

Display Advertising Rates 2014  
**Casa Grande Valley Newspapers Inc.**

**The Key To Reaching Pinal County's Rapidly Growing Population**

Showcase your advertising amongst prize-winning news, photography and color printing.



A Northern Flicker visits the giants of the desert during the saguaros' blooming season. Oscar Perez photo



Published Tuesday through Sunday mornings.  
*Pinal County's Daily Newspaper*



**Maricopa Monitor**  
 Published each Tuesday

**Casa Grande Dispatch TV Roundup**  
 Weekly TV supplement in the Saturday Dispatch

**Arizona City Independent**  
 In Consolidation with the Arizona City Edition. Published each Wednesday

**Diner's Daily**  
 Casa Grande's Daily Tabletop Advertising Medium

**Wampus Saver**  
 Covering the Casa Grande Valley each Tuesday. Non-duplicating with the Casa Grande Dispatch.

**TriValleyCentral.com**  
 Casa Grande Valley Newspapers Inc. Web Edition

**Pinal Ways Magazine**  
 Quarterly magazine focusing on the lifestyles and history of the growing communities of Pinal County, Arizona.

**CopaMonitor.com**  
 Maricopa's new website

**Coolidge Examiner**  
 Published each Wednesday  
**Eloy Enterprise**  
 Published each Thursday

**Florence Reminder & Blade-Tribune**  
 Pinal's County-Seat Weekly  
 Published each Thursday

**Tri-Valley Dispatch**  
 A news and advertising section common to the Wednesday Dispatch and our newspapers in Coolidge, Eloy and Florence.

**Pinal Real Estate Buyers' Guide**  
 Residential and commercial property monthly publication.

**Commercial Printing**  
 Sheet-fed and web press printing, full-service bindery.

For additional information contact:  
**Casa Grande Valley Newspapers Inc.**  
 P.O. Box 15002  
 Casa Grande, AZ 85130-5002

**Display Advertising**  
 408 N. Sacaton St., Casa Grande  
 Ph.: (520) 426-3814  
 Fax: (520) 836-8522

**General Offices & Classified Word Ads**  
 200 W. 2nd St., Casa Grande, AZ 85122  
 Gen. Offices: (520) 836-7461  
 Classified Word Ads: (520) 836-3111

*These publications cover an area of more than 140 miles from east to west and 50 miles from north to south, a sprawling and dynamic area that includes Pinal County, Arizona's third most populous. This vital area, not covered by any other media or combination, contains 375,000 busy people, engaged in such diverse occupations as farming, cattle ranching and feeding, manufacturing, retail and tourism and all kinds of people just moving out to enjoy*

*better living in an environment where they can spread out. They also provide the retail and service facilities for one of Arizona's fastest growing populations. Our group offers an ideal opportunity to target advertising to a particular section or to blanket the entire market, located midway between Phoenix and Tucson, through the hometown newspapers of each community.*

# About Us

Casa Grande Valley Newspapers Inc. is a privately owned and operated newspaper and commercial printing company located in Casa Grande, Arizona. It publishes a daily newspaper, five weekly/semi-weekly newspapers and five specialty publications. [www.trivalleycentral.com](http://www.trivalleycentral.com) is the company's online version of its newspapers.

Its flagship daily newspaper, the Casa Grande Dispatch, is published Tuesday through Sunday mornings. The Dispatch turned 100 years old in January 2012, and is Casa Grande's oldest business in operation. Founded in 1912 by Evans T. Richardson, the newspaper was purchased by Ruth and Donovan M. Kramer Sr. in 1962, and CGVNI is one of the area's largest employers.

The Florence Reminder & Blade-Tribune, the company's oldest newspaper, has been part of the fabric of Florence since 1892. In the late 1800s, the newspaper's publisher, Thomas F. Weedon, was one of the newspapermen credited with exposing James Addison Reavis, the self-styled "Baron of Arizona," and his fraudulent claim to a large Spanish land grant in southern Arizona. Weedon also ran for governor in Arizona's first year of statehood.

The Coolidge Examiner was first published in 1930 – 15 years before the city of Coolidge incorporated. An excerpt from the 1980 Arizona Newspapers Association directory states, "History says the first copy off the press was placed in the hands of former President [Calvin] Coolidge at the dedication of Coolidge Dam, the second copy was presented to Charles Stauffer, publisher of the Arizona Republican in Phoenix, and that the third was given to the much-celebrated comedian-commentator Will Rogers of Oklahoma."

Founded in 1947 by W.O. Wildman, the Eloy Enterprise has been Eloy's voice in the community ever since.

The Kramer family purchased the newspapers in Eloy, Florence and Coolidge in 1967, 1970 and 1971, respectively, and over the next few decades purchased and consolidated the two newspapers in Arizona City, and started the Maricopa Monitor.

They also own the White Mountain Independent and [www.wmicentral.com](http://www.wmicentral.com), covering Show Low, Pinetop-Lakeside, Springerville, St. Johns and Snowflake. The Arizona Newspapers Association named Donovan M. Kramer Sr. a Master Editor-Publisher in 1976 and inducted him into the Arizona Newspapers Hall of Fame in 1998. He continued as editor and publisher of the Dispatch and company president until his death in 2009. Ruth Kramer is now company president, and Donovan Kramer Jr. and Kara K. Cooper are co-publishers of the company's publications.

The Wampum Saver provides advertisers added value by covering the market with a shopper format. Non-duplicating with the Casa Grande Dispatch reaches 41,000+ homes.

The TV Roundup is the company's weekly television tabloid distributed each Saturday in the Casa Grande Dispatch. It contains broadcast, cable and satellite channels for Phoenix and the Casa Grande Valley as well as plenty of local advertising.

Each month, Realtors and affiliated businesses "reach out" through the Pinal Real Estate Buyers' Guide, which is distributed to 120+ locations in the Tri-Valley area and available online at [www.trivalleycentral.com](http://www.trivalleycentral.com)

Pinal Ways, the company's countywide quarterly magazine, features people, places and events – often with a historical flavor.

The Diner's Daily, a restaurant tabletop publication, is distributed in restaurants in Casa Grande every day.

[www.trivalleycentral.com](http://www.trivalleycentral.com) is the market's leader for local news and advertising. Each month it attracts over 144,000 visitors and generates 5.4 million ad impressions – a perfect opportunity for local businesses to advertise online. [www.copamonitor.com](http://www.copamonitor.com) was started in the fall of 2013 to give followers up-to-date breaking news for the Maricopa area.



John Mitchell photo  
Two-sided sign along 2nd St.



John Mitchell photo  
This historic billboard sign was recently renovated for our downtown Casa Grande facility.

# Casa Grande Valley Newspapers Inc.

P.O. Box 15002, Casa Grande, Arizona 85130-5002  
 (Mailing Address)  
 Casa Grande Dispatch published Tuesday through Sunday MORNINGS

200 W. Second St., Casa Grande, Arizona 85122  
 (Package Delivery)

Member: NEWSPAPER ASSOCIATION OF AMERICA, INLAND PRESS ASSOCIATION, ALLIANCE FOR AUDITED MEDIA, ARIZONA NEWSPAPERS ASSOCIATION, NATIONAL NEWSPAPER ASSOCIATION, PAGE COOPERATIVE, THE ASSOCIATED PRESS

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## 1. Personnel

**Ruth A. Kramer**  
 President  
**Donovan M. Kramer Jr.**  
 Co-Publisher/Managing Editor  
**Kara K. Cooper**  
 Co-Publisher/Advertising Director  
**Brian Kramer**  
 Online Development & Circulation Director  
**Donovan M. Kramer Sr.**  
 Editor and Publisher 1963-2009

## 2. Representative

Statewide Rep:  
**Arizona Newspapers Association**  
 1001 N. Central Ave., Suite 670 Phoenix, AZ 85004-1947  
 (602) 261-7655 - FAX (602) 261-7525

## 3. Commission & Cash Discounts

**Prompt Discount Payment Only**  
 All contract advertisers who pay their bill in full by the 10th of the following month will receive a 5% discount from their regular contract rate. 5% discount is the responsibility of the advertiser to deduct and is not retroactive.

## 4. Policy

**A.** All accounts are due and payable cash with copy unless approval has been granted by Casa Grande Valley Newspapers Inc. (CGVNI) Credit Department for monthly billing. All monthly billing accounts are due and payable upon receipt. Past due balances are subject to 2% per month service charge. All past due accounts will be subject to suspension of advertising unless satisfactory arrangements are made with Casa Grande Valley Newspapers Inc. Credit Department.  
**B.** Advertiser agrees to accept as correct the statements rendered by Casa Grande Valley Newspapers Inc. both as to the amount of space and the rate billed, unless the Advertiser shall notify the company in writing that the statement is incorrect within ten days from the delivery of such statement.  
**C.** Cash with copy is required on all open-rate advertising.  
**D.** The consequences of the failure of the Advertiser to make payments herein provided, or for breach of any other provision of this contract, Casa Grande Valley Newspapers Inc. places this contract with an Attorney or Collection Agency for collection, or for any reason, Advertiser agrees to pay, in addition to any sums found due, the amount of the collection costs paid by Casa Grande Valley Newspapers Inc. to any outside collection Agency or Attorney. Contract rates apply only if the agreed space is used by advertiser. If advertiser fails to perform according to the terms of his contract the Company may cancel advertiser's contract and recharge all advertising used from the date of the contract until the date of cancellation at the open rate.  
 The Company reserves the right to cancel advertising contracts at any time upon default by advertiser in the payment of bills.  
**E.** CGVNI, in establishing its rate structure, has eliminated consequential damages as a factor. Therefore, its liability shall not exceed the charge for the space actually occupied by the item in which the error is made.  
**F.** The Company shall not be responsible for typographical errors except to cancel the charge or to run a make good ad for such portion of an advertisement as may have been rendered valueless by such typographical error. No responsibility is assumed for more than one incorrect insertion of any advertisement. Advertiser must notify the Company within 24 hours if a mistake appears in an ad in order to receive credit. Company will furnish adver-

