



Classifieds
pg 4

GREEN VALLEY NEWS AND SUN

Sahuarita Sun
pg 3



VOL 41, NO. 68

2010

www.gvnews.com / www.sahuaritasun.com

GREEN VALLEY'S ONLY SOURCE FOR LOCAL NEWS • SERVING GREEN VALLEY, SAHUARITA, CORONA DE TUCSON, AMADO

DISPLAY ADVERTISING

The newly designed Green Valley News captures life in one of the country's leading retirement communities. Local news from around the Greater Green Valley Area, plus stories from across the state, as well as from health, economy, business, local politics and the environment provide comprehensive news coverage with award-winning quality.

Content within the Green Valley News is read by over 23,000 readers every Wednesday & Sunday.

- 80.2% own a home
- 28.4% have a post graduate education
- Median age 71 years
- 25.1% have over \$75,000 annual income

Communicate directly with our readers, your consumers, about your goods and services.

Consult your advertising sales representative today and find out how they can help you plan your advertising campaign so that you maximize your advertising investment.

Display Advertising: Published every Wednesday and Sunday.
(Rates are per column inch, net, and non-commissionable, open rates are commissionable.)
Guaranteed placement 35% premium

See Reverse Side for Once a Week and Twice a Week Rates and Column Widths

1 SPOT COLOR \$195.00 NET FULL COLOR \$395.00 NET

ADDED VALUE: YOUR PRINT ADS ARE PLACED ONLINE UNTIL THE NEXT ISSUE OF THE GREEN VALLEY NEWS IS PUBLISHED.

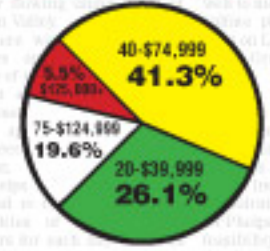
Minimum resolution for images 300dpi @ 100% • All color image files must be CMYK



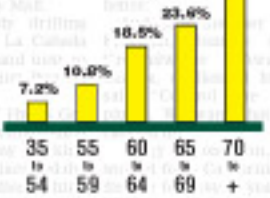
Green Valley Stats

Club president serves as guide

Household Income:



Age



Briefs

Married	77%
Divorced	7.7%
Widowed	11.3%
Own Home	80.2%
Own Condo	12.5%
EDUCATION	
Some College	26.8%
Bachelors	22.7%
Some Post Grad.	11.5%
Post Grad.	28.4%

Pre-Prints/per Thousand

OPEN RATE	\$49.50
4 WEEKS	\$47.50
13 WEEKS	\$43.50
26 WEEKS	\$39.50
52 WEEKS	\$33.50
53 WEEKS PLUS	\$29.50

Overweight or oversized pieces may be higher.

All pre-prints should be delivered to Sierra Vista Herald, 400 Veterans Blvd., Sierra Vista, AZ 85635, no later than one week prior to publication and clearly marked with date and insertion and which paper.

INSIDE	Classified	C1-7	Dating	B8,9	Letters	
Around town	Comment	A7	Health	B10,11	AG	
Business	Crossword	B5	Jim Lamb	A4	Obituaries	

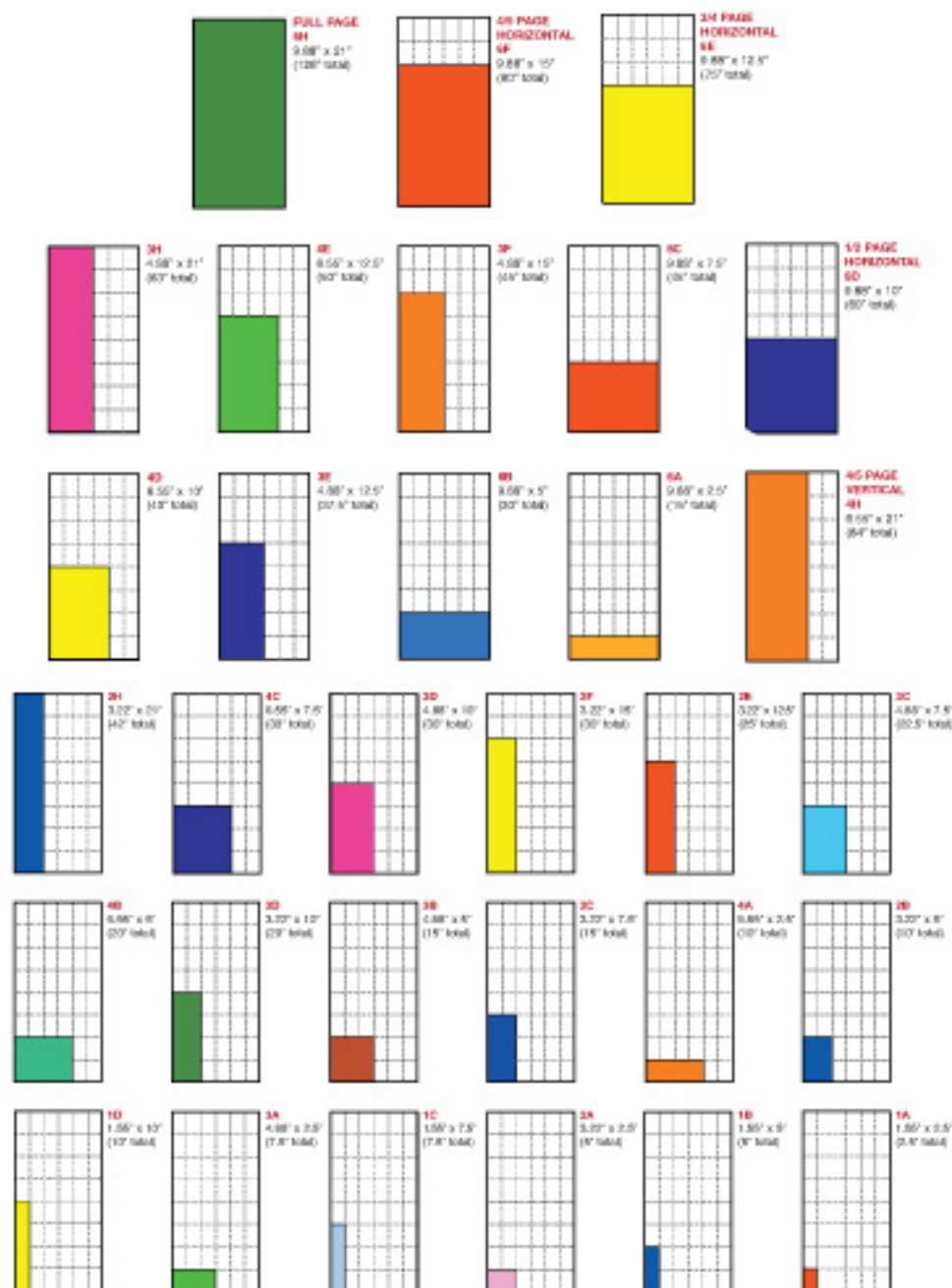
Don't miss our 16-page section on "Changing Times in Arizona Mines," a Wick Communications special report.

