

EAST VALLEY TRIBUNE

Proudly Serving Mesa, Gilbert and Chandler

MEDIA KIT | 2013

mesa

gilbert

chandler

east valley

**maricopa
county**

politics

sports

news

relevant

fair

interactive

entertainment

digital

community

accurate

Always Local

Since its founding in 1891, the East Valley Tribune has become the leading news source for Chandler, Gilbert, Mesa, and the entire East Valley region.

The East Valley Tribune is delivered every Wednesday and Sunday to an average readership of more than 233,000. The East Valley Tribune is divided into three hyper local community zones that consist of the Mesa Tribune, Chandler Tribune, and Gilbert Tribune. We cover a variety of topics and issues that impact our readers, including sports, business, recreation, and government, along with arts and entertainment. Our content offers a voice for the people who make up the East Valley region. Simply put, we publish relevant and local content every single week in print and online.

The EastValleyTribune.com audience is continuously checking for late-breaking news, things to do, education, as well as unique blogging throughout the week. Over 300,000 unique visitors take part in engaging with EastValleyTribune.com, whether it's commenting, social sharing or simply reading each article. We strive to engage our readers every day online.

Our reporting is fair, accurate and exclusive to our readers whether it is online or in print. We will always serve as your voice to Chandler, Gilbert, Mesa, and the entire East Valley region.



Our Market Position

We are local. Local is the East Valley. We cover the East Valley better than any other media. Local. It's what drives us, what separates us and what defines us. The communities of Chandler, Gilbert, Mesa, and the East Valley region rely on us to deliver local and relevant news and advertising in print and online. We are the dominant media in the most desirable geography in the East Valley area, reaching more East Valley residents throughout our print and online products than any competitor. For our advertisers and our readers, we deliver the East Valley now and in the future.

Free of charge \$100 outside the East Valley

WEDNESDAY, JUNE 19, 2013
Today: High 106, Low 80, Sunny
Tomorrow: High 107, Low 80, Sunny

NEWS:
New campus
Grand Canyon University inching closer to possible Mesa or Gilbert campus; p6

MONEY:
Space to park
City of Mesa could make temporary parking lots permanent; p16

GET OUT:
Beaver Choice
New restaurant serves up Scandinavian, Polish and Canadian food; p18

The voice of the East Valley since 1891, incorporating the Mesa Tribune, Tempe Daily News and Chandler Arizonan
WINNER OF THE PULITZER PRIZE FOR LOCAL REPORTING

East Valley Tribune

INSIDE Community p4, News p6, Opinion p14, Money p16, GetOut p18, Sports p25, The Finder p28



MESA
Linking local needs to national issues
Smith's role as president of national mayor's group puts spotlight on EV
By Eric Mungamant

While the scales differ, Mesa mayor Scott Smith expects several issues related to his role as the head of Arizona's third largest city and the president of the United States Conference of Mayors to become the focus of his agenda during its annual conference that begins on June 25. "It's exciting, it's humbling and it's a big time stress city," he said of the position at a press conference on June 18. According to its website, the Conference of Mayors brings together mayors from cities with at least 20,000 people under one overarching organization and in a one-person manner to provide a voice to the mayors on a national scale. Another purpose is to emphasize how important cities are to the U.S. as a whole. "Cities are where the action is and cities are the future of our country," he said.