tiser with a letter of correction and publish a correction in next possible issue. Liability for error shall not exceed the cost of the space in which the error or omission occurred.  
**G.** A column inch charge will be assessed on ads ordered by the Advertiser, set by CGVNI and cancelled before publication.  
**H.** Changes from original copy, once composed, will be charged on per unit basis. A unit is a line of type of a single face, size and measure, or removal or change of illustration or border. Copy to come, grocery produce excepted, will be charged 1/2 the line charge.  
**I.** CGVNI reserves the right to revise its advertising rates, terms and/or conditions at any time upon thirty days' notice in writing. Advertisers may cancel their contract without adjustment charge at any date upon which new and higher rates or new terms and/or conditions are made effective, provided, however, that all other conditions of the contract are fully performed.  
**J.** LOCAL RATE applies to all businesses located within the Casa Grande Valley. Local rates may be used by manufacturers and distributors to list their dealers. However, only dealer's name, address and phone number may be listed. No individual dealer's logos or trademark may be used. Manufacturers may advertise only products they manufacture or distribute in dealer listing ads.  
 All local rates are NET and non-commissionable. ASSOCIATION RATE may be used by a recognized or incorporated association which operates under a set of by-laws to promote an idea, occasion, or united sales effort. This rate will apply to a group of individual ads under a common heading or a cooperative ad that advertises a like product, service or promotion.  
**K.** The publishers of CGVNI reserve the right to revise or reject, in whole or in part, any advertisement in their respective newspapers.  
**L.** All display advertisements more than 19 inches in depth must run full column depth of page.  
**M.** Advertising in newspapers may be one inch shorter than columns wide. Example 2 col. x 1" ad, 3 col. x 2" ad, etc. Ads measuring over 19 inches in depth will be charged at full depth of 21½ inches. Other charges may be added to cover extra costs of production to advertising.  
**N.** Advertisements to occupy more than one page may be 10" to 17" or full page depth. Ads 9 and 11 columns wide may be flush left or right, gutter being charged as two-thirds.  
**O.** Advertising laid out in pyramid style must occupy a minimum of 56 column inches and must descend from right to left.  
**P.** Advertisements simulating news matter will be plainly marked "Advertisement" in small caps at top of ad. Regular news type faces are not available for advertisements.  
**Q.** The advertiser assumes all liability for statements contained in advertisements printed by Casa Grande Valley Newspapers Inc. and agrees to save CGVNI harmless for any claim that may be brought against CGVNI by reason of the publication of such advertisements and to reimburse CGVNI for any amount paid by CGVNI in settlement of any such claim or in satisfaction of any judgment obtained thereon, and to pay all necessary expenses, including reasonable attorney's fees, incurred by CGVNI in defense or settlement of any such claim. This includes but is not limited to, claims for libel, copyright infringement and trademark infringement.  
**R.** Requests for special positions will be considered and honored in order of receipt of request; however, CGVNI does not guarantee position and no credits will be allowed based on dissatisfaction with position of an advertisement. No advertisement will be run upside down.  
**S.** All political advertising whether endorsing a candidate, issue, etc., should contain the words **Paid Political Advertisement** at the top of the ad. The bottom of the ad should contain **Paid for by the Candidate** or paid for by a candidate's committee. If the ad is paid for by a committee that does not include the candidate's name or is an issue or is a Political Action Committee that is not incorporated, then three names should be included. If the ad is paid for by a business or individual, that information should be clearly stated at the bottom of the ad. Publisher reserves the right to refuse copy it feels not consistent with its policy or in accordance with approved newspaper or business practices or contrary to public standards of decency. All political advertising must be paid in advance at open rate unless terms of a contract can be met. See Political Advertising Policy sheet for additional policies.  
**T.** CGVNI reserves the right to copyright any advertising produced by the company for an advertiser.

## ADVERTISING RATES

**Casa Grande** is a dynamic, involved community, a modern city with rural heritage and old-fashioned values. Its economic base is a mix of retail trade, factory outlet shopping, manufacturing and agriculture.

Founded in 1879, Casa Grande was named for the famous Hohokam Indian Ruins, 20 miles to the northeast. Midway between Phoenix and Tucson, the city has grown to be the largest community in Western Pinal County since its incorporation in 1915.

Casa Grande is strategically located at the intersection of two interstate highways (I-8 and I-10), in an area known as Arizona's Golden Corridor.

Once dependent on agriculture and mining, the community has evolved into a diversified

full-service area with manufacturing, retail trade, government and tourist-related employment. Pinal County is comprised of designated Enterprise Zones. Its industries include Frito-Lay, Abbott Laboratories/Ross Products, Monsanto, Franklin Foods, Ehrmann Arizona Dairy, Wal-Mart Distribution Center, Cardinal Glass and Bull Moose Tube. PhoenixMart sourcing center and Sam's Club are making Casa Grande their home, too. Additionally, firms such as Hexcel provide a strong manufacturing base.

Casa Grande is known as a "Community First" hometown, and is a forward-thinking city yet one that has retained its small-town charm.

Casa Grande's location, its mild climate and scenic attractions, make it attractive to tourists and winter visitors. Population in-city is approximately 33,000.

### 5. ROP Rates

#### Casa Grande Dispatch

Published Tuesday through Sunday mornings \_\_\_\_\_

Rates in 5A through 5E subject to 1.8% city sales tax.

#### A. National Rate

\$14.17 per column inch  
15% agency discount allowed for camera-ready copy. 12% discount if not camera-ready.

#### B. Local Open Rate

\$12.47 per column inch

#### C. Weekly Minimum Contract Rates

COLUMN INCHES	13 wk.	26 wk.	52 wk.
1 Inch/Week .....	10.81	10.47	10.11
4 Inches/Week .....	10.14	9.63	9.16
8 Inches/Week .....	9.49	9.15	8.69
16 Inches/Week .....	9.23	8.87	8.52
25 Inches/Week .....	8.95	8.60	8.21
37 Inches/Week .....	8.64	8.48	7.92
57 Inches/Week .....	8.47	8.05	7.78
75 Inches/Week .....	8.31	7.85	7.52
129 Inches/Week .....	7.89	7.60	7.30
272 Inches/Week (Double Truck) .....	7.44	7.28	6.79

Contract advertisers with current accounts are eligible for 5% discount when paid by 10th of month. See Item 3, Page 1 for complete details.

#### D. Monthly Earned Rate With Contract

Rates based on number of inches used each month, with a minimum of 15 inches per month for a year, in the Dispatch. Advertiser must pay by 15th of month following and have paid up account to receive discounts. Advertiser must pay by the 10th of month following to get additional 5% discount. Rate not designed for use by accounts that can't pay within terms.

15 to 37 col. inches .....	9.58
38 to 74 col. inches .....	8.61
75 to 112 col. inches .....	8.47
113 to 149 col. inches .....	8.28
150 to 187 col. inches .....	8.20
188 to 299 col. inches .....	7.88
300 to 374 col. inches .....	7.78
375 col. inches & over .....	7.52

An additional discount of 4¢ per col. inch will be allowed for every additional 750 inches used during a calendar month up to 7,500 col. inches.

Contract advertisers with current accounts are eligible for 5% discount when paid by 10th of month. See Item 3, Page 1 for complete details.

#### BULK RATE

Bulk rates are calculated by taking the total number inches for the year (700" minimum), dividing this total by 12 months to get the average for the month and finding the range on the Monthly Earned Rates With Contract above. Pickups don't count toward contract commitment.

#### REPEAT RATE - NO COPY CHANGE

All contract advertisers who repeat an advertisement within a 7-day period without copy change will receive the Dispatch pickup rate of \$5.25 per inch on the second and subsequent insertion. The first insertion will be charged at contract rate. Advertisement must be a minimum of 3 inches or a combination of 3 inches. Repeat rate inches do not count toward contract fulfillment or accrual. Advertisers can pick up an ad in the same publication more than once at pickup rate as long as a contract rate ad ran within the week.

Contract advertisers running earlier in the week at contract rate, a second run within the week at \$5.25 pci and a third run on Sunday can get a \$4 pci pickup rate.

#### E. Monthly Earned Rate Without Contract

Rates determined by total column inches in calendar month. No contract required. Discounts for local (have a business within the Casa Grande Valley) retail or service establishments dealing directly with the public. Advertisers must pay by 15th of month following and have paid up account to receive discount. Not for political use. Rate not designed for use by accounts that can't pay within terms.

	Earned Rate Per Col. In.
15 to 37 col. inches .....	10.49
38 to 74 col. inches .....	9.50
75 to 112 col. inches .....	9.31
113 to 149 col. inches .....	9.16
150 to 187 col. inches .....	9.00
188 to 299 col. inches .....	8.61
300 to 374 col. inches .....	8.45
375 col. inches & over .....	8.20

#### NON-PROFIT ORGANIZATIONS

10% Discount off local open rate with cash with copy to local churches and non-profit organizations (within the Casa Grande Valley).



Poppies at Picacho Peak in full bloom in the spring.

Oscar Perez photo

## 6. Group Combination Rates

### Tri-Valley Dispatch

Each week Casa Grande Valley Newspapers Inc. publishes a section common to four of the newspapers in the group. Editorially the section covers subjects of interest to the people of the Casa Grande, Santa Cruz and Gila Valleys. Published as a supplement to the Wednesday Casa Grande Dispatch, the Coolidge Examiner, the Florence Reminder & Blade-Tribune, and the Eloy Enterprise. The Tri-Valley Dispatch has a total circulation of more than 14,000.

Add 1.8% tax to 6A, B, C, D, E

### A. National Rate

\$23.41 per column inch  
15% agency discount for camera-ready copy. 12% discount if not camera-ready.

### B. Local Open Rate

\$18.55 per column inch

### C. Weekly Minimum Contract Rates

COLUMN INCHES	13 wk.	26 wk.	52 wk.
1 Inch/Week .....	13.37	12.88	12.42
4 Inches/Week .....	10.84	10.37	9.89
8 Inches/Week .....	10.37	9.94	9.46
16 Inches/Week .....	10.27	9.80	9.33
25 Inches/Week .....	10.15	9.69	9.23
37 Inches/Week .....	10.08	9.61	9.15
57 Inches/Week .....	9.95	9.48	9.01
75 Inches/Week .....	9.83	9.39	8.94
129 Inches/Week .....	9.77	9.28	8.81
272 Inches/Week (Double Truck) .....	9.50	8.85	8.25

Contract advertisers in any of the six Casa Grande Valley Newspapers may place their weekly ad in the Tri-Valley Dispatch for an additional 4.87 premium per column inch.

