arizona Republic.  
 \*\* Refer to digital ready definition on page 7. Must meet these specifications.

Publisher reserves right to revise deadlines at any time.

Zone Key			
Surprise Republic	1	Scottsdale South	9
Northwest Republic	1/20	Tempe	10
Peoria Republic	2	Mesa West	11
Phoenix Central	3	Mesa East	15
Southwest Republic	5	Gilbert	12
Chandler North	6	Ahwatukee	14
Chandler South	6/17	Glendale South	18
Northeast Phoenix	7	Glendale North	19
Scottsdale North	8	Phoenix North	21

**MECHANICAL SPECIFICATIONS**

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

**Display Sizes Broadsheet**

	<b>Image Size</b>	
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, Fast Channel 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 (i.e. CD or other accepted disk formats, ad service providers such as AP AdSend) 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. Any other type of color designation will not process through our production cycle properly.

**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>
- DG Fast Channel 1-800-324-5672

Contact the service provider on transferring ads using the AdSend system. Contact your account executive or Rich Reininger 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:

- Quark XPress 6.5
- Adobe CS1 - CS3

**Delivery**

*The Arizona Republic* can receive materials on these physical mediums:

- 650MB CD-ROM disk
- 4.7GB DVD-R disk

**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.

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.

**FULL RUN ROP DISPLAY ADVERTISING RATES**

ROP refers to “Run-of-Press” meaning your ad runs in one of the main sections distributed statewide (*main news, sports, business, etc.*) Retail rates are non-commissionable. Size minimum is 1 column inch for ROP advertising.

**Open Rates**

Mon. - Thurs.	\$329.45 per column inch
Friday	\$335.70 per column inch
Saturday	\$341.25 per column inch
Sunday	\$446.90 per column inch

**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.

**ROP Color Rate**

Combinations	Mon. - Thurs.	Fri. & Sat.	Sunday
Black + 1 Color	\$2,594	\$2,787	\$3,253
Black + Multicolor	\$3,833	\$4,136	\$4,745

**Philanthropic and Local Government\* Rates**

No contract is necessary for philanthropic rates for qualifying organizations. To qualify, an advertiser must have a current 501-C3 or 501-C4 tax exempt status. Other criteria may apply. Refer to Volume 15 (\$150,000 level) contract rates. Compact zones receive 26 week frequency rates.

\*applies to Arizona State and City departments

**DISCOUNTS**

**Re-Run Discount**

No change	30% discount
Color re-run	30% discount

An ad 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-Saturday edition at a substantial discount. ROP ads must be at least 15 column inches. Discount applies to lower priced ad.

**AZ LIVING: THINGS TO DO**

AZ Living: Things to Do is the guide residents turn to for information on getting out and about! Publishing each Thursday, this section reaches active, affluent consumers looking for information on everything from local dining tips to event info to movie updates.

**Rates**

Full-run display open rate: \$186.30 per column inch. Regular retail contract rates will apply if better than the open rate.

**Pick-up Discount**

30% from any daily or Sunday full-run section. Ads must be 15 inches or larger. Also applies to color. Additional discounts not valid with this offer.

**Restaurant Category Rate**

From our restaurant reviews to hundreds of listings Valley wide, your message will reach a wide variety of people searching for something new and different.

- \$70.40 per column inch
- Place an ad in a Community section (minimum 1/16 ad size) and receive a 50% pick-up discount on the Calendar restaurant rate. Consult your sales representative
- Frequency and pick-up discounts are not available at this rate

**AZ Healthy Living**

AZ Healthy Living is the Valley’s guide to living well. From fitness to nutrition to preventative medicine, readers will look forward to this informative weekly section for all things mind, body and spirit. With Phoenix residents placing more importance on good health than ever before, this product is your ultimate advertising strategy for reaching an ideal audience!

**Rates**

Open .....	\$155.53 pci
Up to \$22,501 .....	\$139.98 pci
\$50,000-\$74,999 .....	\$132.20 pci
\$75,000-\$99,999 .....	\$124.42 pci
\$100,000-\$199,999 .....	\$116.65 pci
\$200,000 .....	\$99.99 pci

**Color Rates**

Ads below 15” .....	50% of space
Up to 31.5” .....	40% of space
Up to 63” .....	30% of space
Over 63” .....	20% of space

Premium positions available. Contact your sales representative for pricing.

**Mechanical Specifications**

Column Widths	Image Size
1 column	1.563”
2 columns	3.250”
4 columns	6.625”
6 columns	10”

**TV WEEK MAGAZINE**

Our popular TV Week magazine is a hit with readers looking for program information and specialty advertising.

