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Effective Date 01/01/2013

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Arizona Daily Star

MATERIAL SPECIFICATIONS

IMAGE/ANIMATION FORMATS: JPEG, GIF, TIFF, BMP, EPS, PDF, PSD, FLA, AI, SWF

VIDEO FORMATS: MOV, AVI, DV, MPEG -

MAX FILE SIZE: 3.5 MB

Any items that will be placed on a colored background or animated in any way need to have transparent backgrounds. Layers with transparency in Flash, Photoshop and Illustrator files are acceptable.

Recommended animation length: 15 seconds, maximum length: 30 seconds

Ad Specifications

File size: Initial 30KB, Secondary 100KB

File formats: JPG, GIF, SWF, PNG

Products	File Size
Leaderboard	728 x 90
Skyscraper	160 x 600
Big Box	300 x 250
Float Bar	970 x 60
Center Stage	640 x 480
Sliding billboard	(takeover) 960 x 500; pencil 850 x 40
Solo E-Blast	600 x 600
Multi-link E-Blast	200 x 150 Text: 35-40 words/website URL
Mobile ads	320 x 50

Flash Ad

The actual swf file must be submitted. The swf file must be made for Flash version 8 or higher. Frame rate of 12-15 frames per second recommended. A default gif/jpeg must be submitted along with the swf file. The Flash ad must contain a clickTag function for the click through button. It should be in the format:

```
on (release) {  
    getURL (_root.clickTAG, "_new");  
}
```

Please refer to Adobe's guidelines for detailed clickTag instructions: http://www.adobe.com/resources/richmedia/tracking/designers_guide/

Expandable Ad

Peelbacks, sliding billboards, or any ad that overlays, breaks the fixed placement boundary, and requires user action. Expand on mouse-over, retract on mouse-out. Include text tease to expand the ad within the fixed position space. Sliding Billboard: Expandable panel will pre-expand for 3 seconds and automatically retract. The pre-expanding panel is frequency capped to once per user per day. Subsequent views will click open/click close.

Video Ad

30-seconds maximum duration. Audio must be user-click initiated and end before or with video. Stop/Mute and Start buttons are required.

Submission Guidelines

Advertisements cannot resemble news content, mimic news headlines in design, tone, or topic, and they must have a border. Cookies may not be set except by parties with a third-party ad serving agreement.

The initial load of the ad must be no more than 30 kilobytes. The entire ad must not be more than 100 kilobytes.

Please send files larger than 10 MB via Wamnet. Call 520-573-4587 to set up an account.

For more information on the power of The Arizona Daily Star's online advertising solutions, please contact your account executive, or call (520) 573-4377.

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Azstarnet.com is Southern Arizona's leading website – with over 12 million page views each month and 1.6 million unique visitors, our suite of websites deliver more in-market and out-of-market audience than any other local website in the area. In addition, our in-market reach at 23% surpasses that of most other traditional media (print and broadcast) as well as all other local websites.

Online Banner Advertising

Product	Home Page & Targeted Channel	Run-of-Site Rate	Roadblock	BT Tucson	Rate Type	Ad Size
Skyscraper	\$8.00	\$6.00	\$12.00	\$10.00	CPM	160 x 600
Leaderboard	\$10.00	\$7.00	\$13.00	\$12.00	CPM	728 x 90
Big Box	\$12.00	\$9.00	\$15.00	\$15.00	CPM	300 X 250
Pre-roll	\$30.00	\$30.00			CPM	

Multi-month contract discounts for consecutive months: 3 month – 10%, 6 month – 15%, 12 month – 20%; not available for sponsorships.