### D. Monthly Earned Rate With Contract

Rates based on number of inches used each month, with a minimum of 15 inches per month for a year, in the Tri-Valley Dispatch. Advertiser must pay by 15th of month following and have paid up account to receive discounts. Advertiser must pay by the 10th of month following to get additional 5% discount. Rate not designed for use by accounts that can't pay within terms.

15 to 37 col. inches .....	14.45
38 to 74 col. inches .....	13.48
75 to 112 col. inches .....	13.34
113 to 149 col. inches .....	13.15
150 to 187 col. inches .....	13.07
188 to 299 col. inches .....	12.75
300 to 374 col. inches .....	12.65
375 col. inches & over .....	12.39

### E. Monthly Earned Rate Without Contract

Rates determined by total column inches in calendar month. No contract required. Discounts for local (have a business within the Casa Grande Valley) retail or service establishments dealing directly with the public. Advertiser must pay by 15th of month following and have paid up account to receive discount. Not for political use. Rate not designed for use by accounts that can't pay within terms.

	Earned Rate Per Col. In.
15 to 37 col. inches .....	15.68
38 to 74 col. inches .....	15.54
75 to 112 col. inches .....	14.99
113 to 149 col. inches .....	14.10
150 to 187 col. inches .....	13.29
188 to 299 col. inches .....	12.65
300 to 374 col. inches .....	11.84
375 col. inches & over .....	10.95



Steven King photo

### Pederson Memorial Honors Couple, Fallen City of Casa Grande Employees

Ed Pederson, a former Casa Grande city manager, and his wife Lillian were honored by their family with a memorial in front of City Hall. Names of city employees who have died on the job are etched in glass plates on the structure.

#### BULK RATE

Bulk rates are calculated by taking the total number inches for the year (700" minimum), dividing this total by 12 months to get the average for the month and finding the range on the Monthly Earned Rates With Contract above. Pickups don't count toward contract commitment.

### F. Combination Rates

- **CASA GRANDE DISPATCH**  
Daily, Tuesday through Sunday mornings
- **COOLIDGE EXAMINER**  
Weekly, Wednesday
- **ELOY ENTERPRISE**  
Weekly, Thursday
- **FLORENCE REMINDER AND BLADE-TRIBUNE**  
Weekly, Thursday
- **TRI-VALLEY DISPATCH**  
Weekly Area News & Advertising Section Common to All Four Newspapers Listed Above
- **MARICOPA MONITOR**  
Tuesday & Friday
- **ARIZONA CITY INDEPENDENT/EDITION**  
Weekly, Wednesday
- **WAMPUM SAVER**  
Weekly TMC. Covering the Casa Grande Valley. Non-duplicating with the Casa Grande Dispatch.

For contract advertisers, ads that are published in 2 or more newspapers or the Wampum, owned and published by Casa Grande Valley Newspapers Inc. without change in copy or layout, the combination rate will be charged. Contract advertiser will be charged contract rate for their local paper plus combination rates listed below.

NEWSPAPERS	Contract Advertisers Combination Rates
Casa Grande Daily Dispatch .....	7.84
Coolidge Examiner .....	4.13
Eloy Enterprise .....	3.68
Florence Reminder & Blade-Tribune .....	3.89
Maricopa Monitor .....	5.25
Arizona City Independent/Edition .....	3.40
Tri-Valley Dispatch .....	Newspaper rate + 4.87 premium pci.
Wampum Saver .....	10.00

For new ads in newspapers or the Wampum, contract advertisers will receive a courtesy crossover when an advertiser runs in a publication other than the one where they have a contract. Other publication rates available on request.

# Casa Grande Valley Newspapers Inc.

**Coolidge**, halfway between Phoenix and Tucson, is the commercial center of Arizona's cotton industry. In 1925, after construction of the Coolidge Dam transformed the flat desert into rich farm and ranch land, R.J. Jones laid out an 80-acre site to found the city. The city's name honors the U.S. President who dedicated Coolidge Dam in 1930.

Incorporated in 1945, the city now covers nine square miles and has more than 12,000 residents. The Casa Grande Ruins National Monument, and the warm dry winter climate, make it an ideal tourist and retirement center. Hundreds of thousands of visitors stop to see the Ruins in Coolidge annually.

From Coolidge's founding until the early 1950s, the economy was mainly dependent on agriculture, and, to a lesser extent, mining. Growth was relatively steady until the late 1940s. As water use reached an optimum and mechanical equipment replaced farmworkers, it leveled off. The Coolidge economy diversified as manufacturers located in and near the city, employment increased in mines in eastern Pinal County, and greater emphasis was placed on winter tourism.

Coolidge is in the major growth corridor between Phoenix and Tucson. Today, it is a regional trade and service center for agricultural producers, providing equipment,

supplies and personal services for farm families. Community efforts and the addition of manufacturing plants have provided jobs.

Government agencies, such as the Arizona Training Program, Central Arizona College, the Arizona State Prison and the County Courthouse are also major sources of jobs.

Casa Grande Ruins National Monument is a four-story Indian pueblo built around 1350 A.D. by the Hohokam Indians of the Gila Valley on a 472-acre site. Picacho Peak, a state park 26 miles south of Coolidge, encompasses 3,400 acres and displays dense stands of saguaro cactus, as well as many examples of desert vegetation. Hiking, camping and nature study are popular all year round.

Within a short drive from Coolidge are the Gila River Indian Community, with picturesque villages, Catholic missions and an Arts and Crafts Center; the Tohono O'odham Nation, with basketry and handicraft items; Pinal Pioneer Parkway, one of the state's most beautiful scenic drives; and numerous lakes, with excellent fishing and water-based activities.

Coolidge offers special programs for winter visitors. November through April are filled with activities such as potlucks, tours and festivals.

## Coolidge Examiner

Published Weekly on Wednesdays \_\_\_\_\_

Add 3% city sales tax to rates in 6G through 6K

### G. National Rate \_\_\_\_\_

\$7.84 per column inch

15% agency discount allowed for camera-ready copy. 12% discount if not camera-ready.

### H. Local Open Rate \_\_\_\_\_

\$6.56 per column inch

### I. Weekly Minimum Contract Rates \_\_\_\_\_

COLUMN INCHES	13 wk.	26 wk.	52 wk.
1 Inch/Week .....	5.56	5.35	5.08
4 Inches/Week .....	5.35	5.09	4.86
8 Inches/Week .....	4.73	4.65	4.42
15 Inches/Week .....	4.68	4.42	4.20
24 Inches/Week .....	4.42	4.20	3.99
32 Inches/Week .....	4.20	3.99	3.77
45 Inches/Week .....	3.97	3.77	3.59
57 Inches/Week .....	3.78	3.56	3.33
129 Inches/Week .....	3.61	3.40	3.18

Contract advertisers with current accounts are eligible for 5% discount when paid by 10th of month. See Item 3, Page 1 for complete details.

### J. Monthly Earned Rate With Contract \_\_\_\_\_

Rates based on number of inches used each month, with a minimum of 15 inches per month for a year, in the Examiner. Advertiser must pay by 15th of month following and have paid up account to receive discounts. Advertiser must pay by the 10th of month following to get additional 5% discount. Rate not designed for use by accounts that can't pay within terms.

	Earned Rate Per Col. In.
15 to 37 col. inches .....	5.09
38 to 74 col. inches .....	4.86
75 to 112 col. inches .....	4.58
113 to 149 col. inches .....	4.37
150 to 187 col. inches .....	4.17
Over 188 col. inches .....	3.99

Contract advertisers with current accounts are eligible for 5% discount when paid by 10th of month. See Item 3, Page 1 for complete details.

#### BULK RATE

Bulk rates are calculated by taking the total number inches for the year (700" minimum), dividing this total by 12 months to get the average for the month and finding the range on the Monthly Earned Rates With Contract above. Pickups don't count toward contract commitment.

All weekly contracts can pick up into the Casa Grande Dispatch within a week at \$7.84 for the first Dispatch insertion and \$5.25 for the second within a week. 3" minimum. Runs into the Tri-Valley Dispatch are weekly rate plus \$4.87 premium.

### K. Monthly Earned Rate Without Contract \_\_\_\_\_

Rates determined by total column inches in calendar month. No contract required. Discounts for local (have a business within the Casa Grande Valley) retail or service establishments dealing directly with the public. Not for political use. Advertiser must pay by 15th of month following and have paid up account to receive discount. Rates not designed for use by accounts that can't pay within terms.

	Earned Rate Per Col. In.
15 to 37 col. inches .....	5.56
38 to 74 col. inches .....	5.30
75 to 112 col. inches .....	5.01
113 to 149 col. inches .....	4.76
150 to 187 col. inches .....	4.56
Over 188 col. inches .....	4.35

#### NON-PROFIT ORGANIZATIONS

10% Discount off local open rate with cash with copy to local churches and non-profit organizations (within the Casa Grande Valley).



Springtime in the Casa Grande Valley.

John Mitchell photo

# Casa Grande Valley Newspapers Inc.

**Eloy** is an agricultural/travel/commercial center located along the growth corridor between Phoenix and Tucson. In 1902, the Southern Pacific Railroad built a switch about 6 miles west of Picacho, which may have been named for the acronym of "East Line of Yuma."

In 1918, W.L. Bernard, J.E. Meyer and John Alsdorf purchased the east half of the Eloy section and drilled a well. They subdivided the land and called it Cotton City. They also bought land west of Eloy and divided it into tracts for raising cotton. In 1919 an application was made for a post office, but the name Cotton City was rejected in favor of Eloy. The Pinal County community incorporated in 1949.

Eloy lies in the Santa Cruz Basin, one of the state's most fertile agricultural areas. More than 100,000 acres in the valley are irrigatable, producing cotton, grains, vegetables and citrus. Cattle ranching is also important to the area.

