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Customer Services

Proofs

Prepublication proofs of display ads submitted by deadline are available via the internet. Be sure to ask your account executive about proofs when placing your insertion order.

Tearsheets/Affidavits

Electronic tearsheets are available to all display advertisers at no charge. Paper tearsheets are charged at \$1 each. An affidavit is provided upon request for proof of publication of legal advertising at a fee of \$3.

Artwork

Award-winning creative consultants can enhance your advertisements with original art. Minimum charge for illustrating is \$60 per hour.

Photo Separations

Up to three photos, no charge. Four photos or more, \$75 each.

Other

Arizona Daily Star will not accept, be responsible for, or issue credits for mistakes for any ad cancellations, ad size and copy changes, or corrections after the times designated under "deadlines."

How To Reach Us

Advertising: 520-573-4366

• Retail Fax: 520-573-4407

• Classified Fax: 520-573-4294

Chase Rankin

Vice President, Advertising, Sales and Marketing
520-573-4415 chaserankin@tucson.com

John Denker

Director of Majors, Online and National Advertising
520-573-4318 john.denker@tucson.com

Tom Birmingham

Retail Advertising Sales Manager
520-573-4420 tbirmingham@tucson.com

Amy Lee

Retail Advertising Manager
520-807-8469 alee@tucson.com

Matt Markham

Retail Advertising Sales Manager
520-573-4416 mmarkham@tucson.com

Dru Sanchez

Classified Advertising Director
520-573-4299 dsanchez@tucson.com

Charles West

Creative Supervisor
520-573-4587 cwest@tucson.com

Street Address

4850 S. Park Avenue, Tucson, AZ 85714

Mailing Address

P.O. Box 26887, Tucson, AZ 85726

Advertising Policy

Acceptable Advertising

In the interest of maintaining our standards of accuracy and good taste, the publishers of the Arizona Daily Star reserve the right to refuse or cancel advertising at any time. We cannot accept local brokered space. All rates quoted are for single advertiser use only. Advertorial type ads must contain the word "ADVERTISEMENT" or "PAID ADVERTISEMENT" at the top of the ad in 12 pt. type. For ads 10" and under, slug must be no less than 8 pt type. Advertising fonts that copy or resemble the editorial typeface or style of the Arizona Daily Star is strictly prohibited. Ads must contain a 2pt border.

Arizona Daily Star will accept advertising for selling internet access. Advertising for soliciting web page design and internet hosting is also accepted, excluding the name of the advertiser's web site. Arizona Daily Star will not accept advertising that promotes an internet address or web site that compiles advertisements from multiple advertisers, including, but not limited to, local internet service provider's advertising-related addresses, web site or the content associated with such site. Publisher reserves the right to amend the terms and conditions of this policy at any time without notice.

Cancellations

The closing time for cancellations is the space reservation deadline. See "deadlines" for specifics.

Revenue Fulfillment

All net advertising dollars spent in a 12-month period with Arizona Daily Star will apply toward the fulfillment of the advertiser contract except pass thru expenses, legal and late payment fees, and where otherwise noted.

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Rebate

If advertiser shall have used more dollars, space, or insertions, than agreed to, advertiser's rate for all revenue/space/insertions used during the year shall be decreased to the appropriate earned rate indicated on the newspaper's current rate card, and advertiser shall receive the difference in the form of a credit to their account.

Short Rating

If advertiser shall have used fewer net dollars, space, or insertions than agreed to, advertiser's rate for all revenue/space/insertions used during the year shall be increased to the appropriate earned rate indicated on the current rate card, 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's Rate Card

The terms and conditions of the newspaper's rate card, a copy of which has been provided to the advertiser, are incorporated herein by reference. If any terms or conditions of the rate card conflict with the terms of our contract, the terms of the contract shall govern. The Newspaper may revise its advertising rate card at any time upon 30 days' written notice to Advertiser and the Advertiser may, without penalty, cancel the 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 publishers of the Arizona Daily Star reserve the right to edit, classify or reject at any time any advertisement submitted to their respective newspapers.

Payment for Advertising

Advertiser shall pay for the advertising purchased according to the terms indicated on the Newspaper's invoices/billing statements. In the event of a billing dispute, Advertiser must promptly pay all amounts not subject to dispute. Failure to receive tear sheets is not a valid reason to withhold payment. If Advertiser fails to timely pay as provided for in the invoices/billing statements, the Newspaper may reject advertising copy and/or immediately cancel the contract and Advertiser agrees to indemnify the Newspaper for all expenses incurred in connection with the collection of amounts payable under the contract, including court cost and attorneys' fees. Future advertising, even prepaid, may be

refused until reimbursement is made. If the contract is canceled due to the Advertiser's failure to timely pay, 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 timely payment by cash, check, or EDI. All past due balances are subject to a 1.75% per month service charge (minimum charge \$1.00).

Joint and Several Liability

If Advertiser utilizes an agency ("Agency"), Advertiser and Agency shall be jointly and severally liable for complying with all the terms of the contract, including payment for all advertising. Agency commissions, if any, shall apply to all space charges and adjustments under the contract.

No Sequential Liability

Our contract renders void any statements concerning liability that appear on correspondence from Agency or Advertiser. It is further agreed that Arizona Daily Star does not accept advertising orders or space reservations claiming sequential liability.

Incorrect Rates in Order Forms

When orders are forwarded by Advertiser or its Agency that 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 card, as may be revised pursuant to Paragraph (4) above, and in accordance with the conditions contained herein.

Typographical Errors, Incorrect Insertions or Omissions

Our contract cannot be invalidated for typographical errors, incorrect insertions or omissions in advertising published. Arizona Daily Star 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 Arizona Daily Star 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. Arizona Daily Star 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. Any claim

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Advertising Policy (continued)

for credit must be in writing and received by Arizona Daily Star within sixty (60) days from the date of invoice/billing statement or be deemed waived. Undisputed amounts must be paid in full by the due date.

Positioning of Advertisements

Arizona Daily Star shall have the full latitude with respect to positioning advertisements provided; however, Arizona Daily Star will use reasonable efforts to accommodate the Advertiser's position requests. Specific placement is not guaranteed. Failure to meet position requests will not constitute cause for adjustment, refund or rerun. Notwithstanding this paragraph, guaranteed positioning is available and defined under 'Special Positions and Comics'.

Indemnification

Advertiser agrees to indemnify, defend and hold harmless Arizona Daily Star from all claims (whether valid or invalid), suits, judgments, proceedings, losses, damages, cost and expenses, of any nature whatsoever (including reasonable attorneys' fees) for which Arizona Daily Star or any of its affiliates may become liable by reason of Newspapers' publication of Advertiser's advertising.

Ownership of Advertising Copy

All advertising copy that represents the creative effort of Arizona Daily Star and/or the utilization of creativity, illustrations, labor, composition or material furnished by it, is and remains the property of Arizona Daily Star, including all rights of copyright therein. Advertiser understands and agrees that it cannot authorize photographic or other reproduction, 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.

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Deadlines

2014 RETAIL RATES

Day Of Publication	Section	Pub. Set Ad Materials Due	Space Reservation & Cancellations	Digital Pickup and Digital PDF Due	Final Corrections
Monday	All Sections	Thurs 5 PM	Fri 10 AM	Fri 10 AM	Fri Noon
Tuesday	All Sections <small>except where noted</small> Buyer's Edge	Fri 5 PM Mon 5 PM 1 Wk Prior	Mon 10 AM Mon 5 PM 1 Wk Prior	Mon 10 AM Wed 10 AM	Mon Noon Tues 5 PM 1 Wk Prior
Wednesday	All Sections	Mon Noon	Tues 10am	Tues 10 AM	Tues Noon
Thursday	All Sections <small>except where noted</small> Northwest/Foothills/East Caliente	Tues 5 PM Mon Noon Mon Noon	Wed 10am Mon Noon Mon Noon	Wed 10 AM Tues 10 AM Tues 10 AM	Wed Noon Tues 10 AM Tues 10 AM
Friday	All Sections <small>except where noted</small> La Estrella	Wed Noon Fri 5 PM 1 Wk Prior	Thur 10 AM Fri 5 PM 1 Wk Prior	Thurs 10 AM Wed 10 AM	Thurs Noon Wed Noon
Saturday	All Sections <small>except where noted</small> New Homes	Wed 5 PM Mon 5 PM	Thur 10 AM Mon 5 PM	Thurs 3 PM Thur 10 AM	Thurs 5 PM Thur Noon
Sunday	All Sections	Thurs 10 AM	Thurs 10 AM	Fri 10 AM	Fri Noon

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07-08-14

44-inch Web Ad Sizes

ROP & Classified Broadsheet ROP & Classified Tab

200 dpi

Column	Inches
1	1.556
2	3.222
3	4.889
4	6.556
5	8.222
6	9.889
Broadsheet Double Truck	21
Tab Double Truck	21.5
New Homes Double Truck	20.75

Maximum Broadsheet Height 21.5"
Maximum Tab Height 10"

Celebrations & Tucson Bridal Announcements

200 dpi

Size	Dimensions (Inches)
Full page	9.889 x 16.898
1/2 pg: Horizontal	9.713 x 8.398
1/2 pg: Vertical	4.821 x 16.898
1/4 pg	4.821 x 8.384
1/8 pg	4.821 x 4.124
1/16 pg	2.364 x 4.148
1/32 pg	2.364 x 2.023
1/64 pg	1.17 x 2.03

Home Life Ear

200dpi

Size	Dimensions (Inches)
Front pg: Ear	2.5 x 0.8

Buyer's Deals

200 dpi

Size	Dimensions (Inches)
Front Cover (rotates)	9.889 x 9
Front Cover Ear (rotates)	4.125 x 1.125
Back Cover (rotates)	9.889 x 10
Double Truck	21.5 x 10
Full Page	9.889 x 10
Back Cover (Sierra Vista)	9.889 x 8

Buyer's Edge

200 dpi

Size	Dimensions (Inches)
Front pg	9.889 x 8
Front pg: Ear	3.328 x 1.25
Back pg	9.889 x 8
Back pg: Ear	4.841 x 1.826
Inside pg: Full pg	9.889 x 10

Green Valley Tab & Real Estate Today Tab

200 dpi

Size	Dimensions (Inches)
Cover	9.720 x 7.611
Full pg	9.889 x 10
1/4 pg	4.889 x 5
1/2 pg	9.889 x 5
Group Ad	3.222 x 2.5

Glossy Magazine

300 dpi

Size	Dimensions (Inches)
Full pg: Bleed	8.25 x 11.125
Full pg: Trim	8 x 10.875
Full pg: Live Area	6.875 x 9.75
Full pg: Non-Bleed	6.875 x 9.75
2/3 pg	4.5 x 9.75
1/2 pg Horizontal	6.875 x 4.75
1/2 pg Vertical	3.315 x 9.75
1/3 pg Horizontal	4.5 x 4.75
1/3 pg Vertical	2.125 x 9.75
1/6 pg Horizontal	3.315 x 2.25
1/6 pg Vertical	2.125 x 4.75
Index Ad (template)	3.315 x 1.75

Tucson Bridal Magazine, Newcomer's Guide

10 x 12 Fliers

300dpi

Size	Dimensions (Inches)
10 x 12	9.5 x 11.5

No bleeds allowed.