Front Page Sponsorship .....	(\$1,350) .....	1 col x 9.5"
Full Page .....	(\$1215 includes color).....	3col x 9.5"
1/2 Page .....	(\$675 includes color).....	3col x 4.7"
Movie Position .....	(\$300 B&W) .....	3col x 1.5"

**Deadlines**

Color reservation and copy deadline is 4pm Friday, 16 days prior to publication. Color materials deadline for camera ready ads is Monday at noon, 13 days prior to publication.

**Mechanical Specifications**

<u>Column Widths</u>	<u>Image Size</u>
1 column	2.125"
2 columns	4.625"
3 columns	7.125"

Full page ad size 7.125" x 9.5"  
 1/2 page ad size 7.125" x 4.7"

*Earlier deadlines may prevail around holidays*

**SUNDAY COLOR COMICS**

**Gatefolds**

	<u>Image Size</u>
1/2 Gatefold (vertical)	5" x 20"
1/2 Gatefold (front & back)	5" x 10" twice <i>(top/shared with another advertiser on bottom &amp; printed 50/50 split)</i>
Full Gatefold (front & back)	5" x 20" twice

**Spadeas**

	<u>Image Size</u>
1/2 Spadea (front or back)	4.75"x20" twice
Full Spadea (front & back)	4.75"x20" four times

Space reservations must be made 30 days prior to publication. Disk or complete veloxes must be furnished by the Advertiser four weeks prior to publication. Spadea and gatefold available through advance reservation only. Cancellation must be made 30 days prior to publication date to avoid pre-press penalty fees.

An annual contract is required in advance of your first run in the Sunday color comics. All rates are per thousand based on full run or city metro distribution and include full color at no additional charge.

**Comics**

*Rates are cpm unless otherwise noted*

	<u>GRID A</u>	<u>GRID B</u>	<u>GRID C</u>	<u>GRID D</u>
Spadea*	\$49.90	\$45.50	\$44.04	\$42.50
Half Spadea*	\$46.90	\$42.50	\$41.05	\$39.65
Gate Fold*	\$36.65	\$33.70	\$32.25	\$30.95
Half Gate Fold*	\$33.70	\$30.95	\$27.95	\$24.95

*\*These rates available in full run only.*

<b>Volume</b>	<b>Minimum Investment</b>	<b>MON.-THURS. FULL RUN ROP per column inch</b>	<b>FRIDAY FULL RUN ROP per column inch</b>	<b>SATURDAY FULL RUN ROP per column inch</b>	<b>SUNDAY FULL RUN ROP per column inch</b>	<b>AZ LIVING: THINGS TO DO (Thursday) per column inch (Things To Do Restaurants, see page 8)</b>
1	Up to \$3,750	\$329.45	\$335.70	\$341.25	\$446.90	\$186.30
4	3,750	225.10	228.80	243.40	305.20	186.30
5	5,000	220.05	224.75	240.85	298.75	186.30
6	7,500	217.15	221.35	237.10	294.85	186.30
7	10,000	213.15	217.20	234.05	278.55	186.30
8	15,000	196.60	200.80	215.50	260.90	174.10
9	22,500	194.30	198.05	213.15	258.10	173.45
10	35,000	192.35	196.00	211.00	255.20	172.85
11	50,000	189.90	193.55	208.05	252.55	171.85
12	75,000	186.50	190.10	203.00	246.90	170.75
13	100,000	182.85	186.40	198.85	243.45	170.70
14	125,000	180.45	183.90	196.25	240.35	170.45
15	150,000	177.10	180.95	193.15	238.00	168.90
16	200,000	174.20	178.45	189.25	234.85	167.75
17	300,000	171.30	175.00	186.15	229.70	166.55
18	500,000	167.95	171.95	183.70	225.20	164.90