Eloy, which is midway between Phoenix and Tucson on Interstate 10, is a stopping place for travelers on the highway which stretches from Florida to California. Its location on the

main line of the Union Pacific Railroad, and on I-10 near the junction with I-8, makes it attractively situated for industries where transportation is a key factor. Industries in Eloy include HASA of Arizona, Owens Corning, Schuff Steel, Otto Plastics Arizona, LLC, San Juan Pools, and ELRUS Aggregate Systems. Population is more than 11,000.

Skydive Arizona, one of the largest skydiving centers in the nation, is at Eloy Municipal Airport. The elevation is 1,568 feet. Picacho Peak is the site of the only Civil War battle in Arizona. The battle is re-enacted each spring. Mt. Newman and the rest of the Picacho Mountains offer a beautiful panorama to the east of Eloy. The Sawtooth Mountains have a very distinctive profile to the south and west. There are abundant facilities for tourists and residents alike at Picacho Peak State Park and the surrounding area. Another point of historic interest is the Casa Grande Ruins National Monument, 15 miles north of Eloy. There is abundant dove and quail hunting in season, as well as bird watching for many rare species.

Water enthusiasts enjoy several man-made lakes to the northeast, where they can fish, swim and water ski nearly all year.

## Eloy Enterprise

Published Weekly on Thursdays \_\_\_\_\_

Add 3% city sales tax to rates in 6L through 6P

## L. National Rate

\$7.13 per column inch

15% agency discount allowed for camera-ready copy. 12% discount if not camera-ready.

## M. Local Open Rate

\$6.15 per column inch

## N. Weekly Minimum Contract Rates

COLUMN INCHES	13 wk.	26 wk.	52 wk.
1 Inch/Week	5.09	4.99	4.70
4 Inches/Week	4.86	4.62	4.40
8 Inches/Week	4.42	4.20	3.99
15 Inches/Week	4.20	3.97	3.77
24 Inches/Week	3.99	3.78	3.56
32 Inches/Week	3.83	3.64	3.35
45 Inches/Week	3.63	3.33	3.10
57 Inches/Week	3.37	3.19	2.85
129 Inches/Week	3.20	3.03	2.72

Contract advertisers with current accounts are eligible for 5% discount when paid by 10th of month. See Item 3, Page 1 for complete details.

## O. Monthly Earned Rate With Contract

Rates based on number of inches used each month, with a minimum of 15 inches per month for a year, in the Enterprise. Advertiser must pay by 15th of month following and have paid up account to receive discounts. Advertiser must pay by the 10th of month following to get additional 5% discount. Rate not designed for use by accounts that can't pay within terms.

	Earned Rate Per Col. In.
15 to 37 col. inches	4.67
38 to 74 col. inches	4.42
75 to 112 col. inches	3.99
113 to 149 col. inches	3.95
150 to 187 col. inches	3.81
Over 188 col. inches	3.64

Contract advertisers with current accounts are eligible for 5% discount when paid by 10th of month. See Item 3, Page 1 for complete details.

### BULK RATE

Bulk rates are calculated by taking the total number inches for the year (700" minimum), dividing this total by 12 months to get the average for the month and finding the range on the Monthly Earned Rates With Contract above. Pickups don't count toward contract commitment.

## P. Monthly Earned Rate Without Contract

Rates determined by total column inches in calendar month. No contract required. Discounts for local (have a business within Casa Grande Valley) retail or service establishments dealing directly with the public. Not for political use. Advertiser must pay by 15th of month following and have paid up account to receive discount. Rate not designed for use by accounts that can't pay within terms.

	Earned Rate Per Col. In.
15 to 37 col. inches	5.07
38 to 74 col. inches	4.84
75 to 112 col. inches	4.37
113 to 149 col. inches	4.29
150 to 187 col. inches	4.14
Over 188 col. inches	3.96

### NON-PROFIT ORGANIZATIONS

10% Discount off local open rate with cash with copy to local churches and non-profit organizations (within the Casa Grande Valley).

All weekly contracts can pick up into the Casa Grande Dispatch within a week at \$7.84 for the first Dispatch insertion and \$5.25 for the second within a week. 3" minimum. Runs into the Tri-Valley Dispatch are weekly rate plus \$4.87 premium.



Steven King photo

Irrigation water is vital for farmers in the Casa Grande Valley.

# Casa Grande Valley Newspapers Inc.

**Florence** is in Pinal County midway between Phoenix and Tucson. Colonel Levi Ruggles, an Indian Agent, staked and platted the town in 1866. Sources cite different origins for the town's name, but all agree it was someone's sister or daughter. By the 1920s, the area had become the agricultural center of the county.

The Florence business district is still on Main Street and, aside from the obvious improvements, downtown remains much as it must have been in the 1880s. Both visitors and residents appreciate the diversity of the community. Florence offers the convenience and lifestyle available in a small western community, yet is only 45 minutes away from the Phoenix and Tucson Metropolitan areas. Incorporated in 1908, Florence, at an elevation of 1,493 feet, has been the county seat since its formation in 1875.

Florence is home to both the Pinal County government complex and two Arizona State Prison complexes. Agricultural products from the area include cotton, cattle, grains and grapes.

In January 1987, Florence was selected for inclusion in the Main Street Program sponsored by the National Trust for Historic Preservation. This public/private partnership program assists businesses in design and promotion, with the ultimate goal of economic revitalization for the central business district.

Because of the year-round sunshine and ideal climate, Florence is the perfect place for the retired and is seeing solid growth. It is excellent for those seeking warm, clean air for health purposes. Population is more than 25,000.

As the fifth oldest town in the state, downtown Florence has been designated an official "Historic District." It is said Florence has more buildings listed on the National Register than any other town in Arizona. Some of the notable historic sites are the first and second county courthouses, both completely different in architectural style. The first was built in 1877 and is open to the public as McFarland State Park. The second was built in 1891 of American-Victorian architecture and is still in use today. The historic Clarke House now houses the Florence newspaper.

## Florence Reminder & Blade-Tribune

Add 2% city sales tax to rates in 6Q through 6U

### Q. National Rate \_\_\_\_\_

\$7.13 per column inch  
15% agency discount allowed for camera-ready copy. 12% discount if not camera-ready.

### R. Local Open Rate \_\_\_\_\_

\$6.25 per column inch

### S. Weekly Minimum Contract Rates \_\_\_\_\_

COLUMN INCHES	13 wk.	26 wk.	52 wk.
1 Inch/Week .....	5.26	5.02	4.78
4 Inches/Week .....	5.02	4.78	4.56
8 Inches/Week .....	4.57	4.35	4.11
15 Inches/Week .....	4.37	4.11	3.90
24 Inches/Week .....	4.11	3.90	3.68
32 Inches/Week .....	3.90	3.68	3.47
45 Inches/Week .....	3.67	3.47	3.27
57 Inches/Week .....	3.48	3.27	3.02
129 Inches/Week .....	3.30	3.09	2.87

Contract advertisers with current accounts are eligible for 5% discount when paid by 10th of month. See Item 3, Page 1 for complete details.

### T. Monthly Earned Rate With Contract \_\_\_\_\_

Rates based on number of inches used each month, with a minimum of 15 inches per month for a year, in the Reminder. Advertiser must pay by 15th of month following and have paid up account to receive discounts. Advertiser must pay by the 10th of month following to get additional 5% discount. Rate not designed for use by accounts that can't pay within terms.

	Earned Rate Per Col. In.
15 to 37 col. inches .....	4.78
38 to 74 col. inches .....	4.56
75 to 112 col. inches .....	4.28
113 to 149 col. inches .....	4.06
150 to 187 col. inches .....	3.88
Over 188 col. inches .....	3.68

Contract advertisers with current accounts are eligible for 5% discount when paid by 10th of month. See Item 3, Page 1 for complete details.

#### BULK RATE

Bulk rates are calculated by taking the total number inches for the year (700" minimum), dividing this total by 12 months to get the average for the month and finding the range on the Monthly Earned Rates With Contract above. Pickups don't count toward contract commitment.

Proposal Notes \_\_\_\_\_

Published Weekly on Thursdays \_\_\_\_\_

### U. Monthly Earned Rate Without Contract

Rates determined by total column inches in calendar month. No contract required. Discounts for local (have a business within the Casa Grande Valley) retail or service establishments dealing directly with the public. Not for political use. Advertiser must pay by 15th of month following and have paid up account to receive discount. Rate not designed for use by accounts that can't pay within terms.

	Earned Rate Per Col. In.
15 to 37 col. inches .....	5.26
38 to 74 col. inches .....	5.00
75 to 112 col. inches .....	4.71
113 to 149 col. inches .....	4.44
150 to 187 col. inches .....	4.26
Over 188 col. inches .....	4.05

#### NON-PROFIT ORGANIZATIONS

10% Discount off local open rate with cash with copy to local churches and non-profit organizations (within the Casa Grande Valley).



Steven King photo

A crop duster makes his way through the early morning sky.

# Casa Grande Valley Newspapers Inc.

**Maricopa** is 16 miles south of Interstate 10 in western Pinal County. Over the last 150 years, its location has changed three times. Its first site was Maricopa Wells, about 10 miles northwest, a trading center for stagecoaches passing through the Southwest. The Civil War ended the mail lines and a new railroad a few miles south was the death knell for Maricopa Wells. Maricopaville, 3.5 miles south, was born when a junction was needed to connect the Southern Pacific Railroad linking Yuma and Tucson with a branch line to Phoenix. When Tempe wanted to be on the railroad line in 1887, Maricopaville was moved to Maricopa's current location.

Maricopa is quickly growing as South Mountain residential developments brim over into its rich agricultural valley. Although Maricopa's businesses and industries have traditionally been geared toward farming and ranching, its economic base has been diversifying through companies such as Volkswagen and Nissan, both of which have proving grounds in the area. Harrah's Ak-Chin Casino also contributes to the economy.

With the addition of the I-10 Maricopa Rd. exit, housing developments, such as Rancho El Dorado changed the face of Maricopa forever. The town was incorporated in 2003. With families moving in from the suburbs of Phoenix, this rural area experienced positive growth with new schools. The population has jumped to 46,000.

## Maricopa Monitor

Published Weekly on Tuesdays \_\_\_\_\_

Add 2% city sales tax to rates in 6V through 6Z.

### V. National Rate \_\_\_\_\_

**\$14.24 per column inch** \$11.34 per column inch  
15% agency discount allowed for camera-ready copy. 12% discount if not camera-ready.