La Estrella

200dpi

Size	Dimensions (Inches)
Front pg: Strip	9.889 x 1.75
Front pg: Ear	3.889 x 1.9

Online Ads

72 dpi

Size	Dimensions (pixels)
Big Box	300 x 250
Leaderboard	728 x 90
Skyscraper	160 x 600
Sliding billboard: takeover	960 x 500
Sliding billboard: Pencil	960 x 40 w/right 110 pixels blank**
*PAW: takeover	960 x 500
*PAW: Pencil	960 x 40 w/right 110 pixels blank**
*PAW: Left Rail	145 x 2000
*PAW: Right Rail	145 x 2000
Float Bar	970 x 60 no animation
Center Stage	640 x 480
Mobile Center Stage	300 x 250
Mobile	320 x 50
***Preroll	480 x 360
Power Tile	220 x 90
Weather Tile	120 x 90
Solo E-Blast	600 x 600
Frys Email	1000 x 2124 & 600 x 1274
Jivox	400 x 300
ipad	1024x768 (full page)

*See Online Staff

**The right 110 pixels should be blank except for a background color. This is for the button the online staff will insert.

***The file should be .swf for preroll but if it is being placed in a video it should be a .mov file.

Print Xpress

300 dpi

Size	Dimensions (Inches)
Full pg: Bleed	8.75 x 11.25
Full pg: Trim	8.5 x 11
Full pg: Live Area	8 x 10.5
Full pg: Non-Bleed	8 x 10.5

Franchise Express

300 dpi

Size	Dimensions (Inches)
Full pg: Bleed	8.75 x 11.125
Full pg: Trim	8.5 x 10.875
Full pg: Live Area	8.25 x 10.625
Full pg: Non-Bleed	8.25 x 10.625

Insert Xpress [Valassis]

300 dpi

Size	Dimensions (Inches)
Full pg	8 x 10.5
Spread Image	16.5 x 10.5
1/2 pg	8 x 5

Non-bleed only

Oversized Fliers

300dpi

Size	Dimensions (Inches)
10 x 10	9.25 x 9.25

Fliers

200 dpi

Size	Dimensions (Inches)
8.5 x 11	7.6 x 10.5

Stick-Ons

300 dpi

Size	Dimensions (Inches)
3x3	2.75 x 2.75

Die Cut Stick-Ons

300 dpi

Size	Dimensions (Inches)
Varies	See Templates

Brakemax Card

300dpi

Size	Dimensions (Inches)
4.25 x 14	4.25 x 14

Comics Spadea

200 dpi

Size	Dimensions (Inches)
Outside	(2) 4.75 x 20
Inside	10.25 x 20

See template

Polybag

300 dpi

Size	Dimensions (Inches)
Weekday 8 x 21	7 x 20
Sunday 10 x 25	10 x 24

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Delivery Methods

Adsend

Customer Service 1-800-823-7363

adtransit.com

Customer Service 1-800-254-6533

Fast Channel (Ad Direct)

Customer Service 1-866-321-FAST (3278)

Wamnet

Customer Service 1-520-573-4587

File Formats Required

- Adobe Acrobat PDF
- For assistance, call 520-573-4587.

Photo Toning

Scanning Originals

- Resolution of original scan should be no less than 170 dpi; 200 dpi is recommended for best results.
- Original artwork should be scanned in as close to the intended finished print size as possible. Manipulating the size after the scan is completed can jeopardize the integrity of the pixels and reduce the print quality.

Color Photos

- Prior to saving, color images must be converted to CMYK and saved as an EPS file.
- JPEG images will not separate and usually convert to a black and white image.
- Binary encoding with Macintosh 8bits/pixel preview should be selected as well.
- Color EPS files tend to be large, so sizing and cropping to the actual print size are required.

B/W Halftones

- Save as "grayscale" mode in EPS format with Binary encoding.

Newsprint Reproduction Specs

- All graphics and photo images printed on the Arizona Daily Star press reproduce at 100-line screen.
- Highlight aim-point = 2%.
- Shadow aim-point = 85%.
- Newspaper dot gain is about 28% in Cyan, Yellow and Black. Magenta has a tendency to run at 30%. Please use this formula when setting mid-tone values.

All questions regarding photo toning should be directed to the Arizona Daily Star Imaging Department at 520-573-4460.

Making a PDF (Acrobat 7.0)

Create a Postscript file or EPS of your ad. Remember to convert all of your color elements to CMYK. RGB is not accepted. Launch Acrobat Distiller and set Distiller job options as follows:

General File Options

- Compatibility: Acrobat 4.0 (PDF 1.3)
- Object-Level Compression: Off
- Auto-Rotate Pages: Off
- Binding: Left
- Resolution: 1200 dots per inch
- All Pages: Checked
- Optimized for Fast Web View: Not Checked

Default Page Size

- Units: inches
- Width: 10.00 Height: 22.00

Color Images & Grayscale Images

- Sampling: Bicubic Downsample to: 200 pixels per inch for images above: 300 ppi
- Compression: Automatic (JPEG)
- Quality: Maximum

Monochrome Images

- Sampling: Bicubic Downsample to: 900 pixels per inch for images above: 1350 ppi
- Compression: CCITT Group 4
- Anti-Alias to gray: Off

Fonts

- Embed All Fonts: Checked
- Subset Embedded Fonts When Percent Of Character Is Less Than: 100%.
- When Embedding Fails: Warn and Continue

Adobe Color Settings

- Settings File: None

Color Management Policies

- Leave Color Unchanged
- Rendering Intent: Preserve
- Working Spaces (grayed out)

Device-Dependent Data

- Preserve Under Color Removal and Black Generation: Checked
- When Transfer Functions Are Found: Preserve
- Preserve Halftone Information: Not Checked

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Submitting a Digital Ad (continued)

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Advanced Options (Only one item checked)

- Convert Gradients To Smooth Shades: Checked

Document Structuring Conventions (DSC)

- Process DSC Comments : Checked
- Resize Page and Center Artwork for EPS Files: Checked

(All other boxes should not be checked)

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Newspaper Advertising

- Retail rates are available to businesses with a storefront address within the state of Arizona.
- All contracts must be signed in advance of publication to receive discounts. Open rates apply until a contract is signed.
- Discounts do not apply to Sunday and listed holidays.
- Ad placement is run of press (ROP).
- Contract fulfillment is net dollars.

Retail Revenue Contract Rates

Our Revenue Contract levels provide you with maximum flexibility to make your advertising dollar work hard for your business.

Holiday Rates

- Sunday home delivery distribution and Sunday rates apply on the following holidays: Thanksgiving Day, Christmas Eve Day, Christmas Day, New Year's Eve Day, New Year's Day.

Color Rates

- Color is subject to availability and may be limited.
- Two colors will be charged at the full color rate.
- One Color = 20% of Gross Space Cost
- Full Color = 30% of Gross Space Cost

Pickup Discounts

- Requires one full-priced ad in the schedule.
- First pickup – 40% Discount
- Second through sixth pickup – 75% Discount
- Must run within 6 days of original ad.
- No copy changes. Full run ads only.
- Discounts do not apply to Sunday.
- Mon/Tues Rates and Sunday Business Rates are excluded.

Contract Volume	Daily Rate	Sunday Rate	Mon/Tues Rate	La Estrella	Zones	Preprint P&D's	Saddlebag Notes	Overleaf	Daily Travel	Sunday Travel
Open	\$120.60	\$149.10	\$31.00						93.11	113.96
\$2,500	\$102.50	\$126.50	\$31.00	A	A	A	A	A	\$82.19	100.23
\$5,000	\$98.00	\$120.90	\$31.00	A	A	A	A	A	\$71.60	\$87.31
\$7,500	\$92.60	\$116.00	\$31.00	A	A	A	A	A	\$69.09	\$84.25
\$10,000	\$88.30	\$109.40	\$31.00	A	A	A	A	A	\$69.09	\$84.25
\$15,000	\$85.10	\$104.50	\$31.00	A	B	A	A	A	\$62.89	\$76.72
\$25,000	\$82.80	\$102.30	\$31.00	A	B	B	A	A	\$61.05	\$74.49
\$35,000	\$80.70	\$99.00	\$31.00	B	B	B	B	A	\$61.05	\$74.49
\$50,000	\$78.50	\$96.90	\$31.00	B	B	B	B	A	\$61.05	\$74.49
\$75,000	\$76.30	\$93.60	\$31.00	B	B	B	B	A	\$61.05	\$74.49
\$100,000	\$74.20	\$91.30	\$31.00	B	C	C	B	A	\$61.05	\$74.49
\$150,000	\$72.00	\$88.60	\$31.00	C	C	C	B	A	\$61.05	\$74.49

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7 Day Package

Run the same ad 5 days in one week and get the 6th and 7th day free. Reach 62% of Pima County adults by advertising with our 7 day package. That's 484,500 readers each week!

Contract Volume	Daily PCI	Package PCI
Open	\$62.38	\$311.91
\$2,500	\$52.98	\$264.88
\$5,000	\$50.64	\$253.20
\$7,500	\$48.20	\$241.01
\$10,000	\$45.72	\$228.61
\$15,000	\$43.88	\$219.39
\$25,000	\$42.82	\$214.08
\$35,000	\$41.59	\$207.95
\$50,000	\$40.58	\$202.88
\$75,000	\$39.32	\$196.61
\$100,000	\$38.29	\$191.47
\$150,000	\$37.16	\$185.80

Weekly Frequency*	Tucson Adult Reach	% Tucson Adults	Weekly Impressions
7 Day Package	461,522	61%	1,775,000
4 Days	439,458	58%	1,063,000
3 Days	428,466	56%	826,000
2 Days	378,017	50%	589,000
1 Sunday	351,861	46%	352,000
1 Daily	237,162	31%	237,000

*Multiple day schedules include a Sunday.