SN www.azstarnet.com



Source: Scarborough 2013 R1

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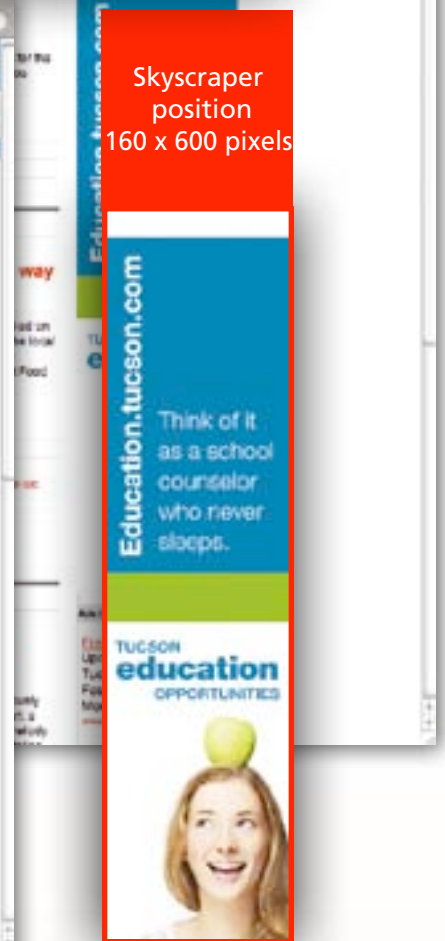
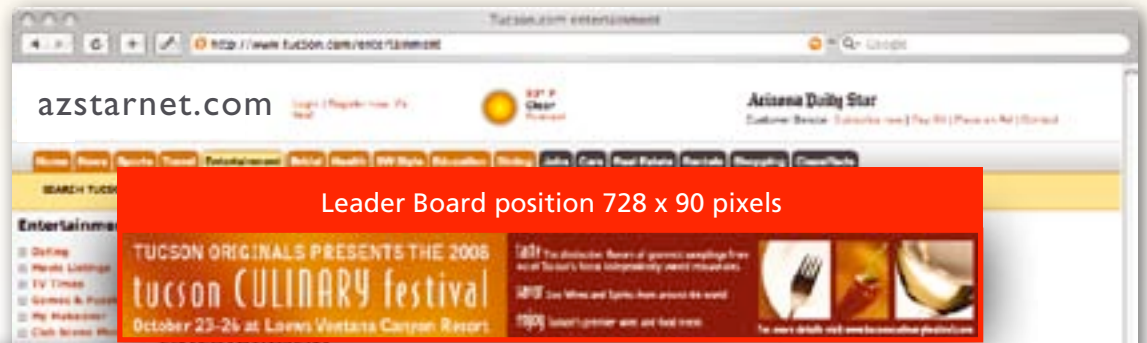
Online Banner Advertising

(Continued)

2014 ONLINE RATES

Online Banner Advertising

- Leaderboards command a strong presence with plenty of space to convey a complex message or concept.
- Skyscrapers attract more attention as they are visible to readers as they scroll down the page.
- The Big Box is the most effective ad unit because it is surrounded by content with high impact and story level visibility.



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Rich Media Advertising:

The new mantra in marketing and advertising is consumer engagement, a challenge facing marketers across all media, and nowhere more true than in online – if blocking or closing an ad isn't an option, closing the page it's on is. Advertisers now have to earn the attention of consumers to get their ads seen. Rich media – in the form of Flash, Java, or other interactive units – is an effective tool in the new world of permission-based advertising.

- Rich media can strongly impact brand attitudes and drive consumer engagement.
- Utilizing rich media creates greater increases in brand measurements than standard web ads. The greatest results are seen in brand awareness, ad awareness/recall and message association. Brand preference and driving purchase intent also get a favorable lift.
- While rich media brand ads also drive action without an explicit call to action, floating units/walk-ons tend to perform better at increasing brand attitudes.

