

ARCADIA NEWS

ARCADIA NEWS

VOL. 30 NO. 1

ARCADIA • BILTMORE • CAMELBACK CORRIDOR

APRIL 2022



MONTHLY NEWSPAPER



SPECIAL SECTIONS



DIGITAL MEDIA

The Arcadia News is a monthly community newspaper in Phoenix, Arizona, focusing on neighborhood news and engaging feature stories.

Owned and operated by Arcadia residents, with readers in the affluent Arcadia/Biltmore/Camelback Corridor.

ARCADIA NEWS

WHY ARCADIA NEWS?

Arcadia News is the only publication that covers the affluent community of Arcadia, Biltmore and the Camelback Corridor. We deliver **real** neighborhood news about **real** people and businesses in our community. For over 30 years our 43,000 readers* have given our advertisers results, with 80%* frequently purchasing products or services from ads in our paper. That's 35,000 readers every month who are ready to buy.

> Key Facts

ANNUAL CIRCULATION

228,000

MONTHLY CIRCULATION

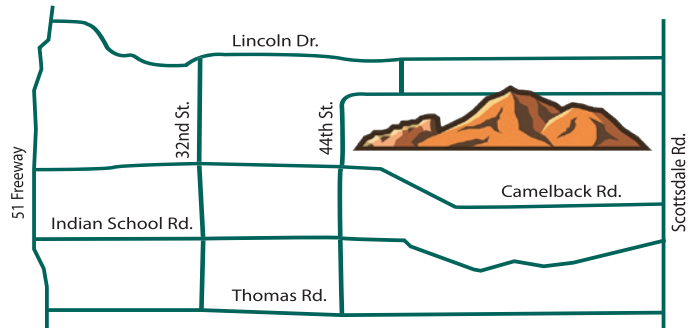
19,000

CONTROLLED DISTRIBUTION

14,100 direct mail to homes

4,900 in **75** rack locations

COVERAGE AREA



VERIFIED CIRCULATION



(*Report available upon request)

DEMOGRAPHICS

With an average age of 42, Arcadia News readers are professional and educated; many have families and most are in their prime spending years, with an average net worth of more than \$1,000,000.

NET WORTH
\$1,000,000+

AGE

18-24 12%
25-44 35%
45-64 34%
65+ 19%

GENDER

51% Female
49% Male

EDUCATION/CAREER

85% College or Advanced Degree
82% Managerial / Professional Positions

INCOME

56% \$100,000+
17% \$200,000+

AWARD-WINNING

Arcadia News has won more than **100 awards** for our original stories, photography and design.



2023 PRINT READY AD RATES

	Open Rate (monthly)	3x Rate (monthly)	6x Rate (monthly)	12x Rate (monthly)	Add Color (monthly)
FULL	\$1,540	\$1,375	\$1,315	\$1,145	\$ 400
JUNIOR	\$1,250	\$1,125	\$1,060	\$990	\$ 400
1/2	\$1,020	\$915	\$860	\$795	\$ 350
1/3	\$785	\$700	\$655	\$625	\$ 300
1/4	\$570	\$520	\$485	\$460	\$ 250
1/6	\$435	\$390	\$360	\$330	\$ 225
1/8	\$360	\$325	\$300	\$275	\$ 200

DESIGN SERVICES

Design service may be available. Contact an account manager for pricing. Low resolution proofs are provided at no charge. High resolution PDFs of ads are \$35 each. Ads will be e-mailed unaltered.

CREATIVE RIGHTS

All ads, layouts, designs, logos, copy and concepts created or assembled by the Arcadia News, whether preliminary or final, are copyright © protected property of the Arcadia News.

SPECIAL SECTIONS

HEALTH & WELLNESS

Our Health & Wellness Directory is published six times each year.

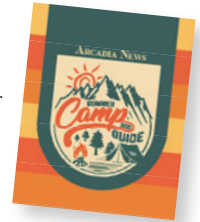
ARCADIA HOME & DESIGN

This go-to guide for Arcadia homeowners is seasonal.



CAMP GUIDE

Our award-winning Camp Guide is published in April.



MARKETPLACE ADS

BUSINESS CARDS

3.25" wide x 2" tall. \$75/month. Print-ready pricing (digital or hard copy of card must be provided).