Source: Scarborough 2010 (T)

Two, Three and Four Day Packages* With A Sunday

Contract Volume	4 Day Package Daily PCI	3 Day Package Daily PCI	2 Day Package Daily PCI
Open	\$70.44	\$83.87	\$110.73
\$2,500	\$59.81	\$71.21	\$94.00
\$5,000	\$57.18	\$68.07	\$89.85
\$7,500	\$54.47	\$64.90	\$85.78
\$10,000	\$51.63	\$61.49	\$81.19
\$15,000	\$49.53	\$58.95	\$77.78
\$25,000	\$48.35	\$57.56	\$75.99
\$35,000	\$46.94	\$55.87	\$73.71
\$50,000	\$45.81	\$54.54	\$72.00
\$75,000	\$44.38	\$52.82	\$69.69
\$100,000	\$43.23	\$51.46	\$67.91
\$150,000	\$41.95	\$49.93	\$65.90

*Does not include Mon/Tues Rates

Two, Three and Four Day Packages* Without A Sunday

Contract Volume	4 Day Package Daily PCI	3 Day Package Daily PCI	2 Day Package Daily PCI
Open	\$63.32	\$74.37	\$96.48
\$2,500	\$53.81	\$63.21	\$82.00
\$5,000	\$51.45	\$60.43	\$78.40
\$7,500	\$48.62	\$57.10	\$74.08
\$10,000	\$46.36	\$54.45	\$70.64
\$15,000	\$44.68	\$52.48	\$68.08
\$25,000	\$43.47	\$51.06	\$66.24
\$35,000	\$42.37	\$49.77	\$64.56
\$50,000	\$41.21	\$48.41	\$62.80
\$75,000	\$40.06	\$47.05	\$61.04
\$100,000	\$38.96	\$45.76	\$59.36
\$150,000	\$37.80	\$44.40	\$57.60

*Does not include Mon/Tues Rates

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Travel / Vacation Advertising

- Rates are available for travel-related advertising in Arizona.
- Ads may run in the Travel Group Page or any other section outside of the group page.
- Standard color rates apply.
- Color included with group page. Subject to availability.
- Standard pickup discounts apply.

Commitment Level	Daily Rate	Sunday Rate
Open	\$93.11	\$113.96
\$2,500	\$82.19	\$100.23
\$5,000	\$71.60	\$87.31
\$7,500	\$69.09	\$84.25
\$15,000	\$62.89	\$76.72
\$25,000+	\$61.05	\$74.49
Group Page	\$71.60	\$87.31
Zone Pickup	\$13.25	n/a

Mortgage Directory

- Rates apply to mortgage lenders and brokers.
- Minimum ad size is 2".
- Ads publish in New Homes and At Homes.
- Full color included.
- Group page ad size = 6 column x 5" or full page 6 col x 10".
- Advertisers may sign frequency contracts, and may also sign a revenue contract. Spending will count towards contract fulfillment.
- Standard pickup discounts apply. Ads may run in the Mortgage Directory Group Page or any other section outside of the group page at these rates.
- 13x and 48x frequency levels non-consecutive, within 52 weeks.

Commitment Level	At Home/ New Homes Package
Open	\$72.50
13x	\$62.90
48x	\$53.10

Sunday Business Section

- Rate program for Retail open or contract advertisers.
- Standard color rates apply. Rates do not apply to back page.
- Not eligible for pickup discount program.
- Contact your account executive for eligibility.

PCI Rate

\$44.00

Transient Show Rates

- Rate available to Retail and National advertisers promoting a transient show in Tucson.
- Standard pickup discounts apply.
- Standard color rates apply.
- Monday/Tuesday pci rate applies.

PCI Rate

Mon-Tues \$31.00

Wed-Sat \$98.00

Sunday \$120.90

Nonprofit

- Rates apply to qualified nonprofit organizations.
- Organizations must provide the appropriate 501c documentation.
- Full Color Included.
- Standard pickup discounts apply.

PCI Rate

Daily \$38.75

Sunday \$41.75

Church

- Rates apply to local organizations whose ads are of a religious nature or a place of worship.
- Standard pickup discounts apply.
- Full color included.
- Ads may run in the Church Group Page or any other section outside of the group page.

PCI Rate

Daily \$38.75

Sunday \$41.75

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Restaurants

- Program available to local restaurants, local hotels and casinos promoting restaurants. Rates apply to all full run products, including special sections.
- Standard color rates apply.
- Pick up rate applies to any full run ad within seven days. Does not apply to Sunday or special sections.

	PCI Rate
Daily/Sunday	\$46.00
Daily - Pickup	\$10.25

New Homes Crossover Rates

- Applies to advertisers without a New Home Builder contract.
- Standard color rates apply.

Advertiser	Daily	Sunday
Non Contract	Open	Open
Contract other than dollar volume	\$102.50	\$126.50
Dollar Volume	Signed	Signed

Retail Golf

- Program available to Golf related advertisers.
- Standard color rates apply.
- Standard pickup discounts apply.

	PCI Rate
Daily	\$51.00
Sunday	\$61.25

Monday/Tuesday

- Rate available to Retail and Classified advertisers scheduling ads in the Monday/Tuesday ROP publications.
- Ads are excluded from pickup discount program.
- No additional discounts apply.
- Standard color rates apply.

	PCI Rate
	\$31.00

Live Entertainment

- Standard color rates apply
- Standard pickup rates apply
- No other rate programs available to this category

Adult entertainment restrictions:

- Minimum 6-inch ad size
- Can publish in Business, Sports, Caliente and special sections
- Ads must be pre-approved by newsroom editor
- Photos must be cropped at the neckline

	PCI Rate
Daily	\$42.75
Sunday	\$52.25

Exclusive Page Position

- 25% surcharge added to space charge
- Only ad on a page

Guaranteed Section/Page Placement

- 15% premium for guaranteed section placement.
- 25% premium for guaranteed page position (based on availability).

The premium applies to space only. Standard color rates apply.

The following restrictions apply: No guaranteed ads on Page 2A or the Op-Ed page. No more than a half page on Second A section front. No more than the current 6 x 3 inch position on all other section fronts (see section front rates.)

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Group Pages

Home + Life Marketplace Group Page

- 2 col. x 5" ad size available.
- Rate includes print, full color and online. No other discounts apply.
- Cannot be combined with other rate programs.
- Retail rates apply to ads running outside of the group page.
- Individual ads can be picked up into any zone and receive the \$13.25 zone pickup rate.

Rate
\$399.00

Restaurant Group Page

- Restaurant ad publishing in Caliente group page.
- Minimum ad size is 2 x 2.5".
- Caliente ad includes full color.
- 20%, 30% color for pickup ad within 7 days. Does not include Sunday.

	PCI Rate
Caliente	\$51.00
Pickup	\$10.25

Merchant and Shopping Destinations Group Page

- Merchant and Shopping Destination Group page rates apply to shopping centers, malls, shopping destinations, merchant associations, and property management companies.
- Full color included.
- No other discounts apply and cannot be combined with other rate programs.
- Ads that run outside of the destination group page will be charged applicable Retail rate card rates.

	PCI Rate
Daily	\$56.00
Sunday	\$69.25

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Section Front Ads

Rate program for ads appearing on the front of the ROP Daily and Sunday sections. Ad copy must be approved by the publisher prior to publication. Full color included. Rate includes ad on online Marketplace for 7 days. No pickup discounts allowed.

Section A: 6 col x 3" or 2 col x 4"

Frequency	Mon-Wed	Thur-Sat	Sunday
Open	\$744.00	\$1,300.00	\$2,600.00
52x	\$650.00	\$1,085.00	\$2,268.00

Caliente: 6 col x 3"

Frequency	Thursday
Open	\$1,350.00
52x	\$1,150.00

Sunday Business: 6 col x 3" or 2 col x 4"

Frequency	Rate
Open	\$744.00
52x	\$650.00

Sunday Region: 6 col x 3" or 2 col x 4"

Frequency	Rate
Open	\$1,450.00
52x	\$1,150.00

Sports: 6 col x 3" or 2 col x 4"

Frequency	Mon-Wed	Thur-Sat	Sunday
Open	\$744.00	\$1,025.00	\$2,050.00
52x	\$675.00	\$875.00	\$1,825.00

Home + Life: 6 col x 3" or 2 col x 4"

