

Cactus Clipper Coupon Book



New & Improved Features

Larger size

- Full-pony tab of 8.5" x 10" on full-color glossy 45# paper
- Makes your offers more visible to consumers
- Universal size
- Part of the first insert package, which has the majority of inserts — and where most readers look for savings

Fourth zone addition

- Completes city-wide coverage
- Popular location includes downtown Tucson and the University of Arizona

Single-copy distribution

- Each zone distributes approx. 42,000 copies or 168,000 copies full run

Bonus Space

- Allows advertisers like you to extend your reach and impressions via bonus ads in either their targeted zoned section of the advertiser's choice or an early week (Monday or Tuesday) full run ROP ad

Benefits

- New size is common among other coupon booklets in the market
- Delivered as part of the Sunday Star, a welcome advertising medium where consumers look for money-saving coupons
- Affordable pricing options include half pages and frequency levels of 3x, 6x and 12x
- Unlike direct mail, Cactus Clipper is delivered to the household doorstep, driveway or in local store racks, making it a non-intrusive medium to consumers

Advantages of Sunday Delivery

- 88% of those surveyed via the internet said they read Sunday newspaper inserts
- 79% of those surveyed by phone read Sunday inserts
- 83% of adults use preprints from their newspaper
- 88% user them much more than they did a few years ago
- 18-24 year olds are the most increasing demographic in their use of preprints
- On average, ad inserts are kept in the home for 3+ days, and kept at least a week by 35% of women
- Sunday readers overall are above-average in homeownership and income
- Economy drives use of coupons

Proven Research

- 27% of adults indicated they look for information in inserts as part of a buying decision, up from 19% 10 years ago.
- 24% of men indicate they turn to inserts when making a decision compared to 16% 10 years ago.

Tucson Coupon Usage By The Numbers

- 51% of Tucson adults use coupons for non-grocery products and services
- 33% of coupon-using Tucson adults use such coupons at least once a month
- 66% of Tucson's coupon-using households obtain them through the Sunday paper



Know the Cactus Clipper zoned audience consumer habits

Eastside/Foothills:

- Median household income for this area is \$71,523
- 90% have visited a fast food restaurant in the past month
- 89% have had auto repairs done in the past year
- 65% have made home improvements in the past year

Northwest:

- Median household income for this area is \$54,546
- 90% have visited a fast food restaurant in the past month
- 83% have visited a sit-down restaurant in the past month
- 83% have had auto repairs done in the past year
- 78% have made home improvements in the past year

South:

- Median household income for this area is \$44,800
- 95% have visited a fast-food restaurant in the past month
- 72% have had auto repairs done in the past year
- 38,805 have made home improvements in the past year

Central:

- Median household income for this area is \$47,333
- 94% have visited a fast-food restaurant in the past month
- 78% have had auto repairs done in the past year
- 30,571 have made home improvements in the past year

Effective 3/22/09

Sources: Vertis; The Newspaper Network; Claritas 2008; Scarborough 2008 (T)

Effective 5/18/09

Cactus Clipper Coupon Book (continued)



DISTRIBUTION

Northwest - 42,000 copies

Zip Codes - 85653, 85658, 85704, 85737, 85739, 85741, 84742, 85743, 85755

Eastside/Foothills - 42,000 copies

Zip Codes - 85718, 85750, 85749, 85748, 85730, 85747 (Rita Ranch), 85641 (Vail)

South - 42,000 copies

Zip Codes - 85706, 85713, 85714, 85735, 85746, 85757, 85629 (Sahuarita), 85614 (Green Valley), Suburban Zone 12 (South from Green Valley to Nogales)

Central - 42,000 copies

Zip Codes - 85701, 85705, 85710, 85711, 85712, 85715, 85716, 85719, 85745, 85707

Copies may vary based on seasonality.

DATES

Publication Dates	Space Reservation Dates
July 12	June 17
August 9	July 16
September 13	August 20
October 11	September 17
November 8	October 15
December 13	November 17

Deadline for Focused Reach pickup: Regular Focused Reach section deadlines.

Approximately 42,000 copies of the new Cactus Clipper will be distributed each month to Northwest, Eastside/Foothills, South and Central residents via Sunday Arizona Daily Star home delivery—and for the first year you advertise in Cactus Clipper, you'll receive a FREE pickup of your ad in black and white into a neighborhood Focused Reach section each month.*

Color may be added at the Focused Reach pick-up color rate.

Pair your Cactus Clipper ad with a pickup in a Thursday Focused Reach section and your message will reach between 88,000 and 92,000 consumers.

*Focused Reach pickup must occur within 30 days of coupon book appearance. Pickup bonus available with 6x or longer contract.

RATES

(Includes pickup ad in Focused Reach section with 6x or 12x contract)

Position	Open Rate	3x Contract	6x Contract	12x Contract
Back Cover	\$1,450	\$1,300	\$1,250	\$1,050
Full Page	\$1,300	\$1,200	\$1,150	\$950
Half Page	\$700	\$650	\$625	\$600
Remnant Page	\$1,100	—	—	—
Remnant Half	\$550	—	—	—

Front page placement is available to full page 12x contract advertisers on a rotating basis.