### W. Local Open Rate \_\_\_\_\_

**\$12.10 per column inch** \$9.98 per column inch

### X. Weekly Minimum Contract Rates \_\_\_\_\_

COLUMN INCHES	13 wk.	26 wk.	52 wk.
1 Inch/Week .....	<b>10.09</b>	8.65	<b>9.77</b> 8.38
4 Inches/Week .....	<b>9.75</b>	8.11	<b>9.45</b> 7.70
8 Inches/Week .....	<b>9.02</b>	7.59	<b>8.71</b> 7.32
16 Inches/Week .....	<b>8.80</b>	7.38	<b>8.50</b> 7.10
25 Inches/Week .....	<b>8.52</b>	7.16	<b>8.24</b> 6.88
37 Inches/Week .....	<b>8.34</b>	6.91	<b>8.07</b> 6.78
57 Inches/Week .....	<b>8.18</b>	6.78	<b>7.89</b> 6.44
75 Inches/Week .....	<b>7.97</b>	6.65	<b>7.63</b> 6.28
129 Inches/Week .....	<b>7.66</b>	6.31	<b>7.35</b> 6.08
272 Inches/Week (Double Truck).....	<b>7.39</b>	5.95	<b>7.07</b> 5.82

Contract advertisers with current accounts are eligible for 5% discount when paid by 10th of month. See Item 3, Page 1 for complete details.

### Y. Monthly Earned Rate With Contract \_\_\_\_\_

Rates based on number of inches used each month, with a minimum of 15 inches per month for a year, in the Monitor. Advertiser must pay by 15th of month following and have paid up account to receive discounts. Advertiser must pay by the 10th of month following to get additional 5% discount. Rate not designed for use by accounts that can't pay within terms.

	Earned Rate Per Col. In.	
15 to 37 col. inches .....	<b>10.57</b>	7.66
38 to 74 col. inches .....	<b>9.62</b>	6.89
75 to 112 col. inches .....	<b>9.28</b>	6.78
113 to 149 col. inches .....	<b>9.05</b>	6.62
150 to 187 col. inches .....	<b>8.64</b>	6.56
188 to 299 col. inches .....	<b>8.41</b>	6.30
300 to 374 col. inches .....	<b>7.98</b>	6.22
Over 375 col. inches .....	<b>7.80</b>	6.02

Contract advertisers with current accounts are eligible for 5% discount when paid by 10th of month. See Item 3, Page 1 for complete details.

#### BULK RATE

Bulk rates are calculated by taking the total number inches for the year (700" minimum), dividing this total by 12 months to get the average for the month and finding the range on the Monthly Earned Rates With Contract above. Pickups don't count toward contract commitment.

Other publication contract advertisers can pick up into the Maricopa Monitor:  
**\$6.20 per column inch** \$5.25 per column inch

### Z. Monthly Earned Rate Without Contract \_\_\_\_\_

Rates determined by total column inches in calendar month. No contract required. **Discounts for local (have a business within the Casa Grande Valley) retail or service establishments dealing directly with the public.** Not for political use. Advertiser must pay by 15th of month following and have paid up account to receive discount. Rate not designed for use by accounts that can't pay within terms.

	Earned Rate Per Col. In.	
15 to 37 col. inches .....	<b>11.11</b>	8.39
38 to 74 col. inches .....	<b>10.73</b>	7.60
75 to 112 col. inches .....	<b>10.44</b>	7.45
113 to 149 col. inches .....	<b>10.07</b>	7.33
150 to 187 col. inches .....	<b>9.79</b>	7.20
188 to 299 col. inches .....	<b>9.35</b>	6.89
300 to 374 col. inches .....	<b>9.08</b>	6.76
Over 375 col. inches .....	<b>8.81</b>	6.56

#### NON-PROFIT ORGANIZATIONS

10% Discount off local open rate with cash with copy to local churches and non-profit organizations (within the Casa Grande Valley).

#### MARICOPA MONITOR CHURCH PAGE RATE

Published each Tuesday

FORMAT: 1.83" x 1.5" per box **\$4.90**

13-week minimum

#### MARICOPA MONITOR SERVICE DIRECTORY

This business card directory is for service-oriented businesses. Available in a 13-week, 26-week or a 52-week program and includes a spot color (our choice).

FORMAT: 2 col. x 2" (3.79" x 2")

#### RATES:

Open Rate	<b>\$50</b> per 2 col. x 2" each week (\$49.02 plus 2% tax)
13-week contract	<b>\$40</b> per 2 col. x 2" each week (\$39.22 plus 2% tax)
26-week contract	<b>\$36</b> per 2 col. x 2" each week (\$35.29 plus 2% tax)
52-week contract	<b>\$32</b> per 2 col. x 2" each week (\$31.37 plus 2% tax)

Once a month, the 3rd Tuesday, the Maricopa Monitor is mailed to every household in Maricopa. Circulation is 21,000! Rates above are highlighted in yellow for the special Tuesday mailing.

# Casa Grande Valley Newspapers Inc.

**Arizona City** is a planned community at the midpoint of the Phoenix-Tucson corridor, one of the more rapidly developing areas of the state.

Surrounded by productive agricultural land, Arizona City has both industrial and commercially zoned areas, along with such amenities as a 48-acre lake, an 18-hole golf course and several parks. The community, which was established in 1960, is 54 miles from Tucson and 56 miles from Phoenix. It is in south-central Pinal County. The town has an elevation of 1,505 feet and is currently still unincorporated. Year-round population is more than 10,000.

Arizona City lies in the Santa Cruz Basin, a fertile agricultural area. More than 150 square miles in the valley are irrigated and produce cotton, jojoba beans, grains, vegetables and citrus. Cattle ranching is also very important to the area's economy.

Arizona City's location on Interstate 10 between Phoenix and Tucson lends its residents

metropolitan convenience while maintaining a rural atmosphere. Also, its proximity to the junction of I-8 and I-10 makes it attractive to industries where transportation is a key factor.

Presently, M.C. Davis Electronics, producers of electronic components, calls Arizona City home.

A 48-acre man-made lake is available for sailing and fishing. Several large lakes, many with full-service marinas where one can enjoy fishing, swimming and boating, are within a short scenic drive to the north and northeast.

Rock hounds will enjoy the selection of distinctive agates that can be found at the Agate Fields just south of Arizona City.

Directly west of Arizona City is the northeast corner of the sprawling Tohono O'odham Nation.

## Arizona City Independent/Edition

Published Weekly on Wednesdays \_\_\_\_\_

No tax added to 6AA through 6EE.

### AA. National Rate \_\_\_\_\_

\$6.11 per column inch  
15% agency discount allowed for camera-ready copy. 12% discount if not camera-ready.

### BB. Local Open Rate \_\_\_\_\_

\$5.18 per column inch

### CC. Weekly Minimum Contract Rates \_\_\_\_\_

COLUMN INCHES	13 wk.	26 wk.	52 wk.
1 Inch/Week .....	4.75	4.56	4.33
4 Inches/Week .....	4.56	4.34	4.15
8 Inches/Week .....	4.04	3.97	3.77
15 Inches/Week .....	4.00	3.77	3.59
24 Inches/Week .....	3.77	3.59	3.40
32 Inches/Week .....	3.59	3.40	3.22
45 Inches/Week .....	3.39	3.22	3.06
57 Inches/Week .....	3.23	3.05	2.84
80 Inches/Week .....	3.08	2.91	2.71

Contract advertisers with current accounts are eligible for 5% discount when paid by 10th of month. See Item 3, Page 1 for complete details.

### DD. Monthly Earned Rate With Contract \_\_\_\_\_

Rates based on number of inches used each month, with a minimum of 15 inches per month for a year, in the Independent/Edition. Advertiser must pay by 15th of month following and have paid up account to receive discounts. Advertiser must pay by the 10th of month following to get additional 5% discount. Rate not designed for use by accounts that can't pay within terms.

	Earned Rate Per Col. In.
15 to 37 col. inches .....	4.34
38 to 74 col. inches .....	4.15
75 to 112 col. inches .....	3.91
113 to 149 col. inches .....	3.74
150 to 187 col. inches .....	3.55
Over 188 col. inches .....	3.40

Contract advertisers with current accounts are eligible for 5% discount when paid by 10th of month. See Item 3, Page 1 for complete details.

#### BULK RATE

Bulk rates are calculated by taking the total number inches for the year (700" minimum), dividing this total by 12 months to get the average for the month and finding the range on the Monthly Earned Rates With Contract above. Pickups don't count toward contract commitment.

### EE. Monthly Earned Rate Without Contract \_\_\_\_\_

Rates determined by total column inches in calendar month. No contract required. **Discounts for local (have a business within the Casa Grande Valley) retail or service establishments dealing directly with the public.** Not for political use. Advertiser must pay by 15th of month following and have paid up account to receive discount. Rate not designed for use by accounts that can't pay within terms.

	Earned Rate Per Col. In.
15 to 37 col. inches .....	4.75
38 to 74 col. inches .....	4.53
75 to 112 col. inches .....	4.28
113 to 149 col. inches .....	4.06
150 to 187 col. inches .....	3.89
Over 188 col. inches .....	3.72

#### NON-PROFIT ORGANIZATIONS

10% Discount off local open rate with cash with copy to local churches and non-profit organizations (within the Casa Grande Valley).



Oscar Perez photo

A rainbow covers a cotton crop after a summer rain.

Proposal Notes \_\_\_\_\_

**FF.**



Now Delivered to All of Casa Grande,  
Arizona City, Eloy, Coolidge and  
P.O. Boxes in Florence.

**Non-Duplicating with the Casa Grande  
Dispatch. 41,000+ Circulation Weekly.**

**Wampum Saver** Published Weekly on Tuesdays \_\_\_\_\_

Non-Duplicating TMC – Wampum Saver Distribution – April '14 Numbers					
Zone	City	Zip Code	Free Distribution	Paid Distribution	Total
1	Casa Grande	85122	13,565	6,055	19,620
		85193	1,148	146	1,294
		85194	2,158	559	2,717
		85130	2,095		2,095
Zone Total					25,726
2	Coolidge	85128	5,441	572	6,013
	Florence	85132	1,943	225	2,168
Zone Total					8,181
3	AZ City	85123	2,000	605	2,605
	Eloy	85131	3,769	752	4,521
Zone Total					7,126
Total Distribution					41,033

**National Rate \$17.75**

15% agency discount allowed for camera-ready copy. 12% discount if not camera-ready.