Rich Media

Product	Home Page	Targeted Channels	3x per Week	7x per Week	Rate Type	Size
PeelBack	\$1,400.00	\$500.00	n/a	n/a	Flat	n/a
HP Takeover or Sliding Billboard	\$1,400.00	n/a	\$2,800.00	3,500.00	Flat	960 X 500 850 X 40 for Pencil
Index Takeover or Sliding Billboard		\$500.00	\$1,000.00	1,500.00	Flat	960 x 500 850 x 40 for Pencil
PAW-Home Page Only	\$1,500.00	\$800.00	n/a	n/a	Flat	(2) 150 x 625 Wrapper 960 x 250 HP Takeover 850 X 40 Pencil
PAW-Entire Site	\$3,500.00	\$3,500.00	n/a	n/a	Flat	(2) 150 x 625 Wrapper 960 x 250 HP Takeover 850 X 40 Pencil
Float Bar	\$1,400 per day	All pages				970 x 60
Center Stage	\$1,400 per day					640 x 480

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Page Takeover position 960 x 500 pixels

WORLD sports GRILLE
Food • Sports • Games

Now open at Foothills Mall
A new restaurant and sports bar featuring amazing interactive games

Close X

This is the div below the flash object

Close X

SLIDE SHOWS

News: Influenza spreads in Nogales, Ariz.

MEDIA

David fishing

AZ NIGHTBUZZ

Check out NightBuzz's new rating site

Headlines from your ZIP code

convince voters that without the constitutional amendment, courts could overturn Arizona's law banning or banning same-sex marriage and allow gays to wed, citing such an occurrence in California.

- US rescues AIG with us to 3000 km
- Arrest made in slaying of woman
- Crew killed, wounds seen, not injured
- House Ofa offshore drilling bill
- 100,000 in security, previous hours
- More local and national news

METRO

AIMS science-exam scores are generally dismal

More Cure probably won't be impressed with the state's first results on the new AIMS science test.

Although half of the state's fourth and eighth-grade students passed the exam, that number dropped to 37 percent for ninth- and 15th graders, according to scores released today.

Right hander Cam Parker threw the first shutout in his senior career, and the Diamondbacks beat the San Francisco Giants 2-0 in Chase Field to stay marginally alive in the National League West.

- More Diamondbacks: Seliger using
- Baseball: G.C. no match for Cubs
- College Football: matchup with Georgia
- More College Football: Pac-10
- More sports news

ARIZONA WILDCATS

Thomas one of the best receivers in Pac-10, nation

Wide Thomas does more with less.

Thomas, an Arizona Wildcat's senior wide receiver, is one of the new players in the Pac-10, if not the country, who is capable of turning 2 yard catches into big plays.

VIDEOS

Videos play after a brief message.

Your Vote: ★★★★★ Popularity: ★★★★★

related Just in sponsored

Philie Gugi 'Ghost Town' Just when apple dealer Bertram Finus (Ricky Gervais) thought he couldn't possibly die... (September 17) [Play Video](#)

Police: More Leaves Betty Home, Goes to Cali... A Mesa, Arizona woman is accused of leaving her 10 month old daughter home alone while she... (September 16) [Play Video](#)

Wildcats hope to learn from loss

TODAY'S COLUMNISTS: archives

FILE: file archive

hot. spicy. yummy.

Where hungry locals go to get their Tucson food fix.

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in local news

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Themed Shared Multi-Link Email Blasts – opt in to join our themed email blasts ranging from hot real estate buys, last minute shopping ideas, or holiday food & wine and connect with registered users.

- Top Deals – approximately 37,000 subscribers
- Food & Wine – approximately 10,500 subscribers

Product	Home Page	Targeted Channels	Frequency Contracts	Rate Type	Size
Top Deals Solo Email	\$50.00	n/a	n/a	CPM	n/a
Food & Wine Multi-link eblast	\$250.00	n/a	n/a	FLAT	Link + 30 words text + 200 X 150 photo

Solo eBlast– based on availability – limited to 2 emails per week to opt-in subscribers
Multi-link eBlast – pricing based on multiple advertisers per email

For more information, contact your Arizona Daily Star Account Executive or call 520.807.8472

Targeted channels include, but are not limited to, news, sports, travel, entertainment, bridal, education, dining, UA sports, business, opinion, Classifieds, lifestyle, obits, local news, food, jobs, cars, real estate, rentals, nation/world.

