

# Oro Valley | Marana Magazine



Our signature magazine in the great Northwest is going strong

Oro Valley | Marana Magazine features locally-produced community news, events, personality profiles, home/garden, fashion, beauty and dining. Targeting affluent households in the fastest growing area of the Tucson market, the fast-paced magazine reaches residents in Catalina, Marana, Northwest Tucson, Oro Valley and SaddleBrooke.

An average of 32,000 copies each month of Oro Valley | Marana Magazine are distributed to households with incomes of \$80,000 or more, including:

- Home-delivered via U.S Mail (80% of distribution)
- Home-delivered in the Friday Arizona Daily Star
- Included with Friday Star single copy purchases

**Extended coverage ...Northwest Tucson's only community magazine** ...sharper focus on the local who, what, where and when ...Oro Valley | Marana Magazine is the ideal route to reach consumers living the good life west of the Catalinas.



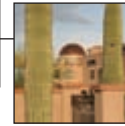
## Issue Dates and Theme

Issue	Theme	Publication Date	Space Reservation
January	Fitness/Health	Friday, January 9, 2009	Tuesday, December 16, 2008
February	The Good Life/Luxury	Friday, February 6, 2009	Wednesday, January 14, 2009
March	Green/Eco-Friendly	Friday, March 6, 2009	Wednesday, February 11, 2009
April	Leisure (Sports/Hobbies/Crafts)	Friday, April 3, 2009	Wednesday, March 11, 2009
May	Family	Friday, May 8, 2009	Wednesday, April 15, 2009
June	Local Travel/Day Tripping	Friday, June 5, 2009	Wednesday, May 13, 2009
July	Food (Restaurants)	Friday, July 3, 2009	Wednesday, June 10, 2009
August	Kids/Back To School	Friday, August 7, 2009	Wednesday, July 15, 2009
September	Performing Arts	Friday, September 4, 2009	Wednesday, August 12, 2009
October	Fun In The Sun (Outdoors)	Friday, October 2, 2009	Wednesday, September 9, 2009
November	Home For The Holidays	Friday, November 6, 2009	Wednesday, October 14, 2009
December	Best Of 2009	Friday, December 4, 2009	Tuesday, November 10, 2009
January 2010	TBD	Friday, January 8, 2010	Wednesday, December 16, 2009

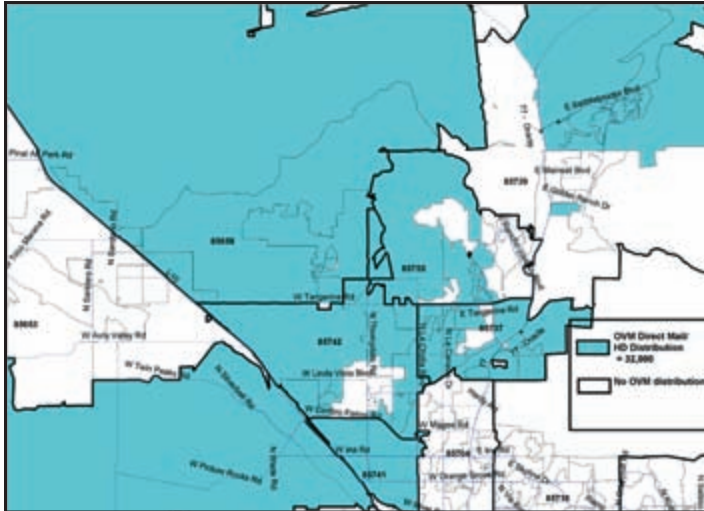
Contact your Tucson Newspapers account executive or Patty Ruiz-Gomez at 520-806-3566 or pruz@tucson.com today about advertising in Oro Valley | Marana Magazine.

Effective 5/18/09

# Oro Valley | Marana Magazine (continued)



## New Oro Valley | Marana Magazine Expanded Coverage and Distribution



### Featured Business or Restaurant of the Month

- Business or Restaurant would have their name on the front cover under the title "Featured Business of the Month".
- Picture of the business and name in the Table of Contents directing it to the appropriate pages.
- A two page write up (advertorial) of that business with pictures inside the magazine.

The total cost - \$5,000...

### Specifications

Ad Size	Dimensions
Full Page Non-Bleed	7.25w x 9.76h
Full Page Bleed	8.5w x 11.125h
Full Page Trim	8.0w x 10.625h 1/4" safety from trim
1/2 Page Vert	3.546w x 9.76h
1/2 Page Horiz	7.25w x 4.786h
2/3 Page Vert	4.784w x 9.76h
1/3 Page Single-Col.	2.309w x 9.76h
1/4 Page Vert	3.546w x 4.786h
2-Page Spread (Double Truck) Bleed	16.5w x 11.125h
2-Page Spread (Double Truck) Trim	15.985w x 10.625h
Gutter	.75"

### Rates

Ad Size	12x	6x	3x	Open
2 page Spread (D. Truck)	\$3315	\$3650	\$4012	\$4400
Full Page	\$1950	\$2145	\$2360	\$2590
2/3 Page (Vert)	\$1425	\$1575	\$1725	\$1900
Half Page (Vert or Horiz)	\$1100	\$1210	\$1330	\$1460
1/3 Page (Vert)	\$770	\$850	\$930	\$1025
1/4 Page (Vert)	\$550	\$715	\$785	\$860

Premium Positions	12x	6x	3x	Open
Back Cover	\$2590	\$2845	\$3125	\$3435
Inside Front Cover	\$2250	\$2475	\$2720	\$2990
Inside Back Cover	\$2150	\$2360	\$2595	\$2850
Pages 3, 5, & 7	\$2050	\$2250	\$2475	\$2720

- Rates effective January 2009.
- Rates commissionable at 15%\*.
- Rates indicate per issue.
- Guaranteed preferred position add 10% to rate\*\*.
- 12-time contract ads must run consecutively.
- All ads are full color.
- Graphic submissions must be 300 dpi and CMYK.

\* Commission not available on any discounted/special rate programs.  
\*\* Position guarantees are only available for Full Page Ads.

# ORO VALLEY | MARANA

The magazine of Oro Valley & Marana Communities & More

Contact your Tucson Newspapers account executive or Kathryn Dunn at 520-401-3929 or [kdunn@tucson.com](mailto:kdunn@tucson.com) today about advertising in Oro Valley | Marana Magazine.

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