**Local Open Rate \$15** (4" minimum ad size)

**Weekly Minimum Contract Rates**

13 Week .....	\$14 pci
26 Week .....	\$13 pci
52 Week .....	\$12 pci

Contracts do not require a size commitment although 4" minimum applies.

Contract advertisers with current accounts are eligible for 5% discount when paid by 10th of month. Advertisers are responsible for taking discounts when paying bill.

**Premium Pages/Locations**

- Front Cover – 4 size choices – all in process color
- 5 col. x 13½" ..... \$800  
(ad will be placed under Wampum Saver top flag/header – smaller ads will run to the left and below this ad)
- 6 col. x 13½" ..... \$960
- 6 col. x 6" ..... \$426.60  
(will run underneath 5 col. x 13½" and 6 col. x 13½")
- 6 col. x 19" ..... \$1,200  
(this ad is the entire front page excluding top flag/header)
- Any advertiser that commits to a full page will receive process color at no additional charge ..... \$1,290  
(No contract required.)
- Wrap – 4"x21½" front and back ad that overlaps front page in process color..... \$2,000  
(Not available week 3.)
- Entire Wrap – 4"x21½" front and back wrap plus pages inside back and back in process color ..... \$4,785
- Coupons – Week 3 – 2 sided on front wrap in process color ..... \$400 each  
(Only 10 available.) 4" wide x 1½" tall

**Wampum Plus**

Runs week 4. 18" increments,

Open Rate .....	\$15 pci
3x .....	\$14 pci
6x .....	\$13 pci
12x .....	\$12 pci

Add \$75 for process color to each ad. Sizes 6 col. x 3", 6 col. x 6", etc.

Ads can be rebuilt and run in the Casa Grande Dispatch within 7 days for \$7.84 pci black and white or in process color by adding Dispatch color rates.

**Insert Rates**

Single Sheets	7-above/yr.....\$30m	Non-contract open rate.....\$40m		
Weight	48+/yr	25-47x/yr	7-24x/yr	1-6x/yr
.5 oz. and below	\$39m	\$45m	\$51m	\$60m
.6 to 1 oz.	\$46m	\$53m	\$61m	\$70m
1.1–1.5 oz.	\$67m	\$77m	\$88m	\$101m

Inserts weighing more than 1.5 ounces will be quoted on an individual basis. Any U.S. Postal rate increases after 1-21-14 will be added to the above rates. See Mechanical Specifications on page 14 for size and paper requirements.

**Process or Spot Color Rate** \$75 page

**Pickup Rates Within a Week**

Ads from other publications within a 7-day period \$10 pci

**NON-PROFIT ORGANIZATIONS**

10% Discount off local open rate with cash with copy to local churches and non-profit organizations (within the Casa Grande Valley).

**Crossover Rates**

Advertisers committing to a minimum weekly-sized ad in the Wampum, can create new ads in the paid publications at that contract level. Pickup ads can be rerun within 7 days at pickup rates.

**Classified Word Ads**

Classified word ads are available at \$4 per line, approximately 5 words per line, 3 line minimum. 1", 2", 3" classifieds are available under classifications for \$20 per inch.

Add 1.8% tax to all rates.



Steven King photo

Some of the rodeo spills spectators see during the Annual Cowboy & Indian Days in February.

# Pinal Real Estate Buyers' Guide and White Mountain Realty Guide Now in One Monthly Print Publication to Reach Buyers in the Casa Grande Valley, White Mountains and East Valley

Now Online at [TriValleyCentral.com](http://TriValleyCentral.com) and [WMICentral.com](http://WMICentral.com) to Reach Buyers From Anywhere

*Designed for these business types to target customers needing their services:*

- Realtors®**
- Home Improvement Companies**
- Title Companies**
- Commercial Real Estate**
- Apartment Complexes**
- Storage Facilities**
- Property Management**
- Appraisers**
- Insurance Agencies**
- Lenders**
- RV Parks**
- Moving Companies**

**Front Cover**

Cover advertiser may choose to have a house front, a special interior room or landscape/yard amenity pictured on the front cover. Delivered throughout the Casa Grande Valley, White Mountains and the East Valley – and each month the Pinal Real Estate Buyers' Guide/ White Mountain Realty Guide is 100% online at [TriValleyCentral.com](http://TriValleyCentral.com) and [WMICentral.com](http://WMICentral.com), at no additional charge and ads with websites are hyperlinked.

**Other Pinal Real Estate Buyers' Guide/White Mountain Realty Guide Features:**

Printed on 80-lb. gloss in process color. Pinal Real Estate Buyers' Guide contracts allow advertisers to receive special newspaper pickup and reduced rates for new ads in the Dispatch and Tri-Valley Dispatch. Advertisers submitting print-ready ads can receive a 10% discount on ad and color rates.

**Rates**

**Front cover** – photos must be taken by our photographer or be of agency quality – bleed image: 6.5"x9.5"

*3 levels of pricing from which to choose:*

- |                                      |                 |   |
|--------------------------------------|-----------------|---|
| 1. Cover + 1/4 page process color ad | <b>\$428.00</b> | <i>Premium positions can be reserved by any advertiser just once during a year unless no other advertiser has reserved it by the 10th of the preceding month.</i> |
| 2. Cover + 1/2 page process color ad | <b>\$467.50</b> |   |
| 3. Cover + 1 page process color ad   | <b>\$561.00</b> |   |

**Inside front cover** – \$370.00. Process color, bleed size: 6.25" x 9.25", trim size: 6" x 9", live image area: 5.5" x 8.5"

**Inside pages**

Size	Process Color			
	1-month	3-month	6-month	12-month
<b>Full Page:</b> bleed size: 6.25"x 9.25", trim size: 6"x 9", live image area: 5.5"x 8.5"	<b>\$346.00</b>	<b>\$329.00</b>	<b>\$311.00</b>	<b>\$294.00</b>
<b>1/2 Page:</b> Horizontal: 5.5"x 4.125" Vertical: 2.7"x 8.5"	<b>\$208.00</b>	<b>\$198.00</b>	<b>\$187.00</b>	<b>\$177.00</b>
<b>1/4 Page:</b> 2.7"x 4.125"	<b>\$139.00</b>	<b>\$132.00</b>	<b>\$126.00</b>	<b>\$118.00</b>
<b>1-1/2 Pages</b>	<b>\$470.00</b>	<b>\$446.00</b>	<b>\$424.00</b>	<b>\$399.00</b>
<b>2+ Pages/per page</b>	<b>\$262.00</b>	<b>\$249.00</b>	<b>\$236.00</b>	<b>\$222.00</b>

Contract advertisers can receive a 5% discount off these rates as long as they pay by 10th of following month with approved credit.

**Special Dispatch Rates For Pinal Real Estate Buyers' Guide Contract Advertisers**

Pick up in the Casa Grande Dispatch in black and white within that next month: \$5.25 pci for first pickup, \$5.25 for the second pickup and \$4.00 pci for a Sunday pickup if ad has run two other times during the week. Add \$4.87 pci premium for Tri-Valley Dispatch pickups. Normal color rates apply based on publication.

Want to create a new ad in the Casa Grande Dispatch? Contract advertisers will receive a \$7.84 pci rate for the Casa Grande Dispatch then \$5.25 pci for pickup ads within 7 days.

**Deadline:** Space and copy to your sales rep is due the 20th of the month preceding cover date. Our goal is to be printed and begin distribution on the 1st of each month.



**PINAL REAL ESTATE**  
*Buyers' Guide*  
Residential & Commercial Property  
Phone (520) 426-3814  
Fax (520) 836-8522



Published by Casa Grande Valley Newspapers Inc. Add 1.8% to above rates. No For Sale By Owner Advertisements. Advertisers must be licensed.  
[ads@trivalleycentral.com](mailto:ads@trivalleycentral.com)

# Casa Grande Valley Newspapers Inc.

## HH. State & Local Taxes \_\_\_\_\_

All display rates quoted on this card are net, excluding national rates. City Sales Tax will be added. Above rates are subject to addition of any other City, State or Federal Tax which may, during the life of this rate card, be applied to Newspaper advertising.

## II. Composition, Kill Charges and Service Charges \_\_\_\_\_

Changes from original copy will be charged at \$60 an hour after the first proof. Copy to come, kills or cancellation: ads ordered, set by CGVNI, subject to hourly composing rate. Past due balances are subject to 2% monthly service charges.

## 7. Color Rates \_\_\_\_\_

Color is available daily according to demand. Special colored ink must be ordered with seven days notice. Color ads have 24 hour earlier deadline. Availability of color will be subject to press capacity and prior commitment. Earliest reservations will receive first consideration. Final acceptance will depend on available press capacity after closing time for advertising for day of publication.

<b>CASA GRANDE DISPATCH</b>	
1 color . . . . .	\$140
Process color (3 colors) . . . . .	\$420

5% cash prompt payment discount applies for contract advertisers.

<b>TRI-VALLEY DISPATCH</b>	
1 color . . . . .	\$140
Process color (3 colors) . . . . .	\$420

5% cash prompt payment discount applies for contract advertisers.

**WEEKLIES** . . . . . \$100 per color per page

## 8. Special ROP Emphasis Sections \_\_\_\_\_

Themes and dates available upon request.

## 9. Split Run - N/A \_\_\_\_\_

## 10. Special Services \_\_\_\_\_

### A. Proofs \_\_\_\_\_

at publisher's discretion may be delivered to the advertiser's place of business for all ads 10 inches or more, providing all copy has been submitted by deadline. All other ads less than 10" submitted by deadline are available for proofing at CGVNI. Ads can also be emailed or faxed.

### B. Tearsheets: Must Be Requested In Advance \_\_\_\_\_

The number of tearsheets will be determined by the nature and need of the business. Affidavits of publication will be furnished free of charge when copies of papers in which the advertisements appeared have been depleted.

### C. Veloxes \_\_\_\_\_

of completed ads for other reproduction purposes will be charged based on size by commercial printing.

