

Table of Contents

2014 CLASSIFIED
RATES

1	Table of Contents
2	Advertising Policy/Contact Information
3	Advertising Policy (continued)
4	Advertising Policy (continued)
5	Deadlines
6	Mechanical Specs
7	Submitting a Digital Ad
8	Submitting a Digital Ad (continued)
9	Classified Advertising
10	Classified Advertising (continued)
11	Classified Advertising (continued)
12	Automotive
13	Automotive
14	Employment Opportunities
15	Employment Opportunities (continued)
16	Employment Opportunities (continued)
17	Recruitment Display Ad packages
18	2 Great Programs to Recognize Your Employees
19	Homebuilders
20	Real Estate Agent Programs
21	Real Estate Agent Online Programs
22	Southern Arizona Real Estate Today
23	Rental Programs
24	Education Display Ad Packages

Effective Date 01/01/14

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

First.Best.
anytime. anywhere.

Arizona Daily Star

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

Phone: 520-573-4366 Fax: 520-573-4294

- Legals: 520-573-4292 Obituaries: 520-573-4293
- Classifieds: 520-573-4343 • classifieds@tucson.com

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 tbirming@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.

Effective Date 01/01/14

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

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

Effective Date 01/01/14

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

Advertising Policy (continued)

2014 CLASSIFIED
RATES

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 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.

Effective Date 01/01/14

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

First. Best.
anytime. anywhere.

Arizona Daily Star

Deadlines

2014 CLASSIFIED RATES

Day Of Publication	Section	Pub. Set Ad Materials Due	Space Reservation & Cancellations	Digital Pickup and Digital PDF Due	Final Corrections
Monday	Main/Sports	Thurs 5 PM	Fri 10 AM	Fri 10 AM	Fri Noon
	Classified Display	Thurs 5 PM	Thurs 5 PM	Fri 10 AM	Fri Noon
	Classified Liners		Fri 5 PM		Fri Noon
	Funeral Notices		Sun 3 PM		
Tuesday	Main/Sports	Fri 5 PM	Mon 10 AM	Mon 10 AM	Mon Noon
	Classified Display	Fri Noon	Fri 5 PM	Fri 5 PM	Mon 10 AM
	Classified Liners		Mon 10:30 AM		
	Funeral Notices		Mon 3 PM		
Wednesday	Main/Sports/Food	Mon Noon	Tues 10 AM	Tues 10 AM	Tues Noon
	Classified Display	Fri 5 PM	Mon Noon	Mon 5 PM	Tues 10 AM
	Classified Liners		Tues 10:30 AM		
	Funeral Notices		Tues 3PM		
Thursday	Main/Sports	Tues 5 PM	Wed 10 AM	Wed 10 AM	Wed Noon
	Northwest/Foothills/East	Mon Noon	Mon Noon	Tues 10 AM	Tues 10 AM
	Caliente	Mon Noon	Mon Noon	Tues 10 AM	Tues 10 AM
	Classified Display	Tues Noon	Tues 5 PM	Tues 5 PM	Wed 10 AM
	Classified Liners		Wed 10:30 AM		
	Career Builder Wkly Display	Thur 5 PM 1 Wk Prior	Thur 5 PM 1 Wk Prior	Fri 5 PM	Fri 5 PM
	Career Builder Wkly Liners		Fri 5 PM		
Funeral Notices		Wed 3 PM			
Friday	Main/Sports	Wed Noon	Thur 10 AM	Thurs 10 AM	Thurs Noon
	La Estrella	Fri 5 PM 1 Wk Prior	Fri 5 PM 1 Wk Prior	Wed 10 AM	Wed Noon
	Classified Display	Tues 5 PM	Wed Noon	Wed 5 PM	Wed 5 PM
	Classified Liners		Thurs 10:30 AM		
Funeral Notices		Thurs 3 PM			
Saturday	Main/Sports	Wed 5 PM	Thur 10 AM	Thurs 3 PM	Thurs 5 PM
	New Homes	Mon 5 PM	Mon 5 PM	Thur 10 AM	Thur Noon
	Classified Display	Wed 5 PM	Wed 5 PM	Thurs 3 PM	Thurs 5 PM
	Classified Liners		Fri 11:30 AM		
	Funeral Notices		Fri 3 PM		
Sunday	Main/Sports/Business	Thurs 10 AM	Thurs 10 AM	Fri 10 AM	Fri Noon
	At Home	Wed 5 PM	Wed 5 PM	Fri 10 AM	Fri Noon
	Classified Display	Thurs 10 AM	Thurs 10 AM	Fri 10 AM	Fri Noon
	Top Homes	Tues 4 PM	Tues 4 PM	N/A	Thurs 5 PM
	Recruitment - Proof	Thurs Noon	Thurs Noon	Fri 3 PM	Fri 5 PM
	Recruitment - No Proof	Fri 3 PM	Fri 3 PM	N/A	N/A
	Classified Liners		Fri 5 PM		
Funeral Notices		Fri 3 PM			

Effective Date 01/01/14

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

First.Best.
anytime. anywhere.

Arizona Daily Star

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

Effective Date 01/01/14

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

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

Effective Date 01/01/14

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

Submitting a Digital Ad (continued)

2014 CLASSIFIED
RATES

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)

Effective Date 01/01/14

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

First.Best.
anytime. anywhere.

