

YES! SUNDAY SELECT

A weekly shopping guide with circulars from top local retailers distributed to 20,000 non-subscriber opt-in households.

Ad Size	Rate
Full Page	\$500
Half Page	\$300
Quarter Page	\$175
Back Page	\$525
Front Page Strip	\$350
PCI, Other Ad Sizes	\$5.50

LA BIENVENIDA DE TUCSÓN

Each Monday, La Bienvenida is distributed to workers at manufacturing plants in Empalme, Guaymas and Hermosillo, and Friday/Saturday via Tap Royal buses from Hermosillo to Tucson. Total distribution is 20,000 copies.

Ad Size	Rate
Full Page	\$1,500
Half Page	\$900
Quarter Page	\$540
Back Page	\$1,850
Front Half Page	\$1,250

Full color is included.

WE-PRINTED INSERTS

MINIMUM QUANTITY 5,000 DAILY/50,000 SUNDAY

The Arizona Daily Star can print your insert for you in ROP 6-column broadsheet or tab format on Premium 80 or Newsprint paper. Minimum print quantity is 25,000 with a multi-drop available within 30 days. Full color included on all pages. Minimum 1,000 overruns available — must be ordered prior to the press run. Contact your account executive for rates for Buyer's Edge distribution. Rates listed are CPM.

Size	25,000-49,999	50,000-99,999	100,000-149,999	150,000+
4 tab/2 std	\$73.50	\$63.00	\$57.80	\$54.60
8 tab/4 std	\$110.30	\$99.80	\$94.50	\$91.40
12 tab/6 std	\$152.30	\$141.80	\$131.30	\$126.00
16 tab/8 std	\$189.00	\$173.30	\$162.80	\$157.50

PREPRINTED INSERTS

MINIMUM QUANTITY 5,000 DAILY/50,000 SUNDAY

Preprinted inserts can be distributed Monday through Sunday in the Arizona Daily Star and can be combined with YES! Sunday Select, Buyer's Edge, La Estrella de Tucsón and/or La Bienvenida de Tucsón within seven days. Preprints can be distributed full run or by select zip codes; contact your account executive for circulation estimates.

Daily & Sunday – Partial Run Rates

Size	Open - CPM
Single Sheet	\$46.40
4 Tab / 2 Std	\$62.40
8 Tab / 4 Std	\$64.30
12 Tab / 6 Std	\$67.90
16 Tab / 8 Std	\$69.00
20 Tab / 10 Std	\$70.30
24 Tab / 12 Std	\$72.70
28 Tab / 14 Std	\$74.00
32 Tab / 16 Std	\$74.90
36 Tab / 18 Std	\$77.40

For Full Run, subtract \$4.00 from the above rates. For Buyer's Edge rates, contact your account executive.

SINGLE SHEET PRINT & DELIVER INSERTS (PRINT EXPRESS)

MINIMUM QUANTITY 15,000 DAILY/50,000 SUNDAY

Our Print Express glossy flyers are a cost effective way for businesses to promote their products to consumers. Flyers are two-sided full color glossy, bleed available; 60lb coated #3 stock. Flyers can be inserted into the Daily or Sunday Star, Buyer's Edge, La Estrella de Tucsón, YES! Sunday Select or La Bienvenida.

	Daily/Sunday	Buyer's Edge
CPM	\$32	\$36

HEADLINE NOTES

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. 3" x 3" white glossy sticker stock with minimum 15,000 delivery order, Monday thru Saturday; minimum 50,000 delivery on Sunday. No pick up discounts. Multi-drop within 30 days. Maximum of 4 inks: 3 on front, 1 on back. Black is considered one ink. Quantity can be combined for best rate.

CPM Rates	10K Qty	50K Qty	100K Qty
2-4 Ink	\$53.03	\$48.83	\$46.73
2-Sided	\$58.28	\$54.08	\$51.98

Standard die-cut add \$4cpm.