### D. Reverse Veloxes \_\_\_\_\_

Cost based on size.

### E. Artwork \_\_\_\_\_

Illustrating minimum charge \$11.00 (\$33.00 per hour).

## F. Photography Minimum \_\_\_\_\_

\$6.00 plus tax per location. All photos, even ones for real estate ads, are subject to the \$6 charge if our staff goes outside the office to another location to take photos.

## 11. Special Days Pages Features \_\_\_\_\_

Contact your CGVNI Sales Representative for information.

## 12. ROP Make Up Requirements \_\_\_\_\_

### A. Freestanding ROP Sections \_\_\_\_\_

(4 pages or more) must have folio at top of each page.

### B. Standard Metro Page: \_\_\_\_\_

In all the paid newspapers, advertising may be one inch shorter than columns wide. Example 2 col. x 1" ad, 3 col. x 2" ad, etc. Ads measuring over 19 inches in depth will be charged at full depth of 21 1/2 inches.

Please observe width and depth measurements carefully.

### C. Standard Tabloid Page: (with News) \_\_\_\_\_

Some Tabloid Sections measure Full-Page (5-col.) 10-13/16" wide by 16" deep. Center-spread (Double Truck) measures 22-7/8" wide by 16" deep.



Steven King photo  
A model takes the runway during the Western Clothing Fashion Show at a Cowboy & Indian Days event.

# Casa Grande Valley Newspapers Inc.

## 13. Contract & Copy Regulations

- A. The rates listed apply only to display advertising. Rates for classified word ads are available upon request.
- B. Contracts may be accepted from an individual advertiser or may be drawn to include subsidiaries.
- C. Advertisers signing space contracts will be billed at rates on current effective rate card and rebilled at higher rate if contract is not fulfilled. Upon publication of the number of contracted column inches denoted in this agreement, the next lowest applicable rate becomes effective, providing that all other terms and conditions of this contract have been met.
- D. Advertisements measured from cut-off rule to cut-off rule.
- E. "The publishers of Casa Grande Valley Newspapers Inc. reserve the right to revise or

reject, in whole or in part, any advertisement in their respective newspaper."

F. Daily national rates are commissionable by 15 percent to advertising agencies. Camera ready copy must be provided.

G. Liability for errors in advertisements shall not exceed the cost of space occupied by the error. CGVNI will provide a letter of correction if it has failed to correct errors clearly marked by the advertiser on returned proofs. CGVNI will not be liable for non-insertion of any advertisement beyond the amount prepaid for such advertisement.

H. Every effort will be made to meet reasonable position requests. Failure to meet position requests will not constitute cause for adjustment, refund or rerun.

I. Materials submitted should be to size and reproduction quality. 200 DPI resolution screen is preferred for black & white ads.

## 14. Closing Times

### DEADLINES

Casa Grande Dispatch Publishing Date	Space Reservation	Copy Deadline
Tuesday	Fri., Noon	Fri., 4 p.m.
Wapum Saver	Tues., Noon	Tues., 4 p.m.
Maricopa Tuesday	Thurs., Noon	Thurs., 4 p.m.
Tri-Valley Dispatch and all combination insertions, including all weeklies	Fri., Noon	Fri., 4 p.m.
Wednesday Reg. Dispatch	Mon., Noon	Mon. 2 p.m.
Thursday	Tues., Noon	Tues., 4 p.m.
Friday	Wed., Noon	Wed., 4 p.m.
Maricopa Friday	Tues., Noon	Tues., 4 p.m.
Saturday	Wed., 4 p.m.	Thurs., Noon
Sunday	Wed., 4 p.m.	Thurs., Noon

24 hours additional for proof, color or double truck ads. Special sections: earlier deadlines will be announced by advertising department.

### AD CANCELLATIONS AND SIZE CHANGES

CGVNI will not accept or be responsible for ad cancellations, ad size and ad copy changes or corrections after deadlines listed above.

## 15. Mechanical Measurements

(Offset)

### 6 COL. NEWSPAPERS MEASURE

	OVERALL COLUMN IN PICAS	OVERALL COLUMN IN INCHES
1 Column	11	1.83
2 Column	22p9	3.79
3 Column	34p6	5.75
4 Column	46p3	7.70
5 Column	58p	9.66
6 Column	69p9	11.625

### DOUBLE TRUCK MEASURES

9 Column	96p11	16.15
11 Column	120p5	20.07
13 Column	144p0	24

### INCLUDES GUTTER

(13 column) TRUCKS measure 21½". Advertisements to occupy more than one page may be 10" to 17" or full page depth. Ads 9 and 11 columns wide may be flush left or right, center column being charged as two-thirds column. Full 13 column x 21½" TRUCKS will be charged at 272 inches, tab doubletrucks 11x16 at 171 inches.

## Postal Zip Codes In Trade Area

ARIZONA CITY . . . . . 85123  
 BAPCHULE . . . . . 85121  
 CASA GRANDE . . . . . 85122, 85130, 85193, 85194  
 COOLIDGE . . . . . 85128

ELOY . . . . . 85131  
 FLORENCE . . . . . 85132  
 MARICOPA . . . . . 85138 and 85139  
 PICACHO . . . . . 85141

SACATON . . . . . 85147  
 SAN TAN VALLEY . . . . . 85143  
 STANFIELD . . . . . 85172  
 TOLTEC . . . . . 85131  
 VALLEY FARMS . . . . . 85191

## 15. (Cont.)

### STANDARD TABLOID MEASURES with News (Refer to 12C)

	OVERALL COLUMN IN PICAS	OVERALL COLUMN IN INCHES
1 Column	11p6	1.9167
2 Column	24p0	4
3 Column	36p6	6.0833
4 Column	49p0	8.1667
5 Column	61p6	10.25
11 Col. DOUBLE TRUCK	129p0	21.5

## 16. Special Classification Rates

NOT AVAILABLE

## 17. Classified Rates

Refer to CGVNI Classified Rate Card.

## 18. Sunday Color Comics

Ad spots available each week.

## 19. Magazine

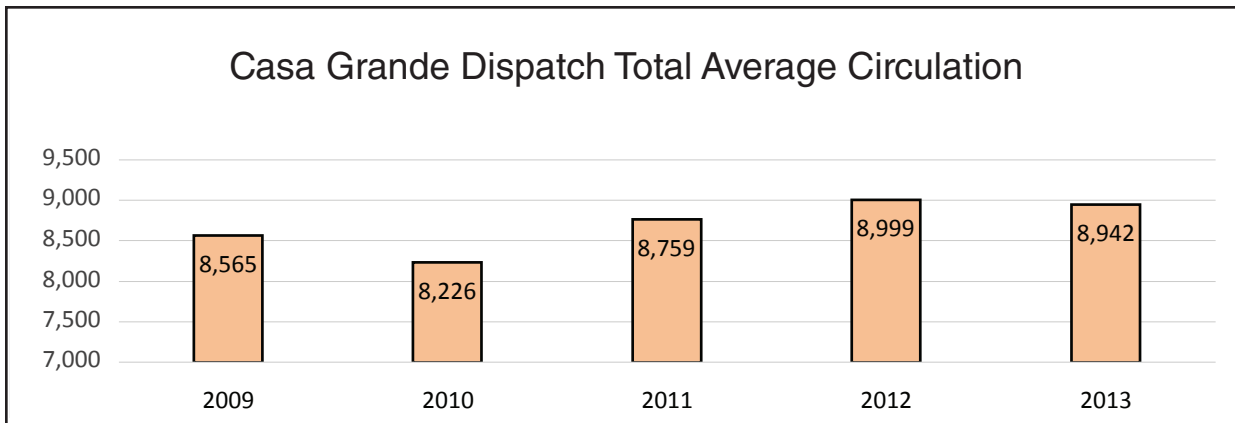
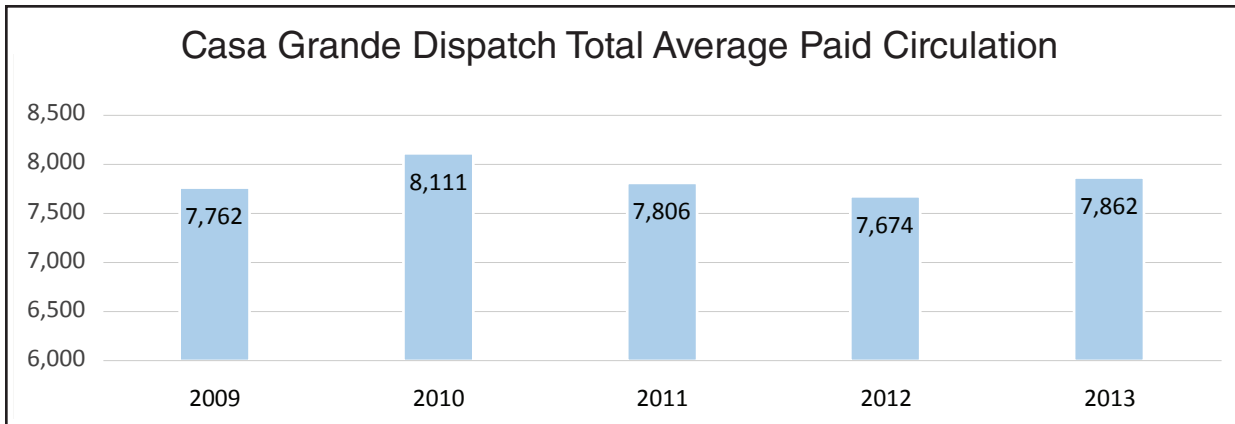
Pinal Ways Magazine - Our quarterly magazine serving the growing communities of Pinal County, Arizona.

## 20. Circulation

# CASA GRANDE Dispatch Circulation Trends



	2009	2010	2011	2012	2013
Home Delivery	5,682	6,064	5,608	5,546	5,675
Single Copy	2,080	2,047	2,000	1,849	1,819
Total Avg Paid	7,762	8,111	7,806	7,674	7,862
Total Avg Circulation	8,565	8,226	8,759	8,999	8,942



Bees and butterflies are welcome guests each spring during blooming season.