Arizona Daily Star

- Classified rates are available to businesses with a storefront address within the state of Arizona.
- Classified ads are published daily in the Arizona Daily Star and online at AZstarnet.com.
- All contract liner ads will appear online for an additional \$5 charge; some exceptions may apply.
- 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 Sundays.
- Frequency commitment levels are for consecutive days and/or weeks only.
- Minimum ad size is three lines.
- Rates are per line, per day.

Pickup Discounts

- Available to advertisers whose primary advertising appears in all classifications except Employment.
- No discounts on Sunday.
- 40% discount on 2nd insertion, some exceptions may apply.
- 75% discount on 3rd through 7th insertions, some exceptions may apply.
- Same ad running on the same day in a different classification receives a 50% discount.

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
-

Bolding

- \$0.75 per line per day

Boxed Borders

- \$6.00 per ad per day

Annual Revenue Contract

\$ Volume	Daily Line Rate	Sunday Line Rate	Daily Display Ad Inch Rate	Sunday Display Ad Inch Rate
Open	\$9.35	\$12.08	\$138.70	\$171.50
2,500	\$4.97	\$6.21	\$117.90	\$145.50
5,000	\$4.97	\$6.21	\$112.70	\$139.10
7,500	\$4.81	\$6.13	\$106.50	\$133.40
10,000	\$4.81	\$6.13	\$101.60	\$125.90
15,000	\$4.65	\$5.79	\$97.90	\$120.20
25,000	\$4.65	\$5.79	\$95.30	\$117.70
35,000	\$4.47	\$5.62	\$92.90	\$113.90
50,000	\$4.36	\$5.46	\$90.30	\$111.50
75,000	\$4.23	\$5.31	\$87.80	\$107.70
100,000	\$3.97	\$5.03	\$85.40	\$105.00
150,000	\$3.81	\$4.85	\$82.80	\$101.90

Effective Date 01/01/14

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

Daily Frequency Contracts

- Available to advertisers whose primary advertising appears in all classifications except Employment.
- Ads must run on consecutive days without copy changes once the ad is published.
- Rates are charged on per line, per day basis (minimum three lines daily).
- Rate savings increase as size and frequency are increased to stretch your advertising budget.
- Annual daily frequency plan is not available for Employment ads.
- Pickup discounts do not apply.
- Same ad run on the same day, in a different classification, receives 50% discount.
- All contract liner ads will appear online for an additional \$5 charge. Some exceptions may apply.

- Rates apply to qualified non-profit organizations.
- Organizations must provide the appropriate 501c documentation.
- Rates do not apply to Employment.

52 Week Annual Daily Commitment Program

Lines Per Day

3+ \$3.18 per line

13 Week Annual Daily Commitment Program

Lines Per Day

3+ \$3.81 per line

Non-Contract Daily Frequency Program

	Daily	Sunday
1 Day	\$9.35	\$12.08
3 Days*	\$7.65	\$9.98
7 Days*	\$7.28	\$9.32
10 Days*	\$6.57	\$8.58
30 Days*	\$6.11	\$7.85

Targeted Classified Sections/Programs

- All rates are per line

	Transient	Transient Business	Contract Classified	Classified (Jobs)
Monday Business	\$1.20	\$1.90	\$1.90	\$1.90
Auto Sun/Mon Sports	\$1.20	\$1.90	\$0.60	—
Caliente	\$1.20	\$1.90	\$1.90	\$1.90
Saddlebag Notes	\$1.90	\$1.90	\$1.90	\$1.90
New Deals*	\$1.32	\$1.32	\$1.32	\$1.32
Now Hiring	50% Off Sunday Rate	—	\$2.60	—
La Estrella	\$3.00	\$3.00	\$1.90	\$1.90

Daily Non-profit Program

	Line Rate
Daily	\$4.47 per line/per day
Sunday	\$5.62 per line/per day

Legal

- Legal rates are available for any notice, advertisement, statement, information or matter required by law or court to be published.
- No additional discounts apply.
- For more information on rate programs, please contact our Legal Desk at (520) 573-4292.

Publication Days (consecutive)	Daily Line Rate	Sunday
1	\$2.11	\$3.37
2	\$2.02	—
3	\$1.87	—
4	\$1.69	—
5	\$1.55	—
6	\$1.47	—

Obituaries and Funeral Notices

- Rates are for both funeral homes and private parties. Notices also run online.

	Daily/Sunday
Total Line Rate	\$7.07 per line/per day
Service Notice	\$8.25 per line/per day
In Memoriams	\$8.25 per line/per day

Effective Date 01/01/14

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

Classified Advertising

continued

2014 CLASSIFIED RATES

Color Rates

Color	Percent of Space Cost
1 Color	20%
Full Color	30%

Effective Date 01/01/14

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

First.Best.
anytime. anywhere.

Arizona Daily Star

Advertising Rules:

- Rates are available to businesses with a storefront address within the state of AZ and an active automotive dealer license.
- All rates are commissionable at 15% unless otherwise noted.
- 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 Sundays.
- Placement within any section (Whether ROP or classified) is not guaranteed.
- Contract fulfillment is cumulative spending and based off net spending.
- All contract liner ads will appear online for an additional \$5 charge; non-contract \$10.

