

Buyer's Edge Wrap



Direct Mailed Total Market Coverage

Buyer's Edge: Giving your company an edge with local consumers

Reach half a million Tucsonans each week in 300,000 households with Buyer's Edge! This coupon and insert mailing is distributed Tuesdays and Wednesdays to households not subscribing to a daily newspaper. It's an easy and efficient way to deliver your message to the Tucson community. And since Buyer's Edge is the only weekly mailed combination display and classified advertising/insert vehicle in the city, you'll be mailing to households directly within your market reach. You're just two steps away from delivering more shoppers to your door.

Buyer's Edge

- Advertise in Buyer's Edge and reach more than 300,000 households— or over 530,000 Tucson adults who are not newspaper subscribers
- 6x, 13x, 26x, 52x non-consecutive frequency agreements available
- Rates include full color
- 3-week cancellation notice required to avoid being charged for space

Commitment Level	Front Page	Page 2 & 3	Back Page
Open	\$4,500.00	\$1,500.00	\$3,500.00
6x	\$3,500.00	\$1,500.00	\$3,200.00
13x	\$3,500.00	\$1,500.00	\$2,800.00
26x	\$3,250.00	\$1,500.00	\$2,500.00
52x	\$3,000.00	\$1,300.00	\$2,250.00

Ear Ads

- Front: 3.25" x 1.25" ad
- Back: 4.75" x 2" ad
- 6x, 13x, 26x and 52x non-consecutive frequency agreements within 52 weeks
- Rates include full color

Commitment Level	Rate
Open	\$450.00
6x	\$400.00
13x	\$350.00
26x	\$325.00
52x	\$300.00

Other Inside Ads

- Ad sizes are 1/2 page H: 5 x 5.5 and 1/4 page modular at 4.746" x 5.5"
- Full page will take precedent over 1/2 and 1/4 pages
- Rates include full color

Size	Rate
1/4 Page	\$400.00
1/2 Page	\$750.00

Effective 10/07/09