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

**COMICS SPADEA,  
GATEFOLD,  
DISPLAY**

**PREPRINTS  
IN PAPER RATES**

**INSERT  
XPRESS**

**CLASSIFIED  
EMPLOYMENT**

COMIC Grid A on page 9	See Grid A on page 13	See Grids on page 15	Classified Employment Open Rates
COMIC Grid A on page 9	See Grid A on page 13	See Grids on page 15	Classified Employment 6000
COMIC Grid A on page 9	See Grid A on page 13	See Grids on page 15	Classified Employment 6000
COMIC Grid A on page 9	See Grid A on page 13	See Grids on page 15	Classified Employment 6000
COMIC Grid A on page 9	See Grid A on page 13	See Grids on page 15	Classified Employment 10000
COMIC Grid A on page 9	See Grid A on page 13	See Grids on page 15	Classified Employment 15000
COMIC Grid A on page 9	See Grid A on page 13	See Grids on page 15	Classified Employment 20000
COMIC Grid A on page 9	See Grid A on page 13	See Grids on page 15	Classified Employment 30000
COMIC Grid A on page 9	See Grid B on page 13	See Grids on page 15	Classified Employment Custom Rate
COMIC Grid A on page 9	See Grid B on page 13	See Grids on page 15	Classified Employment Custom Rate
COMIC Grid B on page 9	See Grid B on page 13	See Grids on page 15	Classified Employment Custom Rate
COMIC Grid B on page 9	See Grid B on page 13	See Grids on page 15	Classified Employment Custom Rate
COMIC Grid B on page 9	See Grid C on page 13	See Grids on page 15	Classified Employment Custom Rate
COMIC Grid C on page 9	See Grid C on page 13	See Grids on page 15	Classified Employment Custom Rate
COMIC Grid C on page 9	See Grid C on page 13	See Grids on page 15	Classified Employment Custom Rate
COMIC Grid C on page 9	Grid D on page 13	See Grids on page 15	Classified Employment Custom Rate
			Classified Employment Custom Rate

**Page 8** - full run (ROP)  
color rates, AZ Living:  
Things To Do, Restaurants.

*Agreements may not be assigned or transferred by the advertiser. Online and database marketing will apply toward the fulfillment of your volume agreement. Postage costs do not fulfill volume agreements. Classified Employment does not fulfill retail volume agreement. See classified rate card for pricing.*

## 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) 444-7038 Ron Bromund  
 (602) 444-7024 Justin Landwehr

7am-3pm Mon.-Fri.; 7am-2pm Sat. – Sun.; 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*, La Voz 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.*

**SUNDAY PREPRINT TAB/STANDARD INSERT RATES**

*All rates per thousand distribution. Deduct \$1.25 per thousand for daily insertion rates.*

**GRID A**

TAB/STD	10,000-50,000	50,001-100,000	100,001-200,000	200,001-300,000	300,001-400,000	400,001+
4/2	58.30	57.10	55.15	52.25	49.85	47.50
8/4	61.60	59.80	58.00	55.80	54.10	51.95
12/6	62.75	60.90	59.15	57.05	55.30	53.15
16/8	64.00	62.20	60.40	58.25	56.45	54.40
20/10	67.00	65.05	63.35	61.20	59.40	57.35
24/12	68.10	66.35	64.55	62.40	60.65	58.60
28/14	69.35	67.60	65.80	63.60	61.85	59.80
32/16	70.60	68.75	66.85	64.75	63.00	60.90
36/18	71.75	69.95	68.10	66.00	64.30	62.20
40/20	73.00	71.15	69.35	67.25	65.50	63.35
44/22	74.20	72.35	70.60	68.30	66.60	64.55
48/24	75.30	73.50	71.75	69.60	67.85	65.80
52/26	76.55	74.80	73.00	70.85	69.10	66.85

**GRID B**

TAB/STD	10,000-50,000	50,001-100,000	100,001-200,000	200,001-300,000	300,001-400,000	400,001+
4/2	53.45	52.30	49.85	47.50	43.90	41.50
8/4	56.30	54.65	53.00	51.15	49.35	47.65
12/6	57.35	55.80	54.10	52.15	50.45	48.75
16/8	58.45	56.90	55.15	53.25	51.50	49.85
20/10	61.30	59.65	58.05	56.20	54.55	52.75
24/12	62.30	60.75	59.10	57.25	55.50	53.75
28/14	63.50	61.85	60.20	58.35	56.55	54.85
32/16	64.55	62.90	61.25	59.35	57.60	55.90
36/18	65.75	64.00	62.35	60.50	58.75	57.05
40/20	66.65	65.00	63.45	61.60	59.85	58.10
44/22	67.80	66.20	64.50	62.65	60.85	59.15
48/24	68.90	67.35	65.65	63.75	62.00	60.30
52/26	69.95	68.30	66.60	64.75	63.00	61.30