Color Rates:

- Spot Color/1 color: +15% of the gross space cost.
- Full Color/4 color: +20% of the gross space cost.
- Color is subject to availability and may be limited.

Target Audiences:

La Estrella Hispanic Publication:

- \$10.25 PCI including full color (display advertising)
- \$1.90 per line pickup rate (classified liners only)
- 31,000 distributed every Friday all over Tucson

Saddlebag Notes:

- Full page: \$750 Full Color
- Reach the Saddlebrook Retirement Community once a month through a local recognized community publication.
- Home delivered to every household in Saddlebrook.

Pickup Discounts:

- First pickup = 40% discount of total space cost
- 2-6 pickup = 50% discount of total space cost.
- Must run within 6 days of original ad.
- Discounts do not apply to Sunday.

Annual Revenue Contract Commissionable Rates

Contract Volume	Daily Inch Rate	Sunday Inch Rate	Employment	Daily Line Rate	Sunday Line Rate	Fronts M, T, Th	Fronts Fri/Sat	Fronts Sun
Open	\$69.30	\$84.52	Open	\$2.93	\$3.57	n/a	n/a	n/a
\$5,000	\$54.62	\$66.64	\$2,500 \$Vol	\$2.30	\$2.81	\$1,950.61	\$9,392.22	\$11,458.49
\$12,500	\$46.81	\$57.09	\$2,500 \$Vol	\$1.97	\$2.41	\$1,950.61	\$8,030.34	\$9,814.86
\$25,000	\$40.70	\$49.67	\$2,500 \$Vol	\$1.72	\$2.10	\$1,950.61	\$6,997.20	\$8,546.92
\$50,000	\$38.62	\$47.14	\$25,000 \$Vol	\$1.63	\$1.99	\$1,950.61	\$6,621.51	\$8,124.27
\$75,000	\$36.80	\$44.87	\$25,000 \$Vol	\$1.56	\$1.89	\$1,950.61	\$6,339.75	\$7,701.62
\$100,000	\$35.11	\$42.92	\$50,000 \$ Vol	\$1.49	\$1.81	\$1,950.61	\$6,057.99	\$7,372.88

Annual Revenue Contract Non-Commissionable Rates

Contract Volume	Daily Inch Rate	Sunday Inch Rate	Employment	Daily Line Rate	Sunday Line Rate	Fronts M, T, Th	Fronts Fri/Sat	Fronts Sun
Open	\$62.38	\$76.07	Open	\$2.63	\$3.21	n/a	n/a	n/a
\$5,000	\$49.16	\$59.98	\$2,500 \$ Vol	\$2.07	\$2.53	\$1,755.19	\$7,607.69	\$9,298.30
\$12,500	\$42.13	\$51.38	\$2,500 \$ Vol	\$1.78	\$2.17	\$1,755.19	\$6,508.81	\$7,945.81
\$25,000	\$36.63	\$44.71	\$2,500 \$ Vol	\$1.55	\$1.89	\$1,755.19	\$5,663.51	\$6,931.46
\$50,000	\$34.76	\$42.43	\$25,000 \$ Vol	\$1.47	\$1.79	\$1,755.19	\$5,367.65	\$6,551.07
\$75,000	\$33.12	\$40.38	\$25,000 \$ Vol	\$1.40	\$1.71	\$1,755.19	\$5,114.07	\$6,255.22
\$100,000	\$31.61	\$38.62	\$50,000 \$ Vol	\$1.34	\$1.63	\$1,755.19	\$4,902.74	\$5,959.36

Effective Date 01/01/14

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

Automotive

Continued

Auto Frequency:

- Half and full page frequency rates for ads running in any ROP or Classified broadsheet section and Special Sections.
- No pickup discounts apply.
- Rates apply to any Auto advertiser.
- Ads must run within a 7-day window.
- Ads need to be prescheduled up front to receive special pricing.

Commissionable Rates

	Size	3X	2X	1X
Daily	Half Page B&W	\$735.00	\$934.00	\$1,167.00
	Half Page Color	\$882.00	\$1,125.00	\$1,407.00
	Full Page B&W	\$1,413.00	\$1,796.00	\$2,244.00
	Full Page Color	\$1,696.00	\$2,155.00	\$2,693.00
Sunday	Half Page B&W	\$882.00	\$1,120.00	\$1,401.00
	Half Page Color	\$1,059.00	\$1,350.00	\$1,688.00
	Full Page B&W	\$1,696.00	\$2,155.00	\$2,693.00
	Full Page Color	\$2,035.00	\$2,586.00	\$3,232.00

Non-Commissionable Rates

	Size	3X	2X	1X
Daily	Half Page B&W	\$661.00	\$794.00	\$992.00
	Half Page Color	\$794.00	\$956.00	\$1,196.00
	Full Page B&W	\$1,272.00	\$1,526.00	\$1,908.00
	Full Page Color	\$1,526.00	\$1,832.00	\$2,290.00
Sunday	Half Page B&W	\$794.00	\$952.00	\$1,190.00
	Half Page Color	\$952.00	\$1,148.00	\$1,435.00
	Full Page B&W	\$1,526.00	\$1,832.00	\$2,290.00
	Full Page Color	\$1,832.00	\$2,198.00	\$2,747.00