Frequency	Sunday
Open	\$744.00
52x	\$650.00

All Other Sections

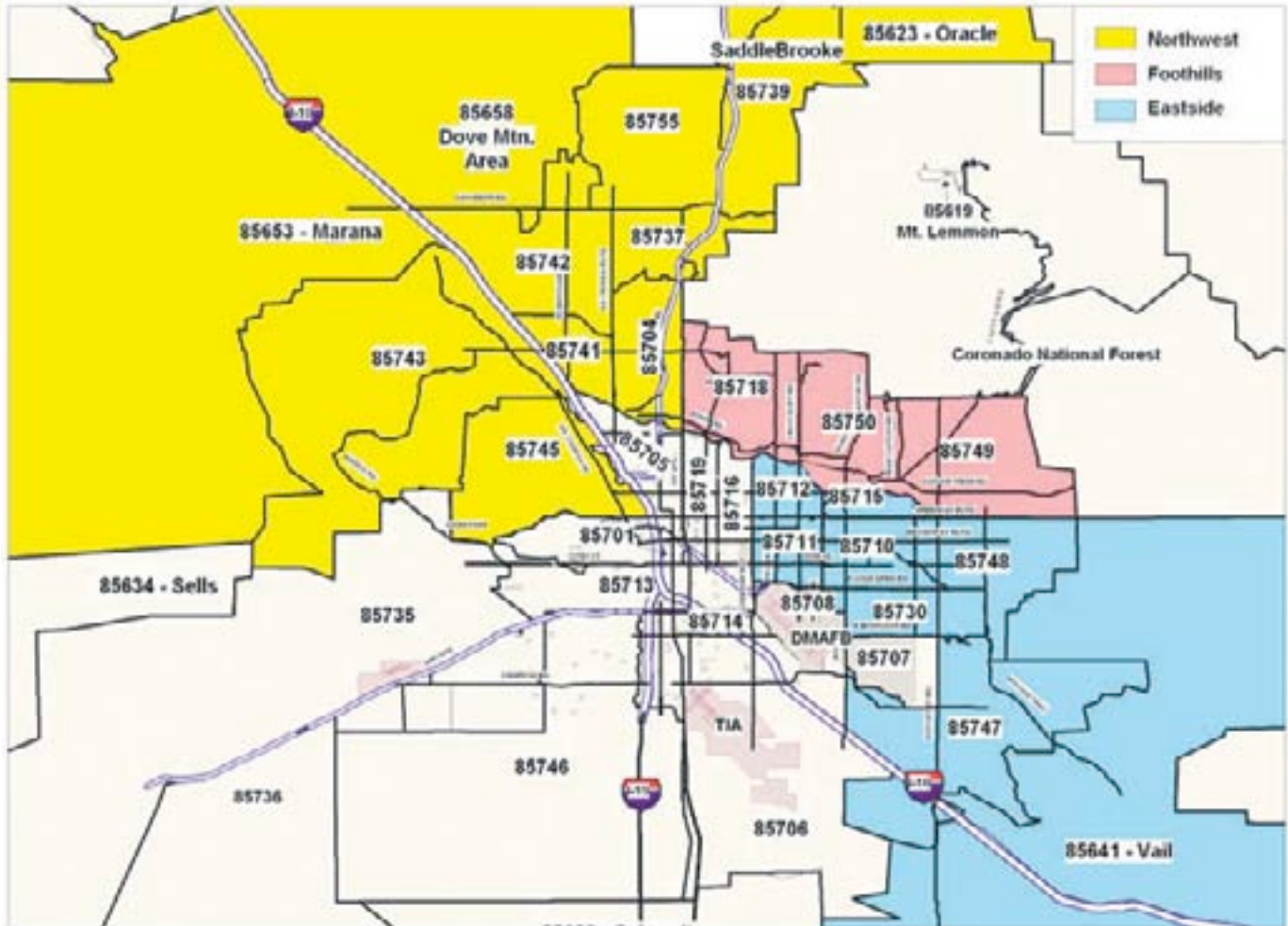
Open, Special Section or contract rates apply. All other requested page break positions are at contract rate plus guaranteed page position.

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Why Focus Your Reach?

- Increase the impact and effect of your message when you advertise directly to people interested in your product.
- The Arizona Daily Star offers three community sections.



Color	Star Community Sections	Zip Codes
Yellow	Northwest Star	85623, 85653, 85704, 85737, 85739, 85741, 85742, 85743, 85755, 85658, 85745 (partial)
Pink	Foothills Star	85715 (partial), 85718, 85749, 85750
Light Blue	Eastside Star	85641, 85710, 85711, 85712, 85715 (partial), 85730, 85747, 85748

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Zone Sections (continued)

2014 RETAIL RATES



Northwest Star

- Distribution: 30,400* in the Arizona Daily Star on Thursdays.
- Community-oriented news for Tucson's Northwest residents.
- Median Age: 59.7
- Median Income: \$79,100
- Reach: 54,900 adults



Eastside Star

- Distribution: 22,300* in the Arizona Daily Star on Thursdays.
- Community-oriented news for Tucson's Eastside residents.
- Median Age: 60.8
- Median Income: \$54,000
- Reach: 66,900 adults



Foothills Star

- Distribution: 15,000* in the Arizona Daily Star on Thursdays.
- Community-oriented news for Tucson's Foothills residents.
- Median Age: 58.0
- Median Income: \$96,800
- Reach: 36,000 adults

Source: Scarborough 2010(T) *Jan-Jun Distribution Averages

Effective Date 01/01/14

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First. Best.
anytime. anywhere.

Arizona Daily Star

Zone Sections (continued)

Zone Sections

- 6col x 10" ROP geographic zone sections - Northwest Star, Eastside Star and Foothills Star, publishing each Thursday.
- 13x, 26x, 48x commitments non-consecutive within 52 weeks.

Same Day Multiple Zone Discounts

- Receive a 40% discount off of the second zone.
- Receive a 75% discount off of the third zone.
- Multiple zone discounts do not apply to the pick up rate.
- No copy changes allowed.

Color Rates

- Color is subject to availability and may be limited.
- Two colors will be charged at the full color rate.
- One Color = 20% of Gross Space Cost
- Full Color = 30% of Gross Space Cost

Ad Size	Open	A 13x	B 26x	C 48x
Full Page	\$15.30	\$13.25	\$12.25	\$11.25
All other ad sizes	\$17.30	\$14.25	\$13.25	\$12.25

Front Page Ads

- Front page ROP ad size is 5 col x 3".
- Copy must pre-approved by the newsroom.
- Full color included.
- Ad posted online Marketplace for 7 days.
- 13x, 26x and 52x frequency levels are non-consecutive, within 52 weeks.

Size	Open	13x	26x	52x
5 col x 3"	\$525.00	\$450.00	\$375.00	\$300.00

Special Zone Classifications

Rate Program	PCI Rate
Non-Profit	13x
Church*	\$10.25
Restaurant	13x
Special Section	13x
Auto*	\$10.25 PCI
Real Estate & HomeBuilders*	\$10.25 PCI

*Auto, Real Estate, HomeBuilders and Church rates include full color.

Pickup Rates

- When a full run ROP ad is picked up into one or more zone sections, the 26X rate level applies to any ad size.

Rate Program	PCI Rate
Pick-up Rate	26x
Restaurant Pickup Rate	\$10.25 PCI

Group Page Ads

- Group page ads qualify for multi zone discounts, include full color and cannot be combined with other rate programs

Rate Program	PCI Rate
Group Page	13x

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Zone Sections (continued)

Stick On Ads

- Premium ad placement on the front page of the Zone section.
- Full run required per zone.
- Multi-drop within 30 days.
- Deadline is 10 working days prior to publication date.

CPM	CPM Rate
Black	\$40.50
2-4 Colors	\$45.50

Ink

- Number of colors refers to total ink colors used on the product.
- Black is considered a color.
- Maximum number of ink colors must not exceed four.
- Standard colors: Black, Blue (PMS 300), Red (PMS 185), Green (PMS 347), Brown (PMS 168), Burgundy (PMS 215), Purple (PMS 527), Teal (PMS 320)
- Black plate change: \$50

Paper

- Adhesive on entire back.
- 3 x 3 white glossy sticker stock.
- Stick On die cut shapes available.
Circle, House, Car, Square, Heart, Flower, Pumpkin, Apple, Football. Other Shapes available upon request.

Effective Date 01/01/14

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La Estrella de Tucson

La Estrella de Tucson is the largest, local Spanish – Language publication in Southern Arizona, with 31,000 copies distributed weekly in the home delivered Arizona Daily Star and in more than 400 free standing racks located indoor and outdoor throughout Southern Arizona

- 6 col x 10” tabloid section.
- Preprints, Print and Delivers and Stick On Ads are regular rate card rates.
- Customer may sign any frequency within the defined ranges.
- Pickup rate applies when a full run ad is picked up into La Estrella de Tucson

Commitment Level	Revenue Contract Level	Rate Per Column Inch
1x - 5x	Open	\$20.35
6x - 12x	A	\$18.35
13x - 25x	B	\$14.25
26x - 51x	C	\$12.25
52x	C	\$12.25
Retail Group Page		\$10.25
Restaurant		\$13.25
Non Profit		\$13.25
Auto, Homebuilder, Real Estate		\$10.25
Church Rate		\$13.25
Pickup from ROP		\$12.25
Restaurant pickup from ROP		\$10.25

Color Rates

- Color is subject to availability and may be limited.
- Two colors will be charged at the full color rate.
- One Color = 20% of Gross Space Cost
- Full Color = 30% of Gross Space Cost
- Full Color included with 52x contract (15" minimum ad size required)
- Auto, Real Estate, Homebuilder, Church and Group page rates include full color.

Front Strip Ad Rate

- Ad size is 6 columns x 1.75 inch
- Ads must be approved by the publisher prior to publication.
- Full color included.
- 6x non-consecutive frequency contract in 13 weeks.
- 13x, 26x non-consecutive frequency contracts in 52 weeks.
- No other discounts apply.

Commitment Level	Strip Rate Ad
1x - 5x	\$410.00
6x - 12x	\$410.00
13x - 25x	\$305.00
26x - 51x	\$255.00
52x	\$255.00
Auto, Homebuilder, Real Estate	\$255.00

Ear

- Positions include Front page and Sociales page.
- Regular LE rates & frequency rates apply to the Ear ad.

Effective Date 01/01/14

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Is your business reaching Tucson's thriving active adult community?

Connect with thousands of affluent active adults with an ad in Saddlebag Notes, the monthly newspaper of the SaddleBrooke community. Saddlebag Notes has been serving the community since 1988.

Residents eagerly anticipate each edition of Saddlebag Notes because it contains a wealth of news and information submitted primarily by SaddleBrooke residents. The newspaper is distributed to every home by resident volunteers. This is an excellent vehicle to showcase your product or service to a consumer group with significant purchasing power.

- Monthly publication, 5000 distribution.
- ROP 6-column broadsheet.
- Color is 50% of the gross space charge. No other pickup discounts apply.
- 3x and 12x consecutive, 6x non-consecutive within 12 months.

Saddlebag Notes Rates

Commitment Level	Revenue Crossover	Rate
Open	A	\$10.18
3x	B	\$9.08
6x		\$8.09
12x		\$8.09

Front Strip Ad Rates

- Ad size is 6 columns x 3 inches
- Full Color Included
- 6x and 12x frequency contracts in 12 months

Commitment Level	Strip Ad Rate
Open	\$475
6x	\$425
12x	\$375

Group Page Rates

	PCI Rate
	\$9.08
4 Ads - Size Per Ad	3 x 9.5
12 Ads - Size Per Ad	2 x 4.5

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Stick On Ads

- Premium ad placement on the front page.
- 5,000 distribution.
- \$150 surcharge for 5,000 quantity. Can be combined with the Star or Buyer's Edge.
- Deadline is 10 working days prior to publication date.

CPM	CPM Rate
Black	\$55.50
2-4 Colors	\$55.50

Ink

- Number of colors refers to total ink colors used on the product.
- Black is considered a color.
- Maximum number of ink colors must not exceed four.
- Standard colors: Black, Blue (PMS 300), Red (PMS 185), Green (PMS 347), Brown (PMS 168), Burgundy (PMS 215), Purple (PMS 527), Teal (PMS 320)
- Black plate change: \$50

Paper

- Adhesive on entire back.
- 3 x 3 white glossy sticker stock.
- Stick On die cut shapes available. Circle, House, Car, Square, Heart, Flower, Pumpkin, Apple, Football. Other Shapes available upon request.