Average Weekly Circulation 93,250

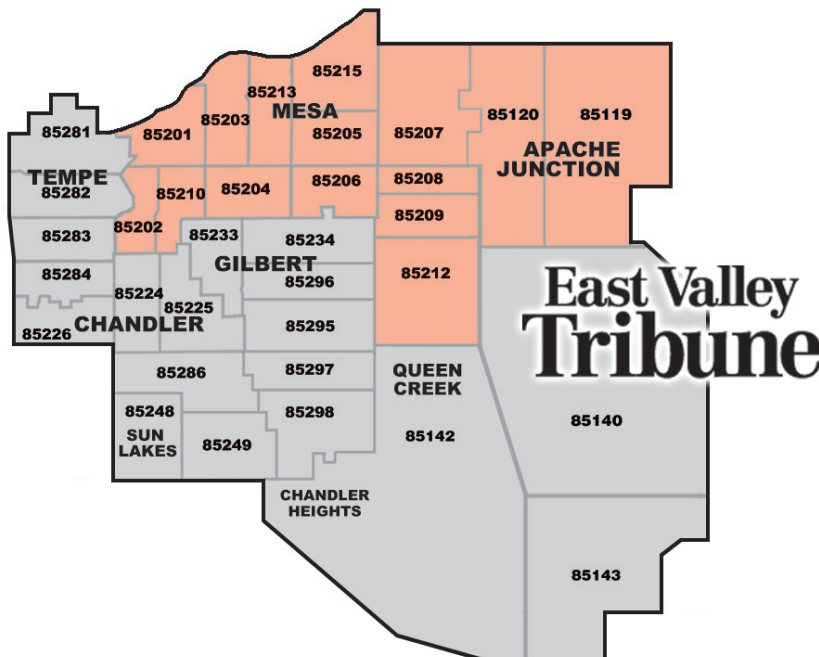
Weekly Readership 233,000

Zip Code Penetration

Mesa: Wednesday 42.2%, Sunday 35.54%

Gilbert: Wednesday 28%, Sunday 38.1%

Chandler: Wednesday 20.5%, Sunday 32.9%

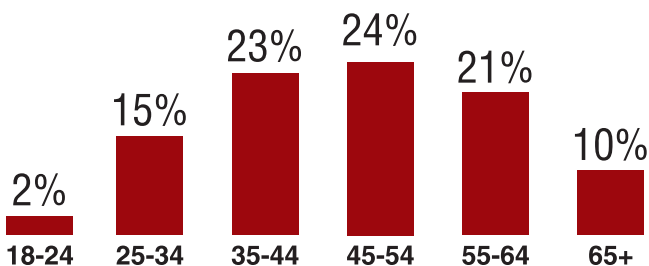
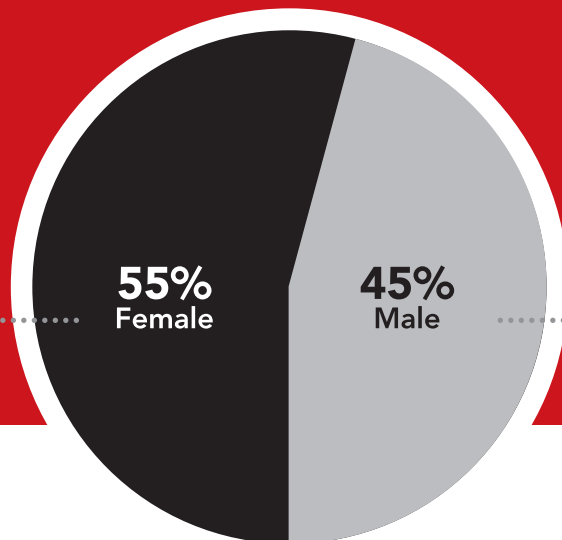


KEY NOTES

- Delivered every Sunday and Wednesday to the East Valley, which includes Mesa, Chandler, Gilbert, and throughout the East Valley.
- 80% distributed directly to driveways, remaining 20% delivered by bulk to high traffic commerce distribution points.
- Delivered to affluent, higher disposable income families within the East Valley market.
- Readership of 79%.

Tribune Audience Profile

The Tribune's audience is diverse with loyal readers from the retired population and young families of Gilbert to the busy working families of Mesa. Since starting in 1891, the East Valley Tribune has been able to hold on to our loyal readers in print, and as we've evolved in the digital age, we've recruited a new kind of audience. We deliver to an audience with a disposable income that is spent on our advertisers.



AGE

The majority of East Valley Tribune readers are between the ages of 35-54.

GENDER

55% of East Valley Tribune readers are female.

45% of East Valley Tribune readers are male.



INCOME

40% of East Valley Tribune readers earn \$75,000 to \$149,999 per year.



EDUCATION

81% of East Valley Tribune readers have attended college.

40% Completed Some College.

13% Completed Post Graduate.

Special Content Sections

Special content sections are centered around specific areas of interest and offer the best in each category throughout the year. This goes to being a true community newspaper aimed at informing and educating.