Effective Date 01/01/14

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

Maximum Reach

- Get the most out of your recruitment efforts with Maximum Reach, a combination of Sunday, daily and online advertising in azstarnet.com Classifieds. Maximum Reach delivers your message to more than 400,000 or 52% of all Tucson adults each week through the Arizona Daily Star. And, Maximum Reach is simple – run your ad on Sunday and chose one other day of the week to place the same ad.
- Maximum Reach rates apply to schedules starting on Sunday only.
- Rates do not include charges for enhancements such as bold, blind box, etc.
- Non-contract frequency rates apply to schedules that do not begin on Sunday.
- Same ad in a second classification receives a 50% discount
- Local non-profit line rate of \$5.85 daily and Max Reach rate of \$10.88

Non-Contract Employment Rates

	Daily	2-Day Maximum Reach
1 Day	\$11.94	\$22.08
3 Days*	\$10.93	
7 Days*	\$10.35	
10 Days*	\$9.41	

* Consecutive run days

Maximum Reach Pickup Discounts

- 75% discounts apply to additional days within a 7-day window.

Liner and Display Packages

- Expand your recruitment efforts and connect with passive and active job seekers with our new packages. Call your Recruitment Account Executive or call 520-807-8400.

Annual Employment Dollar Volume Contract Rates

\$ Volume	Daily Line Rate	2-Day Maximum Reach Line Rate	Daily Display Ad Inch Rate	2-Day Max Reach Display Ad Inch Rate
Open	\$11.94	\$22.08	\$283.41	\$523.96
2,500	\$6.64	\$12.10	\$157.65	\$287.33
5,000	\$6.64	\$12.10	\$157.65	\$287.33
7,500	\$6.64	\$12.10	\$157.65	\$287.33
10,000	\$6.34	\$11.58	\$150.32	\$274.83
15,000	\$6.34	\$11.58	\$150.32	\$274.83
25,000	\$6.04	\$11.16	\$143.28	\$264.92
35,000	\$5.85	\$10.88	\$138.74	\$258.02
50,000	\$5.75	\$10.68	\$136.44	\$253.48
75,000	\$5.72	\$10.63	\$135.84	\$252.36
100,000	\$5.72	\$10.63	\$135.84	\$252.36
150,000	\$5.55	\$10.36	\$131.58	\$245.83

Source: Scarborough 2013 R1

Effective Date 01/01/14

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

Employment Opportunities

continued

2014 CLASSIFIED RATES

CareerBuilder Weekly

Free weekly recruitment tabloid newspaper publication.
Rates include full color.

Display Ad Size	Rate
Full Page, 6 col. x 10"	\$249.00
Half Page, 3 col. x 10" or 6 col. x 5"	\$159.00
Quarter page, 3 col. x 5" or 2 col x 7"	\$99.00
Eighth page, 3 col. x 2.5" 2 col x 3.5"	\$79.00

Add a 30-Day Job Pack for \$99
Add a 7-Day Video for \$50
Add a 30-Day Video for \$75

CareerBuilder Weekly Premium Position

Rates include full color.

Display Ad Size	Rate
Front page, 3 col. x 6.5"	\$149.00
Front page, 6 col. x 6.5"	\$269.00
Double Truck, 21.5" x 10"	\$575.00

Pickup line rate \$1.90

- Career Builder Weekly only line rate \$1.90

Color for Pickup Ads

- Add one color for \$50 and full color for \$100

CareerBuilder

Expand your geographic advertising region with CareerBuilder, one of the nation's largest employment websites with local access through Tucson.com. With nationwide presence in over 200 markets through local media owned by Gannett and other key communications companies, CareerBuilder offers a suite of online products to assist you in finding qualified candidates locally or across the nation.

CareerBuilder Facebook packages now available!

CareerBuilder Job Packs

Advertise a specific job opening with a 30-day, online posting for only \$275 with your print ad.

Have multiple job openings? Take advantage of bulk pricing!

# of postings	Price
3	\$702
5	\$1,170
10	\$2,280
25	\$3,825

Effective Date 01/01/14

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

CareerBuilder Brand Builder

Increase awareness of your company with this feature that includes an overview, brief history of your company, a hotlink to your website as well as many other options!

CareerBuilder Resume Database

With access to over 26 million quality resumes ranging from healthcare to blue collar workers, you have the power to control your search for the right candidate. Resume Database allows you to pull resumes on demand, reaching active and passive job seekers, as well as increasing your recruiting efficiency. Packages vary from two weeks to one year's access!

Other Online Advertising Opportunities

AfterCollege - Do you have Part-Time/Seasonal/Entry Level positions or Internships? AfterCollege is the largest Career Network for college students and recent graduates. Through this network, employers can reach 2,745,000+ college students and recent graduates. Employers are able to target college students looking for part-time, internships, seasonal and entry-level jobs on AfterCollege.com, AfterCollegeHealthcare.com and on relevant academic departments and university student groups. Pricing starts at \$30 per posting per month.*

*for a limited time

Multi-Packs

3 Jobs	\$81
5 Jobs	\$125
10 Jobs	\$230
25 Jobs	\$500

Top Jobs - Trying to reach the passive job seeker? Make your posting a 'Top Job'! Top Jobs are listed on the right side of the story pages on Tucson.com and AzStarNet.com.