P & D Rates

- Flat rate for any 60# size, white or color paper, up to 4-inks, one-sided, non-gloss.
- Rate card rate for any other P&D option.

Flat Rate
\$300.00

Preprints Rates

- Flat rate for up to 12-page tab preprint. Rate cannot be combined with Buyer's Edge or other in-paper distribution. Additional sizes are available and require a custom quote.

Flat Rate
\$300.00

Preprint Wrap Rates

- Advertiser must purchase both sides of the wrap. 6 x 21.5 per side, includes full color.

	PCI Rate
Open	\$1,500
12x	\$1,350

Comics Positions, Overleaf & Sunday Wrap

2014 RETAIL RATES

Gatefold

Vertical half page extension of the front or back comic page. The gatefold is folded outside the comics section and is printed on the front and back.

- Publishes in Sunday Star.
- Rates include full color.
- Contact your account executive for availability and deadlines.

Rate
\$2,035.00

Spadea (Wrap)

A freestanding printed broadsheet which is folded vertically and wrapped around the comics section. Printed on the front and back.

Rate
\$3,815.00

Comics Press Fed Inserts

- Press fed inserts are printed with Sunday Comics.
- 2 page, 4 page or 6 page sizes available.
- 6 column x 21.5".
- Rates are based on cost per thousand.
- 13x, 26x and 52x non-consecutive frequency contracts available.
- Contact your account executive for quantities.

Commitment Level	2 Std	4 Std	6 Std
Open	\$29.98	\$44.50	\$64.51
13x	\$27.54	\$40.88	\$59.30
26x	\$25.91	\$38.45	\$55.79
52x	\$25.10	\$37.25	\$54.03

Overleaf

A wrap available on the front of Section A and Sports, consisting of two 3 x 21.5 ads, one includes full color and two 6 x 21.5 ads, one includes full color.

- Product is available Monday through Sunday.
- Sunday rates apply on holidays.
- Contact your account executive for availability.

A Section

Revenue Contract Level	Daily	Sunday
A	\$17,810.00	\$25,450.00
B	\$15,500.00	\$23,000.00

Other Overleaf Positions

Revenue Contract Level	Daily	Sunday
Based on Availability	\$6,000	\$7,500.00

Sports

Revenue Contract Level	Daily	Sunday
Based on Availability	\$6,000.00	\$7,500.00

Sunday Wraps

- Two page preprint wrap. 6 column x 21.5" per side.
- 26x and 52x rates available within 52 weeks.
- The A/B Split option allows advertisers to alternate ads on front and back within the same run. Call your account executive for availability.
- Deadline: 12 working days prior.

Display Ad Size	Open	26x	52x
Front page	\$2,800.00	\$2,550.00	\$2,300.00
A/B Split	\$2,800.00	\$2,550.00	\$2,300.00
Front/Back	\$5,100.00	\$4,600.00	\$4,100.00
Holiday Wrap Front/Back	\$7,100.00	n/a	n/a

Effective Date 01/01/14

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Preprinted Inserts

- Delivery of preprinted inserts is available Monday through Sunday in the Star and with Buyer's Edge, a direct mail publication distributed on Tuesdays to households not subscribing to a daily newspaper.
- Preprints can be distributed full run or by select zip codes.
- Minimum distribution is 5,000 daily and 50,000 on Sunday.
Contact your account executive for circulation figures by zip code.
- Can be combined with Sunday Select, and/or Buyer's Edge within seven days.
- Quantities are combined to determine best rate.
-

Paper Weight

- Single-sheet inserts: minimum thickness pf .005" (five thousandths of one inch) on minimum 60# card stock
- Four-page tabs: minimum of 40# stock
-

Insert Sizes

- Size determined by square inches of insert; Tab size maximum is 12" x 11" = 132"; above 132" standard size page pricing.
- Maximum: 12" x 11" tall folded
- Minimum: 7" x 5" tall folded
- Inserts smaller than tabloid size (10" on fold x 9" tall) need to be limited to 48 tab or 24 broadsheet pages maximum.
- Preprinted flyers need to be packaged in cartons or skids and identified by account name, publication date, number of inserts per carton, number of cartons in shipment and total quantity of shipment, e.g. 1 of 8, 2 of 8, etc.
- Quantities with multiple publication dates need to be separated to the individual run quantities.
- Bundles of inserts should be stacked with the fold facing the same direction.
- If instability or slickness of inserts requires turning inserts within a bundle, turns must be limited to the bare minimum required to ensure bundle stability.
- Increase spoilage count for tabs with stapled folds on products with 12 pages or fewer.

- Inserts arriving in poor condition are the responsibility of the third-party carrier.

Preprint Delivery Requirements

- Materials need to be delivered to Arizona Daily Star at least seven working days before publication date, but not more than 14 working days in advance.
- Early arrivals are subject to a storage charge of \$2.50 per pallet per day.
- Late arrivals are subject to cancellation of the scheduled publication date.
- If other pallets must be removed from the truck in order to get to the shipment, a charge of \$5 per skid is payable at time of delivery.
- Each skid needs the following information on two sides: the advertiser's name, quantity on skid and publication date.

Reservation Deadline

- 10 working days prior to publication date.
- No pickup discounts available.
-

Delivery Times

- Monday – Friday, 8 a.m. to 4:30 p.m.
-

Delivery Address

Arizona Daily Star
(Park & Irvington Intersection - Enter off of Irvington)
4850 S. Park Avenue
Tucson, AZ 85714

Buyer's Edge Delivery Address

Design Mail
9160 S. McKemy St. Suite 106
Tempe, AZ 85284
(480)736-1368

Only Arizona Daily Star personnel may unload. Special receiving outside normal hours can be arranged by calling (520) 573-4619, (520) 573-4472 or (520) 573-4550.

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Preprint Rates: Full Run

(additional sizes available, rates are cost per thousand)

Size	Open	\$2,500- \$15,000	\$25,000- \$75,000	\$100,000- \$300,000	\$400,000+
		A	B	C	D
Single Sheet	\$40.30	\$38.50	\$37.40	\$36.10	\$34.30
4 Tab / 2 Std	\$41.50	\$39.70	\$38.50	\$37.30	\$35.00
8 Tab / 4 Std	\$55.60	\$53.20	\$51.40	\$49.10	\$46.70
12 Tab / 6 Std	\$57.40	\$55.00	\$53.10	\$50.70	\$47.70
16 Tab / 8 Std	\$60.80	\$58.40	\$56.60	\$53.60	\$50.70
20 Tab / 10 Std	\$61.90	\$59.50	\$57.20	\$54.90	\$51.80
24 Tab / 12 Std	\$63.10	\$60.20	\$58.90	\$55.90	\$52.40
28 Tab / 14 Std	\$65.40	\$62.30	\$60.70	\$57.80	\$54.00
32 Tab / 16 Std	\$66.60	\$63.60	\$61.80	\$58.80	\$55.30
36 Tab / 18 Std	\$67.50	\$64.60	\$63.00	\$60.00	\$56.30

Preprint Rates: Partial Run

(additional sizes available, rates are cost per thousand)

Size	Open	\$2,500- \$15,000	\$25,000- \$75,000	\$100,000- \$300,000	\$400,000+
		A	B	C	D
Single Sheet	\$44.30	\$42.50	\$41.40	\$40.10	\$38.30
4 Tab / 2 Std	\$45.50	\$43.70	\$42.50	\$41.30	\$39.00
8 Tab / 4 Std	\$59.60	\$57.20	\$55.40	\$53.10	\$50.70
12 Tab / 6 Std	\$61.40	\$59.00	\$57.10	\$54.70	\$51.70
16 Tab / 8 Std	\$64.80	\$62.40	\$60.60	\$57.60	\$54.70
20 Tab / 10 Std	\$65.90	\$63.50	\$61.20	\$58.90	\$55.80
24 Tab / 12 Std	\$67.10	\$64.20	\$62.90	\$59.90	\$56.40
28 Tab / 14 Std	\$69.40	\$66.30	\$64.70	\$61.80	\$58.00
32 Tab / 16 Std	\$70.60	\$67.60	\$65.80	\$62.80	\$59.30
36 Tab / 18 Std	\$71.50	\$68.60	\$67.00	\$64.00	\$60.30

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Direct Mailed Total Market Coverage

Buyer's Edge Preprinted Inserts

Spotlight your business where Tucson's non-subscribers look for valuable advertising first! Reach up to 300,000 households, or up to 530,000 Tucson adults who aren't newspaper subscribers. It's an affordable, exclusive and high-visibility way to give your business an edge in the market.

	Up to 0.2oz	.21 - 0.3oz	.31 - 0.4oz	.41 - 0.5oz	.51 - 0.6oz	.61 - 0.7oz	.71 - 0.8oz	.81 - 0.9oz	.91 - 1.0oz	1.01 - 1.1oz
5,000 to 50,000	\$32.80	\$38.70	\$43.40	\$49.30	\$54.80	\$60.70	\$67.40	\$72.30	\$79.50	\$85.50
50,001 to 150,000	\$31.40	\$37.20	\$42.00	\$47.90	\$53.30	\$59.40	\$65.90	\$70.90	\$78.10	\$84.10
150,001 to 300,000	\$29.90	\$35.70	\$40.40	\$46.40	\$51.90	\$58.00	\$64.50	\$69.50	\$76.70	\$82.80
300,000 +	\$28.50	\$34.40	\$38.90	\$45.10	\$50.50	\$56.60	\$63.20	\$68.10	\$75.20	\$81.40

	1.11 - 1.2oz	1.21 - 1.3oz	1.31 - 1.4oz	1.41 - 1.5oz	1.51 - 1.6oz	1.61 - 1.7oz	1.71 - 1.8oz	1.81 - 1.9oz	1.91 - 2.0oz	2.01 - 2.1oz
5,000 to 50,000	\$91.50	\$97.70	\$104.80	\$110.90	\$117.00	\$124.20	\$130.40	\$137.10	\$143.70	\$150.50
50,001 to 150,000	\$90.20	\$96.30	\$103.40	\$109.40	\$115.50	\$122.70	\$128.70	\$135.30	\$141.90	\$148.50
150,001 to 300,000	\$88.80	\$94.70	\$102.00	\$108.00	\$114.00	\$121.20	\$127.20	\$133.90	\$140.20	\$146.50
300,000 +	\$87.30	\$93.40	\$100.60	\$106.60	\$112.60	\$119.80	\$125.90	\$131.90	\$138.30	\$145.10