EXPERIENCE QUEEN CREEK
February, May, August, November



SPRING TRAINING
February



BEST OF THE EAST VALLEY
May



EAST VALLEY HOME-GROWN BUSINESS LEADERS
May



EAST VALLEY HEALTH & WELLNESS
June



BACK TO SCHOOL
July

Special Content Sections

(continued)



VARSITY XTRA
August



**GET OUT/
PERFORMING
ARTS**
September



ACTIVE ADULTS
October - April



**EAST VALLEY
GUIDE**
October



**EAST VALLEY
BUSINESS
EXPO**
October



**HOLIDAY
EDITION**
November

Specialty Print Solutions

The Tribune's specialty print solutions allow clients to utilize different aspects of the newspaper to effectively reach potential customers. Advertisers have the ability to incorporate their message into unique custom opportunities that stem from a unique spadea ad position, stand alone inserts, as well as front page news notes. All of the specialty products have a purpose to directly solve an advertisers's need.



Front Page

SPADEA

Deliver your message with a unique wrap-around ad position on the front and back page of the East Valley Tribune. The front page of the newspaper is the most sought out piece of advertising real estate within any newspaper and this ad position allows advertisers to have the best of both worlds with a synchronized advertisement on the front and back.

INSERTS

Deliver your message to our readers through the power of an insert that is placed strategically within the middle of the East Valley Tribune. Allow readers to engage with your advertising message for days, weeks and even months, allowing you to always have a top-of-mind awareness campaign throughout the East Valley.

Insert Printing Options available



Classic Car Spa

Buy One Car Wash Get One FREE

Of Equal or Lesser Value. Cannot be combined with any other offers. Expires 8/31/13.

VALID ONLY AT RAY & PRIEST LOCATION
NE Corner of 56th St. and Ray Rd.
Tempe, AZ • 480-496-8558

www.ClassicCarSpa.com

4 East Valley Locations To Serve You • Visit Our Website

FRONT PAGE LABELS

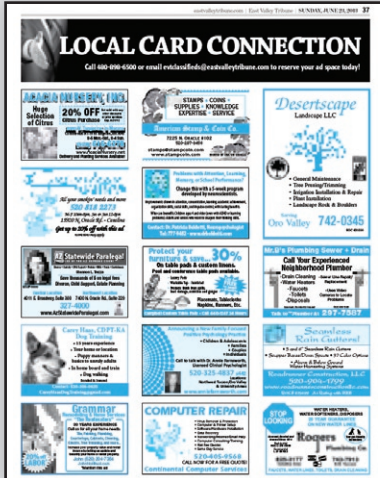
Deliver your message clear and concise by utilizing front page labels (Post-it note) advertising. Front page labels are placed strategically on the front page that will overlay content on the newspaper. Front page labels allow a client's message to have a shelf life of up to 30 days as well as high impact recognition of front-page exposure.

Directory Solutions

Whether you are a small-to-medium-size business looking to drive traffic through the power of a coupon, a service-related business trying to make your phone ring, or a church looking to advertise special services, we have the answer for you within our directory solutions.

LOCAL CARD CONNECTION

Display your small to medium size business with an effective card-size ad within the local card connection directory. Perfect for service customers or small local direct clients. All ad positions are 3 x 2 inches, and include spot color.



TRIBUNE COUPONS

Deliver your message with a special coupon that is unique to East Valley Tribune readers. Ad positions are templated for increased effectiveness. Each ad is 3.25 x 2.75 inches.



WORSHIP GUIDE

Display your church's message and information within the Worship Directory. Increase your exposure by allowing the public to view hours, locations, notice of any special services throughout the month. Templated dimensions are 3.2153 x 1.3241 inches, and all ad positions are only available in black and white.



SERVICE DIRECTORY

Display your service business within the East Valley Tribune's Service Directory, which caters to all industries such as plumbing, landscaping, painting, housekeeping, handyman and much more. Premium inside back cover placement. Ad dimensions are 1.57 x 2.25 inches. All ad positions are only available in black and white.



Online Digital Profile

Eastvalleytribune.com continues to enjoy growth. The Tribune's readers are attractive to advertisers because they are well-educated consumers. The popularity of this site combined with a targeted and appealing local audience makes this a highly desirable place to advertise online. Each ad campaign is carefully focused on key audiences, giving businesses a smart and effective way to extend their reach locally.