RETAIL RATE CARD

RETAIL ADVERTISING RATES 2015



Retail Advertising (520) 573-4366
Digital Advertising (520) 807-8448

4850 S. Park Ave.
Tucson, AZ 85714

EFFECTIVE MARCH 1, 2015

All advertising policies and guidelines apply. See advertising policies for details.



The Arizona Daily Star by the Numbers

12,100,000+

Page views/month on tucson.com and our family of websites

1,200,000+

Unique Visitors to our sites each month

556,560

Tucson adults who read us in print or online in an average week*

370,648

Adults who read the print edition of the Daily Star in an average week

157,941

Adults who read us on desktops, tablets and smart phones in an average month

9

The number of times our audience would fill Arizona Stadium weekly

1

Where we rank among Tucson media for print or online reach

0

Media companies offering you more impact across all platforms in Southern Arizona than we do

Source:
Nielsen Scarborough 2014 R2,
Google Analytics Jan 2015
Lee Enterprise Audience Report Jan-June 2014

*Includes those that "use" the newspaper but have not read in print or online

RETAIL ADVERTISING RATES (PCI)

Contract Volume	Daily Rate	Sunday Rate	Discount From Open Rate
Open	\$126.70	\$156.60	
\$2,500	\$107.70	\$132.90	-15%
\$5,000	\$102.90	\$127.00	-19%
\$7,500	\$97.30	\$121.80	-22%
\$10,000	\$92.80	\$114.90	-27%
\$15,000	\$89.40	\$109.80	-30%
\$25,000	\$87.00	\$107.50	-31%
\$50,000	\$82.50	\$101.80	-35%
\$100,000	\$78.00	\$95.90	-39%
\$150,000	\$75.60	\$93.10	-41%

OTHER RATES

PCI	Mon/Tue	Sun Business	Restaurant	Overleaf*		Non-Profit*	
				Daily-Main	Sunday-Main	Daily	Sunday
PCI	\$33	\$48	\$45	\$18,700.50	\$26,722.50	\$38.75	\$41.75

Standard color rates apply unless noted. *Color is included.

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).

No guaranteed ads on Page 2A or the Op-Ed page. No more than the current 6 x 3 inch position on all other section fronts (see section front rates.)

PICKUP DISCOUNTS

1	2	3-6
0%	40%	75%

Requires one full-priced ad in the schedule • 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

SECTION FRONT ADVERTISING

Section Front ads appear on the front of daily and Sunday sections. Ad copy must be approved by the publisher prior to publication. Full color included. Other pick up discounts do not apply.

6 x 3" or 2 x 4"	Section A			Sports		
	Frequency	Mon-Tue	Wed-Sat	Sunday	Mon-Tue	Wed-Sat
Open	\$781.20	\$1,365.00	\$2,730.00	\$781.20	\$1,076.30	\$2,152.50
52x	\$682.50	\$1,139.30	\$2,381.40	\$708.80	\$918.80	\$1,916.30

6 x 3"	Sunday			
	Frequency	Region	Business	Home + Life*
Open		\$1,522.50	\$781.20	\$781.20
52x		\$1,207.50	\$682.50	\$682.50

Frequency	Caliente	Saturday Map Page
	6 col x 3"	6 x 3" or 3 x 3"
Open	\$1,417.50	\$781.20
52x	\$1,207.50	\$682.50

Rates are for section fronts only. Other requested page break positions are at contract rate plus guaranteed page position. Section fronts are those designed with a title in the center masthead. *6x3" only.

CUSTOMER SERVICE

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."