	2.11 - 2.2oz	2.21 - 2.3oz	2.31 - 2.4oz	2.41 - 2.5oz	2.51 - 2.6oz	2.61 - 2.7oz	2.71 - 2.8oz	2.81 - 2.9oz	2.91 - 3.0oz	3.01 - 3.1oz
5,000 to 50,000	\$157.20	\$163.80	\$170.70	\$173.20	\$179.70	\$186.30	\$192.80	\$199.30	\$205.90	\$212.40
50,001 to 150,000	\$155.10	\$161.80	\$168.30	\$171.00	\$177.30	\$183.80	\$190.30	\$196.60	\$203.00	\$209.30
150,001 to 300,000	\$153.20	\$159.80	\$166.40	\$168.50	\$175.00	\$181.40	\$187.50	\$194.00	\$200.40	\$206.80
300,000 +	\$151.20	\$157.80	\$164.40	\$166.50	\$172.70	\$179.10	\$185.30	\$191.40	\$197.80	\$203.90

	3.11 - 3.2oz	3.21 - 3.3oz	3.31 - 3.4oz	3.41 - 3.5oz	3.51 - 3.6oz	3.61 - 3.7oz	3.71 - 3.8oz	3.81 - 3.9oz	3.91 - 4.0oz	4.01 - 4.1oz
5,000 to 50,000	\$215.40	\$216.90	\$222.60	\$228.40	\$234.10	\$239.80	\$245.50	\$251.40	\$257.00	\$262.80
50,001 to 150,000	\$209.60	\$215.40	\$221.20	\$226.90	\$232.70	\$238.40	\$244.20	\$251.00	\$255.60	\$261.40
150,001 to 300,000	\$208.30	\$214.00	\$219.70	\$225.50	\$231.20	\$237.10	\$242.70	\$248.40	\$254.20	\$259.90
300,000 +	\$206.90	\$212.60	\$218.30	\$224.00	\$229.80	\$235.60	\$241.30	\$247.00	\$252.80	\$258.60

Effective Date 01/01/14

4850 S. PARK AVE. TUCSON, AZ 85714 • (520) 573-4366

Distribution

- 5,000 minimum distribution daily, 50,000 minimum on Sunday.
- Quantity can be distributed over 30 days. The order must be a single version printed at one time and is billed at the total quantity printed.
- No partial zip code distribution.
- Overruns are available upon request when placing an order; minimum quantity of 1,000.
- Quantities are combined to determine best rate.

Paper

- 60# paper stock
- Pastel pink, green, blue, yellow, white, goldenrod

Ink Colors

- Number of colors refers to total ink colors used on either side of the product.
- Black is considered a color.
- Maximum number of ink colors must not exceed eight.

Reservation Deadlines

- 11 days prior for Monday or Tuesday home delivery distribution.
- 13 days prior for Wednesday distribution.
- 9 days prior for Thursday, Friday or Saturday home delivery distribution.
- 17 days prior for Sunday home delivery distribution.
- Tuesday, two weeks prior for buyer's Edge distribution.

Frequency Discounts

- Signed contract required.
- Fulfillment is based on number of insertions within a 52-week period.

Pickup Discounts

- ROP pickup discounts available by converting:
 - An 8.5" x 11" to either a 4 col x 10.5 or 3 col x 8
 - An 8.5" x 5.5" to either a 4 col x 5 or 3 col x 3.5
- No copy changes allowed.

Effective Date 01/01/14

4850 S. PARK AVE. TUCSON, AZ 85714 • (520) 573-4366

Print & Deliver 60 lb 8.5 x 11 White

Daily

Open Rates

# of Colors	5,000-50,000	50,001-100,000	100,001-200,000	200,000+
1	\$38.70	\$36.90	\$35.40	\$31.80
2	\$40.90	\$38.90	\$36.90	\$33.00
3	\$43.60	\$41.30	\$39.10	\$34.50
4	\$46.40	\$43.60	\$41.00	\$35.70
5	\$122.50	\$50.00	\$41.30	\$36.90
6	\$139.90	\$53.40	\$43.40	\$38.50
7	\$157.20	\$56.70	\$45.50	\$40.00
8	\$174.50	\$59.90	\$47.50	\$41.20

13x-A Level

# of Colors	5,000-50,000	50,001-100,000	100,001-200,000	200,000+
1	\$36.70	\$34.90	\$33.40	\$29.80
2	\$38.90	\$36.90	\$34.90	\$31.00
3	\$41.60	\$39.30	\$37.10	\$32.50
4	\$44.40	\$41.60	\$39.00	\$33.70
5	\$120.50	\$48.00	\$39.30	\$34.90
6	\$137.90	\$51.40	\$41.40	\$36.50
7	\$155.20	\$54.70	\$43.50	\$38.00
8	\$172.50	\$57.90	\$45.50	\$39.20

26x-B Level

# of Colors	5,000-50,000	50,001-100,000	100,001-200,000	200,000+
1	\$35.70	\$33.90	\$32.40	\$28.80
2	\$37.90	\$35.90	\$33.90	\$30.00
3	\$40.60	\$38.30	\$36.10	\$31.50
4	\$43.40	\$40.60	\$38.00	\$32.70
5	\$119.50	\$47.00	\$38.30	\$33.90
6	\$136.90	\$50.40	\$40.40	\$35.50
7	\$154.20	\$53.70	\$42.50	\$37.00
8	\$171.50	\$56.90	\$44.50	\$38.20

52x-C Level

# of Colors	5,000-50,000	50,001-100,000	100,001-200,000	200,000+
1	\$34.70	\$32.90	\$31.40	\$27.80
2	\$36.90	\$34.90	\$32.90	\$29.00
3	\$39.60	\$37.30	\$35.10	\$30.50
4	\$42.40	\$39.60	\$37.00	\$31.70
5	\$118.50	\$46.00	\$37.30	\$32.90
6	\$135.90	\$49.40	\$39.40	\$34.50
7	\$153.20	\$52.70	\$41.50	\$36.00
8	\$170.50	\$55.90	\$43.50	\$37.20

Effective Date 01/01/14

4850 S. PARK AVE. TUCSON, AZ 85714 • (520) 573-4366

Sunday

Open Rates

# of Colors	50,000-100,000	100,001-200,000	200,000+
1	\$40.40	\$38.80	\$34.80
2	\$42.60	\$40.40	\$36.20
3	\$45.20	\$42.80	\$37.70
4	\$47.70	\$44.90	\$39.10
5	\$54.60	\$45.20	\$40.40
6	\$58.40	\$47.50	\$42.20
7	\$62.00	\$49.80	\$43.70
8	\$65.50	\$51.90	\$45.10

13x-A Level

# of Colors	50,000-100,000	100,001-200,000	200,000+
1	\$38.40	\$36.80	\$32.80
2	\$40.60	\$38.40	\$34.20
3	\$43.20	\$40.80	\$35.70
4	\$45.70	\$42.90	\$37.10
5	\$52.60	\$43.20	\$38.40
6	\$56.40	\$45.50	\$40.20
7	\$60.00	\$47.80	\$41.70
8	\$63.50	\$49.90	\$43.10

26x-B Level

# of Colors	50,000-100,000	100,001-200,000	200,000+
1	\$37.40	\$35.80	\$31.80
2	\$39.60	\$37.40	\$33.20
3	\$42.20	\$39.80	\$34.70
4	\$44.70	\$41.90	\$36.10
5	\$51.60	\$42.20	\$37.40
6	\$55.40	\$44.50	\$39.20
7	\$59.00	\$46.80	\$40.70
8	\$62.50	\$48.90	\$42.10

52x-C Level

# of Colors	50,000-100,000	100,001-200,000	200,000+
1	\$36.40	\$34.80	\$30.80
2	\$38.60	\$36.40	\$32.20
3	\$41.20	\$38.80	\$33.70
4	\$43.70	\$40.90	\$35.10
5	\$50.60	\$41.20	\$36.40
6	\$54.40	\$43.50	\$38.20
7	\$58.00	\$45.80	\$39.70
8	\$61.50	\$47.90	\$41.10

Print & Deliver - Buyer's Edge

60 lb 8.5 x 11 White

2014

RETAIL RATES

Open Rates

# of Colors	5,000-50,000	50,001-100,000	100,001-200,000	200,000+
1	\$47.50	\$45.60	\$44.10	\$40.40
2	\$49.70	\$47.70	\$45.60	\$41.70
3	\$52.40	\$50.10	\$47.90	\$43.20
4	\$55.30	\$52.40	\$49.80	\$44.40
5	\$132.50	\$58.90	\$50.10	\$45.60
6	\$150.20	\$62.40	\$52.20	\$47.20
7	\$167.70	\$65.70	\$54.40	\$48.80
8	\$185.30	\$69.00	\$56.40	\$50.00

13x-A Level

# of Colors	5,000-50,000	50,001-100,000	100,001-200,000	200,000+
1	\$45.50	\$43.60	\$42.10	\$38.40
2	\$47.70	\$45.70	\$43.60	\$39.70
3	\$50.40	\$48.10	\$45.90	\$41.20
4	\$53.30	\$50.40	\$47.80	\$42.40
5	\$130.50	\$56.90	\$48.10	\$43.60
6	\$148.20	\$60.40	\$50.20	\$45.20
7	\$165.70	\$63.70	\$52.40	\$46.80
8	\$183.30	\$67.00	\$54.40	\$48.00

26x-B Level

# of Colors	5,000-50,000	50,001-100,000	100,001-200,000	200,000+
1	\$44.50	\$42.60	\$41.10	\$37.40
2	\$46.70	\$44.70	\$42.60	\$38.70
3	\$49.40	\$47.10	\$44.90	\$40.20
4	\$52.30	\$49.40	\$46.80	\$41.40
5	\$129.50	\$55.90	\$47.10	\$42.60
6	\$147.20	\$59.40	\$49.20	\$44.20
7	\$164.70	\$62.70	\$51.40	\$45.80
8	\$182.30	\$66.00	\$53.40	\$47.00