CLASSIFIEDS

\$25 for 25 words or less, 25¢ for each additional word. All print classifieds also appear online.

AT YOUR SERVICE

Special full color section updated quarterly. Content is a 50-word write-up, logo, photo and contact info.
 • 12-months: \$145/mo. • 6-months: \$175/mo.

OTHER OPTIONS

INSERTS

Our insert program provides monthly distribution of 14,100 direct-mailed copies and 4,900 rack copies.

Inserts must be approved for content in advance of publication.

ARCADIANEWS.COM DIGITAL ADS

LEADERBOARD: 728w x 90h

SQUARE: 300w x 250h

SKYSCRAPER: 120w x 600h

All digital ads are \$100 per month for the Home Page or \$200 for all pages.



AD SPECS & DETAILS

<p>FULL PAGE 10.25W X 13H</p>	<p>1/4 V 5W X 6H</p> <p>1/2 H 10.25W X 6H</p>	<p>1/8 H 5W X 3H</p> <p>1/6 5W X 4H</p> <p>1/4 H 10.25W X 3H</p>
<p>1/2 V 5W X 12.375H</p> <p>1/8 V 2.25W X 6H</p>	<p>JR. PAGE 7.75W X 12.375H</p>	<p>1/3 V 7.75W X 6H</p> <p>1/3 H 10.25W X 4H</p>

> FILE SUBMISSION

File Format: Adobe PDF/X1-A
Color: 300 dpi, CMYK
B&W: 300 dpi, Grayscale

- Files under 20MB may be sent by email to ads@arcadianews.com.

The Arcadia News requires ads to conform to the PDF/X-1a profile, which is a PDF format/export option in most professional design software. The Arcadia News is not responsible for errors in ads that do not conform to this profile. If you are uncertain about your settings, contact our graphics department or look on our website to get the Adobe Distiller PDF/X-1a.joboptions file.

> FILE PREPARATION

- Please submit completed ad as a flattened PDF with all fonts embedded.
- All black text, line art and fills should be 100K, not a "build" of CMYK.
- Reverse ads (white on all black background) are discouraged due to reproduction quality on newsprint.
- Final proofing is the responsibility of the advertiser.
- Please do not include trim, crop, bleed or registration marks, color bars or other extraneous information.

We're here to help. To review your advertising plan or for more information, contact our ad team at ads@arcadianews.com or **602-840-6379**.

AD DEADLINES

JANUARY 2023

Ad reservation 12/15 @ noon
Art due 12/19 @ 5:00pm

FEBRUARY 2023

Ad reservation 1/13 @ noon
Art due 1/18 @ 5:00 pm

MARCH 2023

Ad reservation 2/15 @ noon
Art due 2/17 @ 5:00 pm

APRIL 2023

Ad reservation 3/15 @ noon
Art due 3/17 @ 5:00 pm

MAY 2023

Ad reservation 4/14 @ noon
Art due 4/18 @ 5:00 pm

JUNE 2023

Ad reservation 5/15 @ noon
Art due 5/17 @ 5:00 pm

JULY 2023

Ad reservation 6/15 @ noon
Art due 6/19 @ 5:00 pm

AUGUST 2023

Ad reservation 7/14 @ noon
Art due 7/18 @ 5:00 pm

SEPTEMBER 2023

Ad reservation 8/15 @ noon
Art due 8/17 @ 5:00 pm

OCTOBER 2023

Ad reservation 9/15 @ noon
Art due 9/19 @ 5:00 pm

NOVEMBER 2023

Ad reservation 10/13 @ noon
Art due 10/17 @ 5:00 pm

DECEMBER 2023

Ad reservation 11/15 @ noon
Art due 11/17 @ 5:00 pm

2023 FEATURES

- JAN** Fitness/Health
- FEB** Arcadia History
- MAR** Spring, *Home & Design*
- APR** Outdoors, *Camp Guide*
- MAY** Women
- JUN** Summer
- JUL** Summer II
- AUG** Back to School
- SEP** Fall Sports Preview
- OCT** Fall Events
- NOV** Veterans/Heroes, *Home & Design*
- DEC** Holidays