DEADLINES

Day of Publication	Section*	Pub. Set Ad Materials Due	Space Reservation & Cancellations	Digital PDFs	Final Corrections
Monday	All Sections	Thursday, 5PM	Friday, 10AM	Friday, 10AM	Friday, NOON
	La Bienvenida	12 days prior, 5PM	12 days prior, 5PM	Tuesday, 5PM	Tuesday, 5PM
Tuesday	All Sections	Friday, 5PM	Monday, 10AM	Monday, 10AM	Monday, NOON
	Buyer's Edge	8 days prior, 5PM	8 days prior, 5PM	Wednesday, 10AM	7 days prior, 5PM
Wednesday	All Sections	Monday, NOON	Tuesday, 10AM	Tuesday, 10AM	Tuesday, NOON
	Caliente	Monday, NOON	Monday, NOON	Tuesday, 10AM	Tuesday, 10AM
Friday	All Sections	Wednesday, NOON	Thursday, 10AM	Thursday, 10AM	Thursday, NOON
	La Estrella	7 days prior, 5PM	7 days prior, 5PM	Wednesday, 10AM	Wednesday, NOON
Saturday	All Sections	Wednesday, 5PM	Thursday, 10AM	Thursday, 3PM	Thursday, 5PM
	New Homes	Monday, 5PM	Monday, 5PM	Thursday, 10AM	Thursday, NOON
Sunday	All Sections	Thursday, 10AM	Thursday, 10AM	Friday, 10AM	Friday, NOON
	YES! Sunday Select	Thursday, NOON	Thursday, NOON	Thursday, 4PM	Thursday, 4PM

*All sections" refers to all sections except those specifically noted.

3-DAY FLIGHT PLAN

Reach 13% more readers with a 3-Day Flight Plan versus 1 Sunday ad.

Ad Size	ROP Ads Per Week	Color	PCI Rate
6" - 10"	3	Incl	\$35.70
10.25" - 15"	3	Incl	\$33.60
15.25" - 30"	3	Incl	\$31.50

Ads can run any day of the week. No other pickup discounts apply. Program includes a bonus ad in YES! Sunday Select.

DIGITAL AD SUBMISSION

File Formats Required: Adobe Acrobat PDF
For assistance, call 520-573-4587

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

MECHANICAL SPECIFICATIONS

Broadsheet and Tabloid Column Widths 200 dpi

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

Maximum Broadsheet Height: 21.5"

Maximum Tabloid Height: 10"

BUYER'S EDGE DISPLAY

Each week, reach 420,000 households, 100% of the Tucson market, with our Buyer's Edge Total Market Coverage (TMC) product. Or each month, reach a targeted market area in the Northwest or Foothills/Eastside zoned Buyer's Edge editions.

Ad Size	Open	Online Impressions
Cover Page	\$6,225	20,000
Full Page	\$4,550	20,000
Zoned Full Page	\$1,050	20,000

Frequency discounts available.

LA ESTRELLA DE TUCSÓN

La Estrella de Tucsón is the largest, local Spanish-language publication in Southern Arizona, with 31,000 copies distributed each Friday in the home delivered Arizona Daily Star and in more than 400 free standing racks located throughout Southern Arizona.

Commitment	PCI Rate	Front Strip Ad
1x - 5x	\$21.37	\$410.00
6x - 12x	\$19.27	\$410.00
13x - 25x	\$14.97	\$305.00
26x - 51x	\$12.87	\$255.00
52x	\$12.87	\$255.00

Standard color rates apply.

SADDLEBAG NOTES

Reach 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. The newspaper is distributed by resident volunteers to every home, with 5,000 copies distributed.

	Open	3x	6x	12x
PCI Rate	\$11.75	\$10.00	\$8.66	\$8.09

FURNITURE/HOME IMPROVEMENT

A weekly frequency program available to any furniture/home improvement business. Color is included. Ad sizes are restricted to a minimum of 4" and a maximum of 30".

	Mon-Tue	Thu-Sat	Sun
PCI Rate	\$29.40	\$29.40	\$48.30

Rates are per insertion, minimum two insertions per week, Wed. excluded.

Delivery Methods

Wamnet – Customer Service 520-573-4587
Contact your Arizona Daily Star Account Executive for setup.