Source: Omniture Site Catalyst 2011, Scarborough Research 2010 (T), Online Publishers Association/OTX Online Video Advertising Study 2007, DoubleClick – Evolution of Rich Media Advertising 2005.

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Demographic Profile

2014 ONLINE RATES

Arizona Daily Star's suite of websites provides the most-visited collection of local online sites in Southern Arizona. Our trio of sites, which receives an average of 12 million page views and more than 1.4 million unique visitors each month includes:

A portal to our online newspapers, as well as a key source of information for consumers living in Tucson.

SN www.azstarnet.com

Online news site of the Arizona Daily Star.

Demographic Profile

- Our online users are young, educated, affluent homeowners.
- 70% are between the ages of 25 and 54.
- Nearly 2 in 5 [39%] have annual household income in excess of \$75,000.
- More than 3 out of 4 [79%] have some college education or more.
- 39% are professionals or managers.
- 77% are homeowners.
- More than 2 in 5 [45%] are adults who have children under the age of 18 living at home.

A Smart and Effective Advertising Solution for Your Business

In fact, our suite of web sites adds more than 44,000 new people to a daily/Sunday print advertising buy. Each week, via our combined print & online products, your advertising message will reach 63% of the Southern Arizona market, or more than 540,000 adults.



Source: Scarborough 2010 (T) DMA Integrated Audience

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Demographic Profile

(Continued)

2014 ONLINE RATES

Items Shopped Online	Pima County Adults	Arizona Daily Star Web Users	Market Index
Total Shopped Online	73%	81%	111
Airline Tickets	41%	47%	115
Books	37%	46%	124
Music	18%	25%	139
Clothing/Accessories	32%	38%	119
Computer Hardware/Software	19%	26%	137
Consumer Electronics	14%	22%	157
Cultural Event Tickets	11%	13%	118
Flowers	11%	15%	136
Groceries	7%	8%	114
Health/Beauty Products	13%	16%	123
Office Supplies	15%	19%	127
Pet Supplies	9%	14%	156
Toys/Games	14%	15%	107
Vehicle	14%	19%	136
Other Travel Reservations	29%	38%	131

HH Plans to Purchase Within Next 12 Months	Pima County Adults	Arizona Daily Star Web Users	Market Index
Any New Vehicle	10%	8%	80
Any Used Vehicle	12%	16%	133
Any Home	8%	9%	113
Computer	9%	9%	100
HD-TV	10%	11%	110
Pool/Spa	4%	5%	125
Major Appliance	6%	6%	100
Consumer Electronics	17%	19%	112
Pest Control Service	3%	4%	133
Wireless/Cellular Service	6%	7%	117

HH Purchased Within Past 12 Months	Pima County Adults	Arizona Daily Star Web Users	Market Index
Furniture/Mattress	40%	41%	103
Large Appliance	24%	25%	104
Hardware/Paint/Garden Supplies	84%	85%	101
Landscaping	28%	28%	100
Clothing	79%	81%	103
Stockbroker Services	13%	15%	115
Attorney Services	11%	12%	109
Travel Agent Services	8%	8%	100
Financial Planning Services	17%	19%	112
Auto Repair Services	91%	92%	101

Time Spent On Internet	Pima County Adults	Arizona Daily Star Web Users	Market Index
Less Than 1 Hour	5%	3%	60
1-4 Hours	36%	28%	78
5-9 Hours	23%	22%	96
10-19 Hours	22%	26%	118
20+ Hours	14%	21%	150

For more information on the power of Arizona Daily Star's websites online advertising solutions, please contact your Arizona Daily Star Account Executive or call 520.573.4305

Source: Scarborough 2010 (T)

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www.tucsonbridalmagazine.com

SOCIAL MARKETPLACE

JOIN THE HAPPENING SOCIAL SCENE

Social Marketplace on tucsonbridalmagazine.com is your one-stop shop designed to engage Tucson's biggest bridal customer base. With Social Marketplace, you have greater visibility within the local market by posting detailed key information about your business compared to other sites.