- \$50 per week with a CareerBuilder posting purchase
- \$100 per week without a CareerBuilder posting purchase

Job Video - is a professionally produced :30 commercial at www.tucson.com/jobs for your job that uses your job ad as the base for script and visuals. They are a memorable way to differentiate your company in a job market with a significantly higher click-through rate to your website!

- \$75 for 30 days
- \$50 for 7 days

Employment Opportunities

continued

2014 CLASSIFIED RATES

Employer Profile Video – is a :30 to :45 custom, professionally produced video located at www.tucson.com/jobs that highlights WHY a job seeker should apply for a job with YOUR COMPANY instead of your competition. Job seekers get in depth information about the features and benefits of working for your company with a direct link to your website.

- \$500 per month
- \$350 per month (3 month commitment)

Career Fairs

Arizona Daily Star and CareerBuilder partner with a number of organizations in the community throughout the year. Find quality candidates, highlight your recruitment opportunities and increase your company's visibility by being a sponsor.

Virtual Career Fairs – Spring and Fall - 2013
CareerBuilder Diversity Career Fair – January 2014

For additional information on career fairs, contact your Recruitment Account Executive or call 520-807-8400.

Typographical Charges

Bold \$0.75 per line/day
Boxed \$6.00 per day

Confidential Mail Boxes

Hold Replies \$60.00 per ad, good for 30 days
Mail Replies \$90.00 per ad, good for 30 days

For sponsorship and advertising opportunities, contact your Recruitment Account Executive or call azstarnet.com Classifieds at 520-807-8400.

Effective Date 01/01/14

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

First. Best.
anytime. anywhere.

Arizona Daily Star

Recruitment Display Ad packages

2014 CLASSIFIED RATES

Your Ultimate Recruiter

When you recruit through azstarnet.com Classifieds with our new display ad packages, your advertising dollar stretches. The estimated value of each placed ad is far greater than the rate we charge. In fact, you save over 200 percent. The furthest reach, the best value, and the greatest recruiting results – a winning combination that you'll only find with Arizona Daily Star.

- Now Hiring (main run-of-print).
- Five CareerBuilder job packs.
- TopJobs Online (7 days).
- Online video (30 days).
- 20,000 leaderboard impressions.

The statistics speak for themselves:

- azstarnet.com Classifieds, Tucson.com and CareerBuilder are part of the largest, most effective recruitment solution in Southern Arizona.
- 45% of Tucson job seekers read the Sunday Arizona Daily Star in the past month.
- 43% read the Arizona Daily Star in the past week.
- 33% of Tucson job seekers searched online for employment opportunities..
- azstarnet.com Classifieds CareerBuilder pages highlight engaging features that provide multiple entry points to draw in job seekers, including regular job-hunting tips, Q & A blogs, "I Love My Job" stories submitted by local readers, and more.

Best Package Includes

- Two azstarnet.com Classifieds or R.O.P. ads
- CareerBuilder Weekly.

Ad Sizes	Best Package Rates
Eighth page	\$2,016.30
Quarter page	\$3,633.00
Half page	\$5,317.00
Full page	\$6,973.00

*Additional sizes and options available. No other discounts apply. Additional days, color and premium positions available. Some restrictions may apply. Classified and R.O.P. ads must run within a 7-day window.

Source: Scarborough 2013 R1

For more information on this targeted advertising opportunity, contact your Arizona Daily Star Recruitment Account Executive at 520-807-8400.



Effective Date 01/01/14

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

First. Best.
anytime. anywhere.

Arizona Daily Star

2 Great Programs to Recognize Your Employees

Spotlight superstar employees on the biggest stage in Southern Arizona, the Arizona Daily Star. And it lets you do it at a low cost point.

In a tight economy that limits your ability to give raises and bonuses, recognition becomes a critical part of employee morale and retention. Imagine how your key employees will feel seeing that recognition in a Sunday Star that reaches more than 309,000 Southern Arizonans.

And here's a bonus for you: Spotighting your Top Performers creates a positive image for your business in the community as a great place to work.

Tucson's Top Performers

Display Ad Size	Rate
Full page	\$3,000
Half page	\$1,500
1/4 page	\$750
1/8 page	\$375

Includes Color, Classified or ROP Rates are commissionable. Pickup discounts apply.

For more information contact your Arizona Daily Star Account Executive or call **520.807.8400**

Source: Scarborough 2013 R1

2014 CLASSIFIED RATES

Top Employee Recognition

Display Ad Size	Rate
2 x 3 Box	\$300
2 x 6 Box	\$600
4 x 6 Box	\$1,200
6 x 3 Box	\$1,800

Sunday only, includes Color.

Classifieds

Arizona Daily Star **SN** azstarnet.com

careerbuilder

Jobs

Look for TV Listings & Puzzles **INSIDE**

VISIT
375311e1.com
or call 573-4343 to place an ad

I Love My job!

WHAT IS YOUR NAME? Renee Paling

WHAT IS YOUR JOB TITLE? Board-certified Lactation Consultant

WHO IS YOUR EMPLOYER? Breastfeeding Initiatives

WHAT SERVICES DO YOU OR YOUR EMPLOYER PROVIDE? I provide lactation support to breastfeeding families via the Arizona Breastfeeding Hotline, which is a free 24/7 support line available to anyone in Arizona.