EastValleyTribune.com ONLINE AUDIENCE

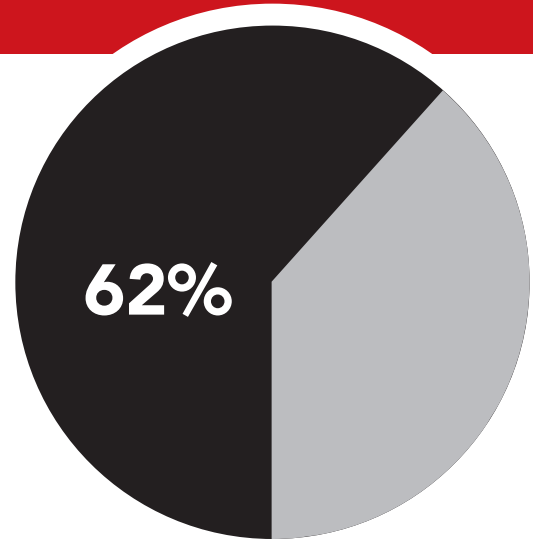
1.2M & GROWING Pageviews per month

300,000+ Unique visitors per month

62% Traffic from Phoenix & East Valley

\$75K Average online reader income

14+ MINUTES average time on site
WE ENGAGE online



LOCAL READERS

62% of site visitors report living in the East Valley, (location) and the nearby region.

A screenshot of the East Valley Tribune website homepage. The header includes the site logo, a navigation menu (Home, News, Opinion, Sports, VarsityXtra, Money, Life, GetOut, Blogs, Jobs, Classified, Obits, Public Notices), and a search bar. Below the header is a banner for 'Know someone who is looking? YOUR AZ JOBS.COM' with a link to search over 35,000 jobs. The main content area features a large image of a billboard for 'PHOENIX IS NOW A COLLEGE TOWN' with the headline 'Grand Canyon University inching closer to possible Mesa o...'. To the right is a 'Best of EAST VALLEY 2013' section with a photo of Sara Faccio and the text 'I have breast cancer...'. Below the main image are sections for 'Happening Now...', 'Top Stories' (listing articles like 'Grand Canyon University inching closer to possible Mesa or Gilbert campus' and 'Reese: Chandler mom designs retreats to grow mother-daughter relationships'), 'Newsletter Sign Up', and 'Multimedia'.

LEAD INTERESTS

- Home Page
- Varsity Xtra
- Local East Valley News
- Sports
- Get Out

Online Advertising Units

Leaderboard 728x90px

*Has the ability to expand ask your digital representative for details

East Valley Tribune
EastValleyTribune.com

Pencil 960x30px **Dropdown** 960x300px

Rectangle
300x250px

Small Banner 468x60px

Rectangle
300x250px

Leaderboard 728x90px

*Has the ability to expand ask your digital representative for details

Specialty Online Advertising Units

Ask your sales representative about other rich media options.

Page Curl

75x75px

500x500px

East Valley Tribune
EastValleyTribune.com

Pop-Up

500x300px

Pencil Expandable

960x300px

Mobile Site

The Tribune's mobile capabilities continue to increase. With access on the Apple iPhone and iPad and services for Android, the news of the East Valley is available anywhere, anytime. Find us on your mobile browser, or download the app on Google Play, or on the Apple App Store.



MOBILE READERS

120,000+ Pageviews per month

40% Apple iPhone and iPad

10+ MINUTES user spends on site

*Advertising available on mobile platform

Video Content

To compliment the East Valley Tribune's push to have a bigger presence online, we tapped into our storytelling skills through video.



TRIBUNE VIDEOS

1,000+ Weekly Video Views

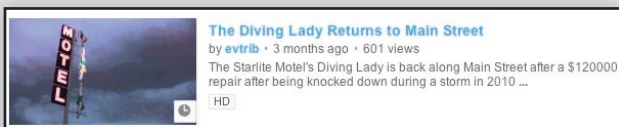
COMMUNITY VOICES

Our journalists ask how readers feel about local and national issues.