John Mitchell photos

# 21. Pre-Printed Insert Rates & Specifications

## A. Newspaper Insert Rates

SIZE	1-6	7-20	21-35	36-47	48 & above
	Frequency	Frequency	Frequency	Frequency	Insert Combo
Single Sheet Flyer .....	47.50	36.75	35.00	33.75	32.00
4 Page Tab/2 Std. ....	53.50	46.00	43.75	41.00	39.50
8 Page Tab/4 Std. ....	54.50	50.75	48.75	46.50	43.75
12 Page Tab/6 Std. ....	55.50	53.50	50.75	48.50	46.50
16 Page Tab/8 Std. ....	59.50	56.00	53.50	52.00	49.75
20 Page Tab/10 Std. ....	65.50	58.00	55.50	53.50	51.50

Add city sales tax to above rates. All prices net to CGVNI and due upon receipt.

Newspaper Distribution – April '14 Numbers	
Casa Grande Dispatch .....	10,107
Coolidge Examiner .....	1,661
Eloy Enterprise .....	759
Florence Reminder & Blade-Tribune .....	1,508
Tri-Valley Dispatch .....	14,035
Maricopa Monitor .....	1,640
3rd Tuesday saturation mailing .....	22,000
Arizona City Independent/Edition .....	462

## B. Wampum Insert Rates

Single Sheets	7-above/yr.....\$30m	Non-contract open rate.....\$40m		
Weight	48+/yr	25-47x/yr	7-24x/yr	1-6x/yr
.5 oz. and below	\$39m	\$45m	\$51m	\$60m
.6 to 1 oz.	\$46m	\$53m	\$61m	\$70m
1.1-1.5 oz.	\$67m	\$77m	\$88m	\$101m

Inserts weighing more than 1.5 ounces will be quoted on an individual basis. Any U.S. Postal rate increases after 1-21-14 will be added to the above rates. See Mechanical Specifications on page 14 for size and paper requirements.

Add city sales tax to above rates. All prices net to CGVNI and due upon receipt.

Non-Duplicating TMC – Wampum Saver Distribution – April '14 Numbers					
Zone	City	Zip Code	Free Distribution	Paid Distribution	Total
1	Casa Grande	85122	13,565	6,055	19,620
		85193	1,148	146	1,294
		85194	2,158	559	2,717
		85130	2,095		2,095
Zone Total					25,726
2	Coolidge Florence	85128	5,441	572	6,013
		85132	1,943	225	2,168
Zone Total					8,181
3	AZ City Eloy	85123	2,000	605	2,605
		85131	3,769	752	4,521
Zone Total					7,126
<b>Total Distribution</b>					<b>41,033</b>

Inserts can be purchased for all 3 zones or zones 1, 2 or 3.

### Insert Specifications/Requirements

**SHIPMENTS:** Skids should carry identification tags indicating name of advertiser, edition and date of insertion (if known), total copies per skid, total number of skids in shipment and total number of inserts shipped.

**PACKING REQUIREMENTS:** Skidded pre-prints should be stacked on a solid base non-returnable skid or pallet.

Inserts should not be stacked higher than five feet with a maximum weight of 2,000 pounds per skid. The inserts should be stacked in consistent turns, be well stacked, banded and cross tied. Cartons must be fully packaged. Damaged skids and cartons accepted at advertiser/shipper risk. All advertisers will be notified of damaged material received within 24 hours. Insert delivery reservation dates should be made the Wednesday prior to actual insert. Premium rates apply for split distribution or other custom services.

Pre-prints for newspaper products must be half-folded (11 x 12½ or less). Pre-prints for the Arizona City Independent/Edition must be quarter-folded (8½ x 11 or less). All 4 page tabs/2 standards must be quarter-folded for any publication.

**SINGLE SHEET:** Single sheet inserts must be printed on 60# (.0045) or heavier weight paper. Often lighter weight or high gloss paper will not feed on inserting machine. Such paper will be subject to being 1/2-folded down to appropriate size.

### SHIPPING INFORMATION DEADLINES

**DELIVERY:** All inserts are to be delivered prepaid to Casa Grande Valley Newspapers Inc., 218 West Second St., Casa Grande, AZ 85122. Inserts should be delivered not later than 5 calendar days prior to date of insertion into the assigned publication. Delivery accepted 8 A.M. to 5 P.M. Mondays through Fridays.

Inserts for the Wampum need to arrive at our facility by 5 p.m. the Wednesday prior to publication.

### Mechanical Specifications

<b>MAXIMUM SIZE:</b>	12½" long (along the folded edge) 11" wide (perpendicular to folded edge)
<b>MINIMUM SIZE:</b>	5" x 7"; this includes all single sheets, cards, envelopes and quarter-folded products. No magazine-type section should be smaller than minimum size.
<b>MAXIMUM THICKNESS:</b>	1/4" maximum thickness. Standard broadsheet inserts printed on 27.7-lb. newsprint should be limited to 96 pages.
<b>MINIMUM THICKNESS:</b>	.0045" minimum thickness for single-sheets/cards / envelopes. Standard broadsheet inserts printed on 27.7-lb. newsprint should be 6 pages minimum. Inserts of less than 6 pages may need to be quarter-folded for insertion. Standard tabloid-page inserts printed on 27.7-lb. stock should be a minimum of 8 pages. Inserts of less than 8 pages may need to be quarter-folded for insertion.

Inserts following the above specifications will not be folded.

All inserts not following the above specifications and requirements will be subject to additional folding charges.

### FOLDING

Single Sheet: 1¢ each  
1/4 fold: 1.5¢ each  
Minimum folding charge: \$35

### Out-of-Spec Inserts

Inserts with the following characteristics may pose problems for machine insertion. Please check with your sales representative and arrange to test these inserts for production capability and additional fees before placing an insertion order.

- Non-rectangular; tri-fold; or die-cut, special-shape inserts. Accordion folds cannot be accommodated.
- Inserts of inconsistent thickness (non-uniform thickness or a lump in an insert, pre-stuffed inserts).
- Objects such as keys, coins, CDs, etc., attached to any page of an insert; sachets containing scented objects; liquids or shampoos; polybags; paper bags; product samples.

Some of these out-of-spec inserts may be accepted as product samples and may be hand inserted in the field by carriers at an additional cost.

### POLYBAGS/NEWSBAGS FROM ADVERTISERS (bags for or with product samples)

If use of polybags for daily publications is approved by the publisher, the bag size should be 21" x 8". The thickness of the bag material must not be less than 1.5 mil. Bags with product samples must be checked with publisher's representatives and should be tested prior to acceptance. If preprinted bags vary from these specifications slightly, please check with publisher.

# Delivering A Dynamic Area Between Phoenix and Tucson!

**Focus your advertising on part of the approximately \$250 billion yearly in retail sales in Pinal County.**

Each week Casa Grande Valley Newspapers Inc. can deliver your advertising, covering an area of more than 140 miles from east to west and 70 miles from north to south.

This vital area contains over 250,000 busy people engaged in such diverse occupations as farming, cattle ranching and feeding, food processing, distribution, laboratory technology, manufacturing and tourism. They also provide the retail and service facilities for one of Arizona's fastest-growing populations.

Our group offers an ideal opportunity to focus your advertising on a particular section or to blanket the market.



**Casa Grande Dispatch**  
 Tuesday through Sunday mornings  
 Pinal County's Daily Newspaper  
 Serving Pinal County For  
 More Than A Century

**Florence Reminder & Blade-Tribune**  
 Pinal County's County Seat Newspaper  
 Published each Thursday

**TriValleyCentral.com**  
 Casa Grande Valley Newspapers Inc.  
 Web Edition



To Advertise **(520) 426-3814**  
 To Subscribe **(520) 423-8685**

### Wampum Saver

Now Direct Mailed to All of Casa Grande, Arizona City, Coolidge, Eloy and P.O. Boxes in Florence Each Tuesday, non-duplicating with the Casa Grande Dispatch

**Coolidge Examiner**  
 Published each Wednesday

**Maricopa Monitor**  
 Published each Tuesday and Friday

**Arizona City Independent**  
 In Consolidation with the Arizona City Edition  
 Published each Wednesday

**Pinal Ways Magazine**  
 Quarterly Magazine Focusing on the Lifestyles and History of the Growing Communities of Pinal County, Arizona

**Diner's Daily**  
 Casa Grande's Daily Tabletop Advertising Medium

**CopaMonitor.com**  
 Maricopa's New Website

**Eloy Enterprise**  
 Published each Thursday

**Tri-Valley Dispatch**  
 A News and Advertising Section  
 Common to 4 of Our Newspapers

**Pinal Real Estate Buyers' Guide**  
 Residential and Commercial  
 Property Monthly Publication

**Casa Grande Dispatch TV Roundup**  
 Weekly TV Supplement in the  
 Saturday Casa Grande Dispatch

**Commercial Printing**  
 Sheet-fed and Web Press Printing,  
 Full Service Bindery. Presses Include  
 Heidelberg Printmaster 74.



**Interested in the history of Casa Grande?**

Then you'll want to read

Call **(520) 836-7461**

Mon. - Fri. 7 am - 5:15 pm,  
 Sat. 8 am - noon

**\$10** Includes tax  
 Plus shipping

# CASA GRANDE

**A CENTURY OF PROGRESS**

History from the pages of your local newspaper  
 1912-2011

## Casa Grande Valley Newspapers Inc.

Part of Kramer Publications Serving Pinal County and the White Mountains of Arizona

**P.O. Box 15002, Casa Grande, Arizona 85130-5002**

General Office and Printing Quotes (520) 836-7461  
 200 W. 2nd St.

Advertising (520) 426-3814  
 408 N. Sacaton St.

1998 Winner of the Arizona Newspapers Association Daily Newspaper of the Year Award  
 2004 Tied for First Place Non-Daily Newspaper of the Year — Coolidge Examiner  
 2014 Winner of The Associated Press Arizona Member of the Year Award — CG Dispatch

**Ruth A. Kramer**  
 President

**Donovan M. Kramer Jr.**  
 Co-Publisher/Managing Editor

**Kara K. Cooper**  
 Co-Publisher/Advertising Director

**Brian Kramer**  
 Online Development  
 & Circulation Director

**Donovan M. Kramer Sr.**  
 Editor and Publisher 1963-2009