52x-C Level

# of Colors	5,000-50,000	50,001-100,000	100,001-200,000	200,000+
1	\$43.50	\$41.60	\$40.10	\$36.40
2	\$45.70	\$43.70	\$41.60	\$37.70
3	\$48.40	\$46.10	\$43.90	\$39.20
4	\$51.30	\$48.40	\$45.80	\$40.40
5	\$128.50	\$54.90	\$46.10	\$41.60
6	\$146.20	\$58.40	\$48.20	\$43.20
7	\$163.70	\$61.70	\$50.40	\$44.80
8	\$181.30	\$65.00	\$52.40	\$46.00

Effective Date 01/01/14

4850 S. PARK AVE. TUCSON, AZ 85714 • (520) 573-4366

Print & Deliver 60 lb 8.5 x 11 Color

2014 RETAIL RATES

Daily

Open Rates

# of Colors	5,000-50,000	50,001-100,000	100,001-200,000	200,000+
1	\$42.60	\$42.10	\$41.20	\$40.10
2	\$44.80	\$43.70	\$43.00	\$41.10
3	\$47.40	\$46.10	\$45.10	\$42.80
4	\$50.00	\$48.50	\$47.00	\$43.70
5	\$128.00	\$58.30	\$49.60	\$45.20
6	\$145.90	\$61.50	\$51.70	\$46.80
7	\$163.90	\$64.90	\$53.80	\$48.00
8	\$181.70	\$68.10	\$55.70	\$49.50

13x-A Level

# of Colors	5,000-50,000	50,001-100,000	100,001-200,000	200,000+
1	\$40.60	\$40.10	\$39.20	\$38.10
2	\$42.80	\$41.70	\$41.00	\$39.10
3	\$45.40	\$44.10	\$43.10	\$40.80
4	\$48.00	\$46.50	\$45.00	\$41.70
5	\$126.00	\$56.30	\$47.60	\$43.20
6	\$143.90	\$59.50	\$49.70	\$44.80
7	\$161.90	\$62.90	\$51.80	\$46.00
8	\$179.70	\$66.10	\$53.70	\$47.50

26x-B Level

# of Colors	5,000-50,000	50,001-100,000	100,001-200,000	200,000+
1	\$39.60	\$39.10	\$38.20	\$37.10
2	\$41.80	\$40.70	\$40.00	\$38.10
3	\$44.40	\$43.10	\$42.10	\$39.80
4	\$47.00	\$45.50	\$44.00	\$40.70
5	\$125.00	\$55.30	\$46.60	\$42.20
6	\$142.90	\$58.50	\$48.70	\$43.80
7	\$160.90	\$61.90	\$50.80	\$45.00
8	\$178.70	\$65.10	\$52.70	\$46.50

52x-C Level

# of Colors	5,000-50,000	50,001-100,000	100,001-200,000	200,000+
1	\$38.60	\$38.10	\$37.20	\$36.10
2	\$40.80	\$39.70	\$39.00	\$37.10
3	\$43.40	\$42.10	\$41.10	\$38.80
4	\$46.00	\$44.50	\$43.00	\$39.70
5	\$124.00	\$54.30	\$45.60	\$41.20
6	\$141.90	\$57.50	\$47.70	\$42.80
7	\$159.90	\$60.90	\$49.80	\$44.00
8	\$177.70	\$64.10	\$51.70	\$45.50

Effective Date 01/01/14

4850 S. PARK AVE. TUCSON, AZ 85714 • (520) 573-4366

First.Best.
anytime. anywhere.

Sunday

Open Rates

# of Colors	50,000-100,000	100,001-200,000	200,000+
1	\$46.00	\$45.10	\$43.90
2	\$47.80	\$47.10	\$45.00
3	\$50.40	\$49.40	\$46.90
4	\$53.10	\$51.40	\$47.80
5	\$63.80	\$54.20	\$49.50
6	\$67.20	\$56.50	\$51.20
7	\$70.90	\$58.80	\$52.50
8	\$74.50	\$60.90	\$54.10

13x-A Level

# of Colors	50,000-100,000	100,001-200,000	200,000+
1	\$44.00	\$43.10	\$41.90
2	\$45.80	\$45.10	\$43.00
3	\$48.40	\$47.40	\$44.90
4	\$51.10	\$49.40	\$45.80
5	\$61.80	\$52.20	\$47.50
6	\$65.20	\$54.50	\$49.20
7	\$68.90	\$56.80	\$50.50
8	\$72.50	\$58.90	\$52.10

26x-B Level

# of Colors	50,000-100,000	100,001-200,000	200,000+
1	\$43.00	\$42.10	\$40.90
2	\$44.80	\$44.10	\$42.00
3	\$47.40	\$46.40	\$43.90
4	\$50.10	\$48.40	\$44.80
5	\$60.80	\$51.20	\$46.50
6	\$64.20	\$53.50	\$48.20
7	\$67.90	\$55.80	\$49.50
8	\$71.50	\$57.90	\$51.10

52x-C Level

# of Colors	50,000-100,000	100,001-200,000	200,000+
1	\$42.00	\$41.10	\$39.90
2	\$43.80	\$43.10	\$41.00
3	\$46.40	\$45.40	\$42.90
4	\$49.10	\$47.40	\$43.80
5	\$59.80	\$50.20	\$45.50
6	\$63.20	\$52.50	\$47.20
7	\$66.90	\$54.80	\$48.50
8	\$70.50	\$56.90	\$50.10

Arizona Daily Star

Print & Deliver - Buyer's Edge 60 lb 8.5 x 11 Color

2014 RETAIL RATES

Open Rates

# of Colors	5,000-50,000	50,001-100,000	100,001-200,000	200,000+
1	\$51.40	\$50.90	\$50.00	\$48.90
2	\$53.60	\$52.50	\$51.80	\$49.90
3	\$56.30	\$55.00	\$53.90	\$51.60
4	\$58.90	\$57.40	\$55.90	\$52.50
5	\$138.10	\$67.30	\$58.50	\$54.00
6	\$156.30	\$70.60	\$60.60	\$55.70
7	\$174.50	\$74.00	\$62.80	\$56.90
8	\$192.60	\$77.30	\$64.70	\$58.40

13x-A Level

# of Colors	5,000-50,000	50,001-100,000	100,001-200,000	200,000+
1	\$49.40	\$48.90	\$48.00	\$46.90
2	\$51.60	\$50.50	\$49.80	\$47.90
3	\$54.30	\$53.00	\$51.90	\$49.60
4	\$56.90	\$55.40	\$53.90	\$50.50
5	\$136.10	\$65.30	\$56.50	\$52.00
6	\$154.30	\$68.60	\$58.60	\$53.70
7	\$172.50	\$72.00	\$60.80	\$54.90
8	\$190.60	\$75.30	\$62.70	\$56.40

26x-B Level

# of Colors	5,000-50,000	50,001-100,000	100,001-200,000	200,000+
1	\$48.40	\$47.90	\$47.00	\$45.90
2	\$50.60	\$49.50	\$48.80	\$46.90
3	\$53.30	\$52.00	\$50.90	\$48.60
4	\$55.90	\$54.40	\$52.90	\$49.50
5	\$135.10	\$64.30	\$55.50	\$51.00
6	\$153.30	\$67.60	\$57.60	\$52.70
7	\$171.50	\$71.00	\$59.80	\$53.90
8	\$189.60	\$74.30	\$61.70	\$55.40

52x-C Level

# of Colors	5,000-50,000	50,001-100,000	100,001-200,000	200,000+
1	\$47.40	\$46.90	\$46.00	\$44.90
2	\$49.60	\$48.50	\$47.80	\$45.90
3	\$52.30	\$51.00	\$49.90	\$47.60
4	\$54.90	\$53.40	\$51.90	\$48.50
5	\$134.10	\$63.30	\$54.50	\$50.00
6	\$152.30	\$66.60	\$56.60	\$51.70
7	\$170.50	\$70.00	\$58.80	\$52.90
8	\$188.60	\$73.30	\$60.70	\$54.40

Effective Date 01/01/14

4850 S. PARK AVE. TUCSON, AZ 85714 • (520) 573-4366

Distribution

- ROP 6-column tab or broadsheet format.
- Minimum print quantity is 25,000.
- Multi-drop available within 30 days.
- Minimum insert quantity 5,000 daily; 50,000 Sunday.
- Rates include full color.
- Premium 80 or standard newsprint paper available.
- Minimum 1,000 overruns available. Must be ordered prior to the press run. Contact your account executive for rates.
- Custom quotes required for Buyer's Edge.
- We-prints can be distributed full-run or by select zip codes.

Paper

- Standard newsprint or Premium 80

Reservation Deadlines

- 15 working days prior to the publication date

Daily and Sunday Rates

Premium 80

Size	# of Color Pages	25,000 - 49,999	50,000 - 99,999	100,000 - 149,999	150,000+
4 Tab / 2 Std	4/2	\$70.00	\$60.00	\$55.00	\$52.00
8 Tab / 4 Std	8/4	\$105.00	\$95.00	\$90.00	\$87.00
12 Tab / 6 Std	12/6	\$145.00	\$135.00	\$125.00	\$120.00
16 Tab / 8 Std	16/8	\$180.00	\$165.00	\$155.00	\$150.00
20 Tab / 10 Std	16/8	\$205.00	\$190.00	\$180.00	\$175.00
24Tab / 12 Std	20/10	\$230.00	\$215.00	\$205.00	\$200.00
28 Tab / 14 Std	22/11	\$255.00	\$240.00	\$230.00	\$225.00
32 Tab / 16 Std	24/12	\$280.00	\$265.00	\$255.00	\$250.00
36 Tab / 18 Std	26/13	\$305.00	\$290.00	\$280.00	\$275.00

Standard Newsprint

Size	# of Color Pages	25,000 - 49,999	50,000 - 99,999	100,000 - 149,999	150,000+
8 Tab / 4 Std	8/4	\$80.00	\$70.00	\$62.00	\$57.00
12 Tab / 6 Std	12/6	\$105.00	\$95.00	\$85.00	\$80.00
16 Tab / 8 Std	16/8	\$135.00	\$120.00	\$110.00	\$105.00
20 Tab / 10 Std	16/8	\$160.00	\$140.00	\$130.00	\$125.00
24Tab / 12 Std	20/10	\$185.00	\$165.00	\$150.00	\$145.00
28 Tab / 14 Std	22/11	\$205.00	\$185.00	\$170.00	\$160.00
32 Tab / 16 Std	24/12	\$225.00	\$200.00	\$185.00	\$175.00
36 Tab / 18 Std	26/13	\$240.00	\$220.00	\$205.00	\$195.00

Effective Date 01/01/14

4850 S. PARK AVE. TUCSON, AZ 85714 • (520) 573-4366

Stick On Ads

- Premium ad placement on the front page of the newspaper makes your message the first thing readers see.
- Notes are a highly visible and unique delivery vehicle for your advertising message.