Your bridal business profile

Feel free to post promotions like coupons and specials to your Social Marketplace space. Online incentives like these are what customers look for, and ultimately make word-of-mouth advertising work to your advantage. The more customers you gain through Social Marketplace, the more your brand will sell itself through the recommendations of others that have used your products or services.

YOUR SOCIAL MARKETPLACE LISTING INCLUDES:

- High-visibility advertising
Engage the locals and those planning on getting married in Tucson
- Your own "space"
Describe your business, post pictures, store hours, locations, and more. You'll even have access to an endorsement section where former and current customers can review and recommend your services to potential clients
- Develop brand identity
When you add your latest promotions, sales flyers and products, you can attract more visitors and build a solid reputation within the local market



RATES

Preferred Listing — \$150/month

- Top-of-page preferred placement
- Map link
- Photos and videos upload feature
- Logo placement, business description, business hours and method of payment space
- Special offers and events space
- Business recommendation feature
- "Share Your Experience" customer endorsement feature
- Customer review feature
- Add-a-friend feature

FOR MORE INFORMATION, CALL
ARIZONA DAILY STAR BRIDAL
PRODUCT MANAGER,
Stacey Harding 520-807-8469,
sharding@tucson.com



TUCSON BRIDAL MAGAZINE & EXPO



Interactive Online Video Ads

Online Video Ads Deliver Results!



Consumers can interact with your video message in ways they never could before. Click-to-action features include share via SMS text or email, social interactivity and much more. All of these tools are designed to extend the life of your campaign and increase brand awareness.

Standard Interactivity Options Include:

- **Download** a coupon or special offer.
- **Share via social interactivity** – allow customers to share your video ad on popular social networks, like Facebook, Twitter and many more.
- **Inquire by email** – let users request more information about your business via email directly from your video ad.
- **Share via SMS text and email** – allow customers to request and share your business information via SMS text and email.
- **Embed your ad** – reach a larger audience by allowing customers to embed your video ad on another website, blog and to a variety of video sharing sites, like YouTube.

Highly Custom Interactions can be added. An example is:

- Embedding your ad on your own site.

Video campaigns capture consumer attention:

- Click through rates are **5 to 10x** better than standard display ads.
- User engagement tools such as SMS and Email buttons **further increase interaction and extend the life of your campaign**

Real Time Reporting + Analytics Dashboards = Accountability for your Ad

We will monitor your campaign results and track your campaign performance to optimize and deliver great results/ROI.

1. **Performance Summary** – includes ad views and clicks, interactions by day, week, month and year scored by level of engagement.
2. **Performance Comparison** – compares results of multiple video marketing campaigns.
3. **Trends** – performance of your video marketing campaigns over time.

The result? A better-informed, more engaged customer, improved ad performance and ultimately higher ROI on video ad campaigns.

Product	Home Page	Targeted Channel	ROS Rate	BT TUCSON	BT YAHOO	Rate Type	SIZE
Big Box	\$15.00	\$15.00	\$11.00	\$18.00	\$21.00	CPM	300 X 250
Leaderboard	\$13.00	\$13.00	\$9.00	\$15.00	\$18.00	CPM	728 x 90
Skyscraper	\$12.00	\$12.00	\$8.00	\$13.00	\$15.00	CPM	160 x 600

Contact **520.807-8472**

or your Arizona Daily Star Representative for more details.

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Flyerboard

A new way to spread the word in Southern Arizona:

azstarnet.com offers local advertisers an easy, effective, and affordable distribution option for posting flyers on a virtual bulletin board.

- Flyers provide business or event location, contact information, link to your website, and more
- Includes community features such as e-mail sharing, social networking, and built-in map
- Your flyer will show in rotation with other flyers

Channels Available

- News
- Sports
- Entertainment
- Jobs
- Opinion
- Classified

Campaign Length	Flyerboard Price Per Board
7 days	\$100
30 Days	\$200

Discount

- 25% off 2nd and subsequent channels



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