Continued sunny day's not. High today 94, tomorrow 97. Lows 60 and 62.



DISPLAY AD - VISUAL IMPACT

DISPLAY MODULAR AD SIZES



COLUMN WIDTHS

1 COLUMN.....	1.55"
2 COLUMNS.....	3.22"
3 COLUMNS.....	4.88"
4 COLUMNS.....	6.55"
5 COLUMNS.....	8.22"
6 COLUMNS.....	9.88"

HEIGHT CODES

A.....	2.5"
B.....	5"
C.....	7.5"
D.....	10"
E.....	12.5"
F.....	15"
H.....	21"

ONE TIME PER WEEK RATES*

SIZES	DIMENSIONS	INCHES	OPEN	4 WK	13 WK	26 WK	52 WK
6H	9.88" x 21"	126"	\$1,889.18	\$1,763.18	\$1,637.18	\$1,511.18	\$1,385.18
6F	9.88" x 15"	90"	\$1,350.98	\$1,260.98	\$1,170.98	\$1,080.98	\$990.98
6E	9.88" x 12.5"	75"	\$1,126.73	\$1,051.73	\$976.73	\$901.73	\$826.73
6D	9.88" x 10"	60"	\$902.48	\$842.48	\$782.48	\$722.48	\$662.48
6C	9.88" x 7.5"	45"	\$678.23	\$633.23	\$588.23	\$543.23	\$498.23
6B	9.88" x 5"	30"	\$453.98	\$423.98	\$393.98	\$363.98	\$333.98
6A	9.88" x 2.5"	15"	\$229.73	\$214.73	\$199.73	\$184.73	\$169.73
4H	6.55" x 21"	84"	\$1,261.28	\$1,177.28	\$1,093.28	\$1,009.28	\$925.28
4E	6.55" x 12.5"	50"	\$752.98	\$702.98	\$652.98	\$602.98	\$552.98
4D	6.55" x 10"	40"	\$603.48	\$563.48	\$523.48	\$483.48	\$443.48
4C	6.55" x 7.5"	30"	\$453.98	\$423.98	\$393.98	\$363.98	\$333.98
4B	6.55" x 5"	20"	\$304.48	\$284.48	\$264.48	\$244.48	\$224.48
4A	6.55" x 2.5"	10"	\$154.98	\$144.98	\$134.98	\$124.98	\$114.98
3H	4.88" x 21"	63"	\$947.33	\$884.33	\$821.33	\$758.33	\$695.33
3F	4.88" x 15"	45"	\$678.23	\$633.23	\$588.23	\$543.23	\$498.23
3E	4.88" x 12.5"	37.5"	\$566.11	\$528.61	\$491.11	\$453.61	\$416.11
3D	4.88" x 10"	30"	\$453.98	\$423.98	\$393.98	\$363.98	\$333.98
3C	4.88" x 7.5"	22.5"	\$341.86	\$319.36	\$296.86	\$274.36	\$251.86
3B	4.88" x 5"	15"	\$229.73	\$214.73	\$199.73	\$184.73	\$169.73
3A	4.88" x 2.5"	7.5"	\$117.61	\$110.11	\$102.61	\$95.11	\$87.61
2H	3.22" x 21"	42"	\$633.38	\$591.38	\$549.38	\$507.38	\$465.38
2F	3.22" x 15"	30"	\$453.98	\$423.98	\$393.98	\$363.98	\$333.98
2E	3.22" x 12.5"	25"	\$379.23	\$354.23	\$329.23	\$304.23	\$279.23
2D	3.22" x 10"	20"	\$304.48	\$284.48	\$264.48	\$244.48	\$224.48
2C	3.22" x 7.5"	15"	\$229.73	\$214.73	\$199.73	\$184.73	\$169.73
2B	3.22" x 5"	10"	\$154.98	\$144.98	\$134.98	\$124.98	\$114.98
2A	3.22" x 2.5"	5"	\$80.23	\$75.23	\$70.23	\$65.23	\$60.23
1D	1.55" x 10"	10"	\$154.98	\$144.98	\$134.98	\$124.98	\$114.98
1C	1.55" x 7.5"	7.5"	\$117.61	\$110.11	\$102.61	\$95.11	\$87.61
1B	1.55" x 5"	5"	\$80.23	\$75.23	\$70.23	\$65.23	\$60.23
1A	1.55" x 2.5"	2.5"	\$42.86	\$40.36	\$37.86	\$35.36	\$32.86