Ink

- Number of colors refers to total ink colors used on the product.
- Black is considered a color.
- Maximum number of ink colors must not exceed four.
- Standard colors: Black, Blue (PMS 300), Red (PMS 185), Green (PMS 347), Brown (PMS 168), Burgundy (PMS 215), Purple (PMS 527), Teal (PMS 320)

Paper

- Adhesive on entire back.
- 3" x 3" white glossy sticker stock.
- Stick On die cut shapes available:

Glossy White Stick On Ads

Daily & Sunday

	10k	25k	50k	100k	200k	300k
Black	\$50.50	\$48.50	\$46.50	\$44.50	\$38.50	\$34.50
2-4 Colors	\$55.50	\$53.50	\$51.50	\$49.50	\$43.50	\$39.50

Standard Die Cut Shapes Rates

Daily & Sunday

	10k	25k	50k	100k	200k	300k
Black	\$54.50	\$52.50	\$50.50	\$48.50	\$42.50	\$38.50
2-4 Colors	\$59.50	\$57.50	\$55.50	\$53.50	\$47.50	\$43.50

Zones & Caliente Stick On Ads

COLOR	RATE
Black	\$40.50
2-4 Ink colors	\$45.50

Other Charges

OTHER CHARGES	
Rush Delivery	\$350.00
Cancellation Charge	\$200.00
Black Plate change	\$150.00

Effective Date 01/01/14

4850 S. PARK AVE. TUCSON, AZ 85714 • (520) 573-4366

Circle, House, Car, Square, Heart, Flower, Pumpkin, Apple, Football. Other Shapes available upon request.

Distribution

- Minimum 10,000 delivery order, Monday thru Saturday.
- Minimum 50,000 delivery on Sunday, including major holidays.
- Quantities can be combined for best rate.
- Full run delivery required for each zone.
- Full run delivery for Caliente.
- Home delivery and single copy available.
- No partial zones available.
- No pickup discounts.
- Multi-drop within 30 days.
- Inserts are sizes other than 3" x 3" and are manually applied by carriers.

Reservation Deadlines

- Monday - Saturday, 5pm, 10 working days prior;
- Sunday, 5pm, 12 working days prior.

Customer Provided Stick On Ads

- Crossover rates for Revenue contract holders apply.
- Accrally machine inserted.
- 5,000 minimum daily, 50,000 minimum Sunday. Less than full circulation daily or Sunday receive partial rates.
- Wind Orientation - Labels Out Bottom Off
- Size of Stick-On 3" x 3"
- Partial Glue required, 60# Gloss Stock
- Fanfolded (ZStack Boxes)
- No deep backing paper perforation

Full Run Rates

Size	Open	A	B	C	D
Daily	\$33.00	\$31.00	\$30.00	\$29.00	\$28.00
Sunday	\$40.30	\$38.50	\$37.40	\$36.10	\$34.30

Partial Run Rates

Size	Open	A	B	C	D
Daily	\$37.00	\$35.00	\$34.00	\$33.00	\$32.00
Sunday	\$44.30	\$42.50	\$41.40	\$40.10	\$38.30

Poly Bags & Product Sampling

2014 RETAIL RATES

- All bags must have headers.
- Medium bag sizes:
Weekdays 8" x 21";
Sundays 10" x 25"
- Thickness: 1.25 mil.
- Minimum quantity: 50,000 Daily and Sunday
- Liquid product samples must be in leak-proof containers.
- Reservations for sample must be made 30 days prior to drop.
- All dates are subject to availability.
- Arizona Daily Star reserves the right to adjust pricing or refuse delivery on any sample that does not meet original, agreed-to-specifications.

Bag	Size	Image	Image Area	50,000	100,000	200,000
Daily Bag	8" x 21"	1 color/1 sided	7" x 20"	\$87.50	\$68.50	\$66.50
Sunday Bag	10" x 25"	1 color/1 sided	10" x 24"	\$109.50	\$84.00	\$82.00

CPM
\$74.00

Size	CPM
Bag with Sample	\$116.00

Deadlines

- We Print Polybag – 20 working days prior to distribution date.
- Customer Supplied Polybag – 10 working days prior to distribution date.
- Product Sample Bags – 10 working days prior to distribution date.

Effective Date 01/01/14

4850 S. PARK AVE. TUCSON, AZ 85714 • (520) 573-4366

Yes! Sunday Select

A weekly shopping guide with circulars from top local retailers distributed to 17,000 households.

Covering some of the fastest growing and most desirable areas of Tucson!

Sunday Select reaches targeted nonsubscriber households in key Tucson zip codes. The population in these ZIPs, which include Oro Valley, Marana, the Foothills, Rita Ranch and Vail, consists of a mixture of affluent mature adults along with young growing families (median age of 40.5 years, household income of \$65,005 and household size of 2.5). They tend to shop nearby retailers, spending 20% more per household in overall consumer expenditures than the Tucson average, 31% more on household furnishings and furniture, 27% more on major household appliances, 22% more on apparel, and 27% more on computers, software and accessories.

The Opt-in Model

Sunday Select is a non-subscriber opt-in program. What exactly is that? It's simply one in which consumers sign up, or opt-in, to receive your advertising. In other words, you'll reach precisely those who are looking for your sales information. And, our research backs up the notion of consumers wanting advertising delivered on Sunday in a free, weekly format. Sunday Select is currently running in markets across the country, including Phoenix.

The Sunday Select Package

Preprints are wrapped in an entertaining and easy to read broadsheet wrap named YES! The perfect environment for preprint messages, YES! features the hottest products and great shopping tips and allows shoppers the opportunity to share their stories about products and services they love.

Source: Claritas, 2009 The Nielsen Company

Effective Date 01/01/14

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ZIP Code Selection

To provide you with deeper household reach in the market's most desirable areas, we selected ZIP codes that are proven performers for advertisers. Overall, Sunday Select is distributed to 17,000 households within the selected ZIPs.

The ZIP codes within Sunday Select are:

- Most frequently purchased by preprint advertisers.
- Demographically desirable.
- Areas of concentration for circulation growth.
- Those with high household spending levels.
- Those that drive shopping behavior.



Yes! Sunday Select continued

2014 RETAIL RATES

Yes! Sunday Select ZIP Codes:

85705	85715	85755
85712	85714	85701
85719	85745	85742
85710	85750	85743
85708	85730	85739
85716	85746	85629
85704	85737	85757
85711	85614	85658
85706	85653	85641
85718	85748	85747
85713	85735	
85741	85749	



Space reservation: Monday 5pm prior to publication.

For more information, contact
**John Denker at 520.573.4318 or your
 Arizona Daily Star Account Executive**

Yes! Sunday Select Wrap

Wrap Size	Rate
Full, 6 col. x 21.5" (Full)	\$450
Half, 6 col. x 10.75" (Half)	\$250
Quarter, 3 col. x 10.75"	\$125
Back Page, 6 col. x 21.5"	\$500
Front Page-Strip, 6 col. x 5"	\$300
Stick On Ads, Preprints and Print & Deliver products available at Ratecard rates	

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Political Advertising Guidelines

- All political Advertising must be paid for at the time space is requested.
- All ads must have “Paid Political Advertisement” at the top of the ad and “Paid for by (Name of Campaign or Organization)” at the bottom...followed by the name and address, phone or email of the person placing the ad.

For example:

Paid for by the Friends of John Doe, Chairman,
1234 Pueblo St
poltni@polnet
(208) 208.2008

- PACs and “Super PACs” must name chair of committee; include email and phone number.
- The Arizona Daily Star has its own acceptability standards for advertising. The Star may reject advertising that fails to meet the standards adopted.
- The Arizona Daily Star will not accept negative “attack” ads that are purely personal in nature. Candidates must advertise on their own merit and standing in regard to issues.
- The Arizona Daily Star will not accept compromising photos of political opponents.
- The Arizona Daily Star will not knowingly accept advertising that fails to meet the standards of the newspaper. The publisher of the Arizona Daily Star reserves the right to approve or reject advertising in the newspaper.
- If a candidate claims endorsements by publications, groups, individuals, etc., documentation must be provided.
- Post-it-Notes, Poly Bags, Front page strip and all print ads will not be published less than five days before the election.
- Online - 100% share of voice including, home page takeover, road blocks and all online ads, will not be published less than five days before the election.
- These guidelines encompass all advertising produced by The Arizona Daily Star.
- Prior approval is required for all political ads from the Arizona Daily Star’s political board

Contact Information, Local Political:

Janet Blakley, Advertising Sales Executive
(520) 573-4348 • jblakley@tucson.com

John Denker, Dir. of Majors, Online & National Ad Sales
(520) 573-4318 • jdenker@gannett.com

2012 Political Advertising Rates (effective 2/13/2012)

- Applies to all political advertising, regardless of store location or whether there is an out-of-state or toll-free number in the ad.
- No contract required.
- Eligible for 15% agency commission.
- First pick up – 40% discount.
- Second – sixth pick up – 75% discount
- Must run within 6 days of the original ad.
- No copy changes. Full run ads only.
- Discounts do not apply on Sunday.
- Monday/Tuesday rates are excluded.

Rates listed on next page

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Color Rates

- Color is subject to availability and may be limited.
- Two colors will be charged at the full color rate.
- One Color = 20% of Gross Space Cost
- Full Color = 30% of Gross Space Cost
-

Saddlebag Notes

- Full Color = 50% of Gross Space Cost

ROP	PCI Rate
Daily	\$72.00
Sunday	\$88.60
Monday/Tuesday	\$31.00
Zones/La Estrella	\$12.25
Section Front Advertising	52X rates
Preprint/P&D's	"C" level
Saddlebag Notes	\$9.08
Overleaf	"A" level
Stick on Notes - under 24,999	\$55.50 cpm
Stick on Notes - over 25,000	\$39.50 cpm

ONLINE	Rate
Positions: Leaderboard, Skycraper and Big Box	
ROS	\$7.00 cpm
Jivox/BT	\$10.00 cpm
Preroll	\$12.00 cpm
Homepage & Targeted Channel	\$8.00 cpm
Position: Takeover	
Homepage - 1 day	\$1,400
Homepage - 3x per week	\$2,800
Index Page	\$300 per day

All other online and retail card rates apply

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