BONUS SPACE

Multi-issue frequency

1 Clipper Zone = 1 FREE Zone ad same size (black and white)

2 Clipper Zones = 2 FREE Zone ads same size (black and white)

3 Clipper Zones = 2 FREE Zone ads same size (or Mon. or Tue. full run, b & w)

4 Clipper Zones = 2 FREE Zone ads same size (or Mon. or Tue. full run w/color)

Bonus Space is not available with remnant rate. Bonus ad size totals 20 inches.

MECHANICAL SPECS

Finished trim size 8" x 10.5"

Full page 7" x 9.5"

Half page 7" x 5"

Bleed size 8.5" x 11"

All positions are full page size live area (8" wide x 5" tall), no bleed. Front cover design includes all placement of Cactus Clipper logo.

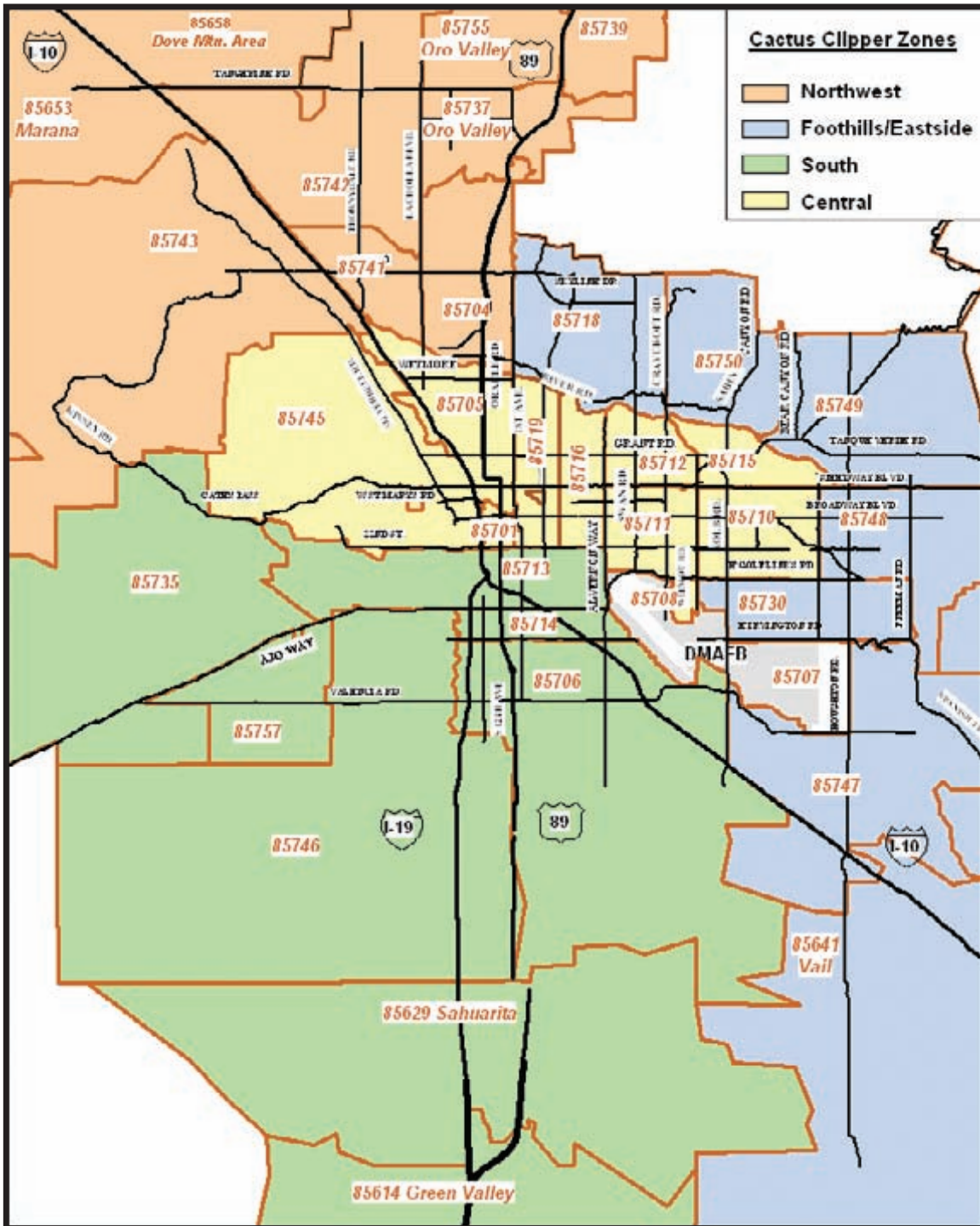
**For more information on this targeted advertising opportunity,
contact your Tucson Newspapers Account Executive.**

Effective 5/18/09

4850 S. Park Ave., Tucson, AZ 85714 • Retail: (520) 573-4366 Classified: (520) 573-4343



Cactus Clipper Coupon Book (continued)



Effective 5/18/09

4850 S. Park Ave., Tucson, AZ 85714 • Retail: (520) 573-4366 Classified: (520) 573-4343