TWO TIME PER WEEK RATES*

SIZES	DIMENSIONS	INCHES	OPEN	4 WK	13 WK	26 WK	52 WK
6H	9.88" x 21"	126"	\$1,606.50	\$1,499.40	\$1,392.30	\$1,285.20	\$1,178.10
6F	9.88" x 15"	90"	\$1,147.50	\$1,071.00	\$994.50	\$918.00	\$841.50
6E	9.88" x 12.5"	75"	\$956.25	\$892.50	\$828.75	\$765.00	\$701.25
6D	9.88" x 10"	60"	\$765.00	\$714.00	\$663.00	\$612.00	\$561.00
6C	9.88" x 7.5"	45"	\$573.75	\$535.00	\$497.25	\$459.00	\$420.75
6B	9.88" x 5"	30"	\$382.50	\$357.00	\$331.50	\$306.00	\$280.50
6A	9.88" x 2.5"	15"	\$191.25	\$178.50	\$165.75	\$153.00	\$140.25
4H	6.55" x 21"	84"	\$1,071.00	\$999.60	\$928.20	\$856.80	\$785.40
4E	6.55" x 12.5"	50"	\$637.50	\$595.00	\$552.50	\$510.00	\$467.50
4D	6.55" x 10"	40"	\$510.00	\$476.00	\$442.00	\$408.00	\$374.00
4C	6.55" x 7.5"	30"	\$382.50	\$357.00	\$331.50	\$306.00	\$280.50
4B	6.55" x 5"	20"	\$255.00	\$238.00	\$221.00	\$204.00	\$187.00
4A	6.55" x 2.5"	10"	\$127.50	\$119.00	\$110.50	\$102.00	\$93.50
3H	4.88" x 21"	63"	\$803.25	\$749.70	\$696.15	\$642.60	\$589.05
3F	4.88" x 15"	45"	\$573.75	\$535.50	\$497.25	\$459.00	\$420.75
3E	4.88" x 12.5"	37.5"	\$478.13	\$446.25	\$414.38	\$382.50	\$350.63
3D	4.88" x 10"	30"	\$382.50	\$357.00	\$331.50	\$306.00	\$280.50
3C	4.88" x 7.5"	22.5"	\$286.88	\$267.75	\$248.63	\$229.50	\$210.38
3B	4.88" x 5"	15"	\$191.25	\$178.50	\$165.75	\$153.00	\$140.25
3A	4.88" x 2.5"	7.5"	\$95.63	\$89.25	\$82.88	\$76.50	\$70.13
2H	3.22" x 21"	42"	\$535.50	\$499.80	\$464.10	\$428.40	\$392.70
2F	3.22" x 15"	30"	\$382.50	\$357.00	\$331.50	\$306.00	\$280.50
2E	3.22" x 12.5"	25"	\$318.75	\$297.50	\$276.25	\$255.00	\$233.75
2D	3.22" x 10"	20"	\$255.00	\$238.00	\$221.00	\$204.00	\$187.00
2C	3.22" x 7.5"	15"	\$191.25	\$178.50	\$165.75	\$153.00	\$140.25
2B	3.22" x 5"	10"	\$127.50	\$119.00	\$110.50	\$102.00	\$93.50
2A	3.22" x 2.5"	5"	\$63.75	\$59.50	\$55.25	\$51.00	\$46.75
1D	1.55" x 10"	10"	\$127.50	\$119.00	\$110.50	\$102.00	\$93.50
1C	1.55" x 7.5"	7.5"	\$95.63	\$89.25	\$82.88	\$76.50	\$70.13
1B	1.55" x 5"	5"	\$63.75	\$59.50	\$55.25	\$51.00	\$46.75
1A	1.55" x 2.5"	2.5"	\$31.88	\$29.75	\$27.63	\$25.50	\$23.38

*Priced per ad