**GRID C**

TAB/STD	10,000-50,000	50,001-100,000	100,001-200,000	200,001-300,000	300,001-400,000	400,001+
4/2	51.10	49.85	48.75	46.20	41.50	40.30
8/4	53.30	53.00	51.75	48.45	46.85	45.10
12/6	54.40	54.10	52.80	49.40	47.80	46.10
16/8	55.40	55.15	53.75	50.45	48.85	47.20
20/10	58.15	56.55	54.90	53.25	51.70	50.00
24/12	59.20	57.55	55.90	54.35	52.75	51.00
28/14	60.30	58.65	57.00	55.30	53.70	52.00
32/16	61.25	59.65	58.05	56.35	54.75	53.05
36/18	62.30	60.65	59.00	57.35	55.70	54.10
40/20	63.25	61.70	60.05	58.40	56.70	55.05
44/22	64.35	62.70	61.35	59.35	57.70	56.15
48/24	65.35	63.75	62.10	60.45	58.80	57.15
52/26	66.35	64.70	63.00	61.40	59.85	58.05

**GRID D**

TAB/STD	10,000-50,000	50,001-100,000	100,001-200,000	200,001-300,000	300,001-400,000	400,001+
4/2	47.25	46.05	43.75	46.20	39.10	37.85
8/4	49.15	47.65	46.20	44.60	43.05	41.60
12/6	50.05	48.60	47.20	45.60	44.05	42.60
16/8	51.05	49.50	48.04	46.45	44.90	43.55
20/10	53.70	52.15	50.80	49.15	47.65	46.15
24/12	54.60	53.10	51.70	50.05	48.60	47.15
28/14	55.55	54.05	52.70	51.05	49.55	48.00
32/16	56.45	54.95	53.55	51.95	50.40	49.00
36/18	57.40	55.90	54.50	52.90	51.35	49.90
40/20	58.35	56.90	55.45	53.85	52.25	50.85
44/22	59.30	57.70	56.35	54.75	53.20	51.75
48/24	60.25	58.70	57.30	55.65	54.15	52.75
52/26	61.15	59.60	58.25	56.60	55.05	53.60

*Rates effective July 15, 2011*

**THE ARIZONA REPUBLIC**  
rev 7/15/11

**DAILY/SUNDAY SINGLE SHEET PREPRINTED INSERT RATES**

For single page inserts up to 10" x 11". Please Note: The single sheet standard for weight is 70-pound stock. The only exception is our Oversized Insert program.

All rates per thousand distribution (Daily or Sunday)

10,000 – 50,000M	\$49.35
50,001 – 100,000M	\$38.85
100,001 – 200,000M	\$35.70
200,001 – 300,000M	\$34.65
300,001+	\$33.60

For sizes larger than 52/26, add \$1.00 per thousand for each 4 page increment.

TAB refers to the number of tabloid pages, STD refers to the number of standard broadsheet pages. Quarterfolds, Flexies charged the same rate as TAB.

\*\*6 and 8 page tabs at the same rate.

\*Full run equates to scheduling all metro zones, both home delivery and single copy plus all 11 statewide zones.

**PRINT XPRESS & INSERT XPRESS (NET)**

Welcome to Print Xpress and Insert 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  
8.5” x 11” 4/4 - 60# coated paper

Quantity	Rate per 1,000 (Net)*
15,000 - 20,000	\$55.05
20,000 - 30,000	\$51.05
30,000 - 50,000	\$49.10
50,000 - 500,000+	\$45.15

**INSERT XPRESS**

Half Page (Bleed or Non-bleed)  
10,000 Minimum Quantity  
8.5” x 5.5”, 4/4 — 60# coated paper

Quantity	Rate per 1,000 (Net)*
10,000	\$52.05
20,000	\$50.00
30,000	\$46.60
50,000	\$43.55
100,000	\$38.95
200,000	\$36.55
300,000	\$33.75
500,000	\$31.95

Double Page (non-bleed)

10,000 Minimum Quantity  
11” x 17”, folded to 8.5 x 11, 4/4 — 70# coated paper

Quantity	Rate per 1,000 (Net)*
10,000	\$159.05
20,000	\$133.70
30,000	\$131.95
50,000	\$91.00
100,000	\$89.95
200,000	\$77.55
300,000	\$74.00
500,000	\$71.55

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

**OVERSIZED INSERTS**

Full Page (Non-bleed)  
Minimum 100,000 pieces  
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	\$58.80
200,000	\$45.00
300,000	\$41.55
400,000	\$38.20
500,000	\$37.00
600,000	\$36.45
700,000	\$35.80
800,000	\$35.25
900,000	\$34.70
1,000,000	\$34.10
1,100,000	\$33.75
1,200,000	\$33.40

**NOTES**

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