HOW LONG HAVE YOU BEEN AT THIS POSITION AND/OR IN THIS BUSINESS? Twelve years as a consultant and 18 years as a nurse.

WHAT LED YOU TO THIS CAREER? As a nurse working with new mothers, I found the science of lactation fascinating and the art of helping mothers very rewarding. There are so many aspects to this career choice: I am constantly learning new skills, meeting new people, and providing a much-needed service.

WHAT DO YOU FIND MOST REWARDING ABOUT THIS JOB? I have been able to talk to and help hundreds of families in Arizona. Being able to help a mother when she is having breastfeeding problems, to help her to resolve those problems, is very rewarding.

IS THERE ANYTHING ELSE YOU WOULD LIKE TO TELL US ABOUT YOUR JOB OR EMPLOYER? It is very rewarding knowing that I have been able to support mothers who have taken the initiative to breastfeed their child. Since most women do not have someone to mentor her, help her, encourage her with breastfeeding, I am happy to do the job no matter what time it is.

HOW CAN PEOPLE FIND OUT MORE ABOUT YOUR ORGANIZATION? For more information about the Breastfeeding Hotline, visit the Arizona Department of Health Services at www.azdhs.gov.

YOU'VE HEARD A LITTLE ABOUT THIS JOB - NOW TELL US ABOUT YOURS! Each week, this page will feature someone employed at a Tucson-based company or location. Visit azstarnet.com/classifieds and click on the link *I Love My Job - Submission* in the "Jobs" box. Due to the high volume of entries we receive, we cannot guarantee that any one submission will be published, nor can we determine the exact date that a published submission will run.

Top Employees

Ads are prominently displayed

Effective Date 01/01/14

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

First.Best.
anytime. anywhere.

Arizona Daily Star

Rates Apply To Developers and Builders

All spending will fulfill Homebuilder contract spending.

- Map listing rates for advertisers without a Homebuilder agreement are at open rate.
- Map listings appear in the Saturday Star and Sunday Home + Life and online at Tucson.com.
- Spot color is available at 20% of the space cost. Full color is available at 30% of the space cost.
- Daily and Sunday rates apply to newspaper only special sections.

Repeat Discounts

- Must run within a 7-day window.
- Sunday: full price.
- 2nd day: 40% off.
- 3rd - 5th days: 75% off.
- 6th - 7th day: free.

Contract Volume	Daily ROP	Sunday ROP	Map Listing Flat Per Listing	Zones: NWS, Eastside, Foothills Includes Color	La Estrella Includes Color	Preprint	Saddlebag Notes
Open			\$96.50				
\$5,000	\$78.40	\$93.40	\$88.90	\$10.25	\$10.25	A	A
\$10,000	\$69.30	\$82.60	\$84.18	\$10.25	\$10.25	A	A
\$25,000	\$65.60	\$78.10	\$79.90	\$10.25	\$10.25	B	B
\$35,000	\$61.06	\$74.10	\$79.90	\$10.25	\$10.25	B	B
\$50,000	\$57.00	\$69.30	\$75.90	\$10.25	\$10.25	B	B
\$75,000	\$51.50	\$63.80	\$75.90	\$10.25	\$10.25	B	B
\$100,000	\$46.20	\$59.80	\$56.00	\$10.25	\$10.25	B	B
\$150,000	\$44.50	\$58.90	\$56.00	\$10.25	\$10.25	B	B

Effective Date 01/01/14

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

Real Estate Agent Programs

Available to Arizona real estate licensees.

- All agent packages include online.
- Prices and packages subject to change.
- All ads are prepaid unless a credit application is on file and approved by the Arizona Daily Star Credit Department.
- 4-week packages must be prepaid. They are non-refundable and non-transferable.
- Spotlight 1x, 2x, and 3x must be consecutive weeks, billed on one order to include only one online charge.
- Same ad run on the same day in a different classification receives a 50% discount.

For a complete listing of programs targeted to reach prospective home buyers and sellers, please contact your azstarnet.com Classifieds account executive at (520) 807-8032, or e-mail realestate@tucson.com.

Agent Packages (Home + Life/Classifieds) 4-Week 5-Line Package

Run a 5-line ad for 28 consecutive days in print and online (one home per ad), plus 5 online property photos for \$246. Price corrections only.

Great Weekender Package

Run a 9-line ad for 3 days in print and online, plus 5 online property photos for \$114. Choose Fri-Sun or Sat-Mon.

Agent or Property Photo Package

(includes online & 5 online property photos)

Run a 21-line ad with photo (text = 11 lines; photo = 10 lines).

Sat - \$73; Sun - \$87; both days - \$110.

Agent or Property Photo Logo Package

(includes online & 5 online property photos)

Run a 27-line ad with photo

(text = 11 lines; photo & company logo = 16 lines.)

Sat - \$82; Sun - \$104; both days - \$129.

Agent Display Package

(includes online & 5 online property photos)

Run a 1 column x 2.5" ad for \$214 per run.

Run a 1 column x 3.5" ad for \$266 per run.

Run a 1 column x 5" ad for \$327 per run.

Sunday Color Spotlight Display (2 col x 3")

Run one full-color property photo, agent photo, and company logo with 9 lines of text.

Order 1x Sunday at \$99.

