

LOCAL CLASSIFIED ADVERTISING RATES

Open Rates

Local Classified open rates apply to all non-agreement Classified advertising for goods or real estate sold or services rendered within the State of Arizona. Ads appearing in personal services classification pay personal services rate. (Education and recruitment advertisers, see separate rate sheet.)

Rates for each ad scheduled to appear consecutively are per agate line, per day. All single column advertisements will be charged by computer-generated line count.

Open (non-contract) rates are subject to change without notice. Saturday or Sunday ads on frequency schedule running consecutively pay additional 15¢ per line. Use bold face type in your single column ads for extra attention. Use a word, a line or the entire ad in bold for only 60¢ per line extra for every line in the ad.

Saturday & Sunday	\$19.77
Monday-Friday	\$14.72
2-7 Times	\$11.53
8-28 Times	\$10.55

Minimum size ad 3 lines per ad/per day.

Ad size must remain the same. Minor copy changes such as price or hours, are permitted.

Open rate advertisers who place an ad to run on consecutive Saturdays or Sundays may earn the following frequency rates.

2 Consecutive	\$17.04
3 Consecutive	\$15.89
4 Consecutive	\$15.55

National Rate (Non-Employment)

Saturday & Sunday\$23.75 per line
 Monday-Friday\$19.36 per line
 Use bold face type in your single column ad for extra attention. Use a word, a line or the entire ad in bold for only 60¢ per line for every line in the ad. Rates are per day. National rates are subject to change without notice.

Celebration Notices

Publishing Wednesday in *Arizona Republic* Community sections, place your Birth Announcement, Engagement, Birthday, Graduation, Anniversary or any celebration notice with photo in your choice of zone.

2 column x 1.5 inches without photo	\$49.98
2 column x 3 inches with photo	\$99.96

(Other sizes available)

Obituary Notices

Publishing in Local News

First 15 lines\$85.00

For each additional 10 lines,
 add\$37.92

Photo\$60.00

Multi-column ads may be
 placed for\$3.68 per line

A basic obituary is available for \$35.00.
 Call (602) 444-8774 for details.

In Memoriam, Florists and Cards of Thanks

Publishing in
 full-run Classified.....\$3.25 per line, per day
 Bold is an additional 60¢ per line

Found

Publishing in full-run Classified
 3 lines, 2 daysFREE
 Additional lines\$1.50 per line
 Bold is an additional 60¢ per line

Yard Sale

Publishing in Classified full run plus your choice of zone area
 Classified, 4 lines, 2 days\$21.00
 Additional lines\$2.36 per line
 Bold is an additional 60¢ per line

Happy Ads

Publishing in full-run Classified
 5 lines minimum\$2.00 per line
 Bold is an additional 60¢ per line

Open House

Publishing Saturday and Sunday in Real Estate Section
 3 line minimum.....\$12.50 per line, per day

New to the Market

Publishing Saturday in Real Estate Section
 3 line minimum.....\$7.35 per line

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Weddings and Special Occasions

Featured each Sunday in Arts & Entertainment section

2 line minimum\$26.25 per line

Bold is an additional \$1.20 per line

Service Directory

Listed under an eye-catching banner, the full-run Classified Service Directory features single column ads promoting a variety of home and business services.

3 line minimum

Rates are per line

Sunday 1 time\$11.12

Saturday 1 time\$9.03

Daily 1 time.....\$8.86

2 times*\$7.55

3 times*\$7.34

4-8 times*\$5.99

9-30 times*\$5.61

*Saturday & Sunday ads on frequency schedule pay additional 15¢ per line. Ads scheduled Sunday only pay Sunday 1 time rate. Bold type 60¢ per line.

Sunday TV Week Valley Service Guide

Printed on the colorful center pages of the Sunday *Republic's* TV Week Magazine, the Valley Service Guide features ads promoting a variety of home and business services.

7 line minimum

Rates are per line

1 time\$15.14

2 times\$14.76

3 times\$13.35

4 times\$12.28

Bold is an additional 60¢ per line

Business Opportunities Package

Publish your ad in the Sunday Republic Classified section and your ad will appear Wednesday in Business, under the special "Businesses for Sale" bannered heading PLUS receive another day of your choice the following Mon.-Sat.

3 line minimum

Local

Sunday\$19.77 per line

Wednesday Business + one day\$7.90 per line

National

Sunday\$23.06 per line

Wednesday Business + one day\$10.36 per line

Bold is an additional 60¢ per line

Personal Services

Saturday & Sunday\$23.06 per line

Monday-Friday\$18.80 per line

Bold is an additional 60¢ per line