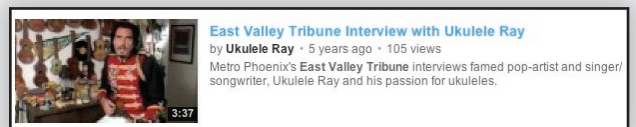
GetOut ENTERTAINMENT

Journalists Mandy Zajac and Stephanie Perrault let the East Valley in the know of weekly entertainment, happenings, and events.

LOCAL FEATURES

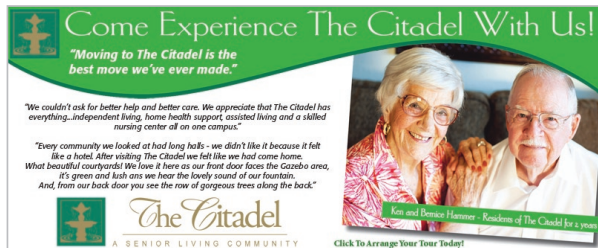


UNIQUE ANGLES



Interactive Solutions

The future is now! If you have not been advertising online, you are missing a tremendous amount of revenue that is going to your competitors who are taking advantage of multiple digital solutions. With a robust digital product platform that encompasses everything from digital display to front-page advertising on Google, The Tribune strives to drive results through the power of the internet.



DIGITAL DISPLAY

With the power of digital display you can monitor results, which include impressions as well as clicks so you can determine if your online message is seeing a return on investment. Ad positions include leaderboard and medium rectangle, drop down, peel back, expandable, sequenced, back drop, and much more.

EMAIL MARKETING

Deliver your interactive message directly to your customers through the power of email marketing. Choose detailed demographics such as zip code, male/female, locations and interests to select who will receive your offer and message directly within their inbox TARGET who sees your message and increase your ROI. We deliver and track all emails and provide open rate and click thru statistics on every campaign.



VIDEO PRODUCTION

Increase online exposure and get your message out to the growing population of video users online. Our video production is simple and to the point and built to engage your customers. All video is shot in high definition (HD) and implemented onto YouTube.com. Production includes a basic shoot and edit, minimum of 1 hour of HD shooting, full editing with graphics and music and a completed video from 30 seconds to a minute.

REPUTATION MANAGEMENT

**Businesses can't be competitive if they can't be found.
And it's getting harder by the minute...**

Diagnose all your online fears, know what consumers say wether positive or negative, up to date web and social interactions as well as a monthly analyzation of your competition. We take the fear of your businesses incurrate online information and make it accurate and relevant.



Video Solutions

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30 SECONDS

This is a short and sweet opportunity for any business to inform the public about who you are, and what you do to go along with a call to action. It boils down to a half minute of completely useful content for any customer to see what you have to offer.



1 MINUTE

In 60 seconds, The Tribune gives you the chance to personally highlight your services and specialties through a visually pleasing video that gives your business a true advantage over any competitors.



2 MINUTES, 30 SECONDS

This is the best choice for any business to truly relay a message to customers about service, specialties and specials being offered. Whether you are a newly established business, or a longtime fixture in the community, an up-to-date video with information and testimonials will help you grow your business.

**Ask for marketing and pricing information.*

Reader Action Statistics

AFTER SEEING AN ADVERTISEMENT IN THE TRIBUNE, **77%** OF READERS TOOK ACTION...

TOP 20 AREA READERS PLAN TO PURCHASE



*Ask your sales associate for a detailed market survey including your business.

Our Customer Promise

Thank you for your interest in the East Valley Tribune and eastvalleytribune.com.

As the leading media source in the East Valley, we value each and every business, from locally owned and operated, to national retailers across the East Valley market. We continue to strive to be the best advertising resource by holding ourselves accountable in numerous ways that include delivering tangible results, outstanding customer service as well as 120% effort each and every day put toward growing your business. Simply put, we are here to help you understand the value of advertising, and coach you through the process of making one of the most important investments your business can make.

Once again we thank you for your interest in the East Valley Tribune and eastvalleytribune.com and look forward to helping grow your business.

Thank you.



Ryan Kedzierski

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Director of Digital Media

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**East Valley
Tribune**
EastValleyTribune.com