Order 2x consecutive Sundays at \$149.

Order 3x consecutive Sundays at \$199.

Daily black-and-white program also available.

Real Estate Agent Online Programs

(continued)

2014 CLASSIFIED RATES

REAL ESTATE VIDEO advertising

Make a personal connection with potential home buyers and renters before that first conversation! Online Real Estate Videos make your business stand out among traditional real estate listings by showcasing a more realistic perspective on a home or rental than photos alone and by giving you the opportunity to highlight a property's neighborhood – often just as important as the home itself.

Use the interactive nature of online to your business's advantage

Online videos with audio are 2.5 times more effective than standard image ads, and listings with video have a higher percentage of "click-through" than those without. Since 13% of Arizona Daily Star's web site visitors search online for real estate listings, online video is the perfect opportunity to engage buyers and renters in viewing your products.

Video listings appear on Arizona Daily Star's suite of web sites, Tucson's #1 online destination: azstarnet.com, home of the Arizona Daily Star online; and Tucson.com. This duo of sites receives 14 million page views from 1.4 million visitors each month – giving you maximum exposure among local consumers AND potential buyers or renters outside Tucson.

Combine print with online for even greater reach!

Advertising in Arizona Daily Star's combination of the Arizona Daily Star, Sunday Star, and our web sites will put you in touch with more than 3 out of every 5 potential new home buyers and half of renters in Pima County!

REAL ESTATE VIDEO PRODUCTS AND PRICING

Real Estate Profile:

:30 - :45 custom-built video about the realtor, agent, community, mortgage company or home builder. \$200 per month with 3-month minimum agreement. Price includes production. Brand your business as a premier Real Estate company! Real Estate Profiles are created from your web site or intake form to highlight your top selling points and create a connection with consumers.

Source: Scarborough 2010 (T), SiteCatalyst 2011

Effective Date 01/01/14

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

HOME TOUR:

:30 video featuring up to 5 photos of a home.

Price includes production.

Take potential buyers on a tour of the home as you describe key elements like price, location, rooms, square footage and special features. Home Tours are created from the property's MLS listing, website or intake form with 5 attached images.

Home Tour Packages

Program	Rate	Unit	Term
Home Tour-Studio Built	\$40.00	Each	6 months
Video Home Tour, 1-6 Homes	\$16.50	Each	6 months
Video Home Tour, 7-10 Homes	\$12.50	Each	6 months
Agent Profile-Self Service	\$100.00	Each	3 months
Agent Profile-Studio Built	\$200.00	Each	3 months

Real Estate Luxury Channel

- Luxury page on azstarnet.com/Homes will include property spotlights and agent profiles.
- No refunds for properties sold before contract expiration.
- No limit to number of properties listed.
- Agency commissionable.

Package Rate per Luxury Property

Days	Rate
30	\$50.00
60	\$95.00
90	\$135.00
120	\$170.00
150	\$200.00
180	\$225.00

Agent Package per Month

Days	Rate
30	\$25.00
90	\$65.00
180	\$127.50
365	\$240.00

Southern Arizona Real Estate Today

Green Valley & Santa Cruz edition

2014 CLASSIFIED RATES

Target prospective home buyers with a publication that reaches 20,000 area readers.

Published monthly, Southern Arizona Real Estate Today, Green Valley/Santa Cruz edition is distributed within the Arizona Daily Star on the last Friday of each month. If you're interested in reaching Green Valley, Sahuarita, Rio Rico, Nogales and Tubac residents at an affordable cost, you've come to the right place!

This timely publication cycle allows homes for sale to be current when home buyers have time to shop – on weekends.

In addition, the publication reaches more readers in the Green Valley, Sahuarita and Santa Cruz County area than any other publication targeting that area.

Distribution

- 10,000 copies within the Arizona Daily Star the last Friday of every month
- 85629 – Sahuarita
- 85614 – Green Valley
- 85646 – Tubac
- 85648 – Rio Rico
- 85621 – Nogales

Deadlines

- Publication Date -- Last Friday of each Month.
- Ad Copy/Space Reservation – Thursday noon, one week prior.
- *Premium positions reserved upon availability. Front cover will featured one property; back cover can accommodate multiple properties. Full and half-page ads can be custom designed at no extra cost. Allow 5 additional business days prior to deadline. All prices include full color.
- Home Spot pages limited to 12 per page. Individual box listings can feature town, price, ad copy (200 characters), MLS number and contact information



Ad Size	Ad Dimension	Ad Cost
Full Page,	6 col x 10"	\$303.75
Half Page	6 col x 5"	\$178.75
Quarter Page	3 col x 5"	\$91.25
Front	6 col x 9"	\$353.75
Back	6 col x 10"	\$328.75
Modular	2 col x 2.5"	\$28.75

Source: Scarborough 2010 (T)

Effective Date 01/01/14

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

For more information, contact your Account Representative or call the Real Estate team at 807-8032

Rental Programs

2014 CLASSIFIED RATES

Available to Tucson-area apartment rental communities.

- All ads are prepaid unless a credit application is on file and approved by the Arizona Daily Star Credit Department.
- All packages include online.
- Prices and packages subject to change.
- For a complete listing of programs targeted to reach prospective renters, please contact your azstarnet.com Classifieds account executive at (520) 573-4343.

4-Week Daily Frequency Package - \$761.14

- Run 5-line ad Mon-Fri print and online.
- Run full-color 1 x 2.5 photo showcase on Saturdays.
- Run black-and-white 1 x 2.5 photo showcase on Sundays.

8-Week Daily

Frequency Package - \$745.40 for each 4 weeks

- Run a 5-line ad Mon-Fri print and online.
- Run a full-color 1 x 2.5 photo showcase on Saturdays.
- Run a black-and-white 1 x 2.5 photo showcase on Sundays.

12-Week Daily

Frequency Package - \$732.80 for each 4 weeks

- Run a 5-line ad Mon-Fri print and online.
- Run a full-color 1 x 2.5 photo showcase on Saturdays.
- Run a black-and-white 1 x 2.5 photo showcase on Sundays.

4-Week Weekend Exposure Package - \$475.10

- Run a 5-line ad Friday and Sunday print and online.
- Run a full-color 1 x 2.5 photo showcase on Saturdays.

8-Week Weekend

Exposure Package - \$462.40 for each 4 weeks

- Run a 5-line ad Friday and Sunday print and online.
- Run a full-color 1 x 2.5 photo showcase on Saturdays.

12-Week Weekend

Exposure Package - \$449.70 for each 4 weeks

- Run a 5-line ad Friday and Sunday print and online.
- Run a full-color 1 x 2.5 photo showcase on Saturdays.

4-Week Package - \$298.20 for 5 line ad

- 5 lines everyday for 28 days print and online.
- For individual rental home listings or one community only (price corrections only).

Saturday Single Photo Showcase - \$185.20

- Run a full-color 1 x 2.5 photo showcase.



East Ridgeview Apartments The Style brings Energy living who one above all others one. Park to front of your Apt. & BBQ in your backyard. 1, 2 & 3 bedrooms from \$495 1302 S. Pecos Rd. #3 796-1275	East Copperhill Apts Includes: Basic Sat. Cable MOVE IN ASAP BR \$1000 \$811 New! remodeled property. \$99 security deposit O.A.C. 7950 E. Stella Rd. 721-7411	Central Mountain Shadows SES Move-In Special Jr 1 BR Blowout \$370 1470 sq. ft. studio. New carpet, open pool, spa, laundry. New hot tub & deck. St. Hilda English. Call for details. 147 E. Main - 3.3pm - Sat. 10am - 3pm 2430 N. Dodge 325-3652	Central Ft. Lowell Manor 2BR. from \$500/ dep. paid. 1st Fl. Lowell, Pool, Laundry. Assoc. animal w/ cert. ok. 3276 N. Geranium 888-3972 Se Habla Español	East Bella Flora Apartments 1 to 3 BR - 1000 sq. ft. - FREE HOT WATER FREE FIRE ALARM Look Landscaping - Fitness/Spa/BBQ 6160 E. Bellevue 296-9518
East Bellevue Gardens Apts. ***K25 Move-In Special*** Inc. app. dep. 1st mo. rent Deluxe 1BR 1BR Blowout Special Pool, Laundry Spacious & Bright. "Call for details" 147 E. Main - 3.3pm - Sat. 10am - 3pm 6161 E. Bellevue St. 885-0660	East Huntington Park Apts. 1 BR starting at only \$429 & 2 BR \$599 1 MO. FREE (resident only) Great community, private access, fitness, hot water, wired and hardwired. 24 hr. and live entertainment movies on additional \$10 monthly amount. 8550 E. Speedway Blvd. 885-8211			



Effective Date 01/01/14

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

First.Best.
anytime. anywhere.

Arizona Daily Star

Your Ultimate Recruiter

When you recruit through Azstarnet.com Classifieds with our new display ad packages, your advertising dollar stretches. The estimated value of each placed ad is far greater than the rate we charge. The furthest reach, the best value, and the greatest recruiting results – a winning combination that you’ll only find with the Arizona Daily Star.

The Statistics Speak for Themselves

- Azstarnet.com Classifieds, Tucson.com and CareerBuilder are part of the largest, most effective recruitment solution in Southern Arizona.
- Nearly 73,000 Pima County adults are planning to go back to school in the next year.
- 47% of Tucson potential students read the Sunday Arizona Daily Star in the past month.
- 46% read the Arizona Daily Star in the past week.
- Over 34,000 adults have taken college courses online in the past month.
- 30% of Tucson adults planning to go back to school in the next 12 months read the Classified section of the newspaper regularly.

Weekly Packages Includes

- One Sunday B&W ad, plus one Daily B&W ad*
- One CareerBuilder Weekly ad
- 2 inch line ad in Azstarnet.com Classifieds (5 days)
- Behaviorally targeted online leaderboard impressions
- 7 days on Flyerboard
- 7 days on Star Marketplace

Rates

Ad Sizes	Rates
5 Inch Ad	\$923.35
10 Inch Ad	\$1,325.85
15 Inch Ad	\$1,767.85
Quater Page (30 Inch)	\$3,233.85
Half Page (60 Inch)	\$4,705.35
Full Page	\$6,200.35

within the Arizona Daily Star

For more information on this targeted advertising opportunity, contact your Arizona Daily Star Recruitment Account Executive at 520-807-8400.



Effective Date 01/01/14

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