

Preprinted Inserts Buyer's Edge



Direct Mailed Total Market Coverage

Buyer's Edge Preprinted Inserts

Spotlight your business where Tucson's non-subscribers look for valuable advertising first! Reach more than 300,000 households, or over 530,000 Tucson adults who aren't newspaper subscribers. It's an affordable, exclusive and high-visibility way to give your business an edge in the market.

	Up to 0.2oz	.21 - 0.3oz	.31 - 0.4oz	.41 - 0.5oz	.51 - 0.6oz	.61 - 0.7oz	.71 - 0.8oz	.81 - 0.9oz	.91 - 1.0oz	1.01 - 1.1oz
5,000 to 50,000	\$32.80	\$38.70	\$43.40	\$49.30	\$54.80	\$60.70	\$67.40	\$72.30	\$79.50	\$85.50
50,001 to 150,000	\$31.40	\$37.20	\$42.00	\$47.90	\$53.30	\$59.40	\$65.90	\$70.90	\$78.10	\$84.10
150,001 to 300,000	\$29.90	\$35.70	\$40.40	\$46.40	\$51.90	\$58.00	\$64.50	\$69.50	\$76.70	\$82.80
300,000 +	\$28.50	\$34.40	\$38.90	\$45.10	\$50.50	\$56.60	\$63.20	\$68.10	\$75.20	\$81.40

	1.11 - 1.2oz	1.21 - 1.3oz	1.31- 1.4oz	1.41- 1.5oz	1.51- 1.6oz	1.61- 1.7oz	1.71- 1.8oz	1.81- 1.9oz	1.91- 2.0oz	2.01- 2.1oz
5,000 to 50,000	\$91.50	\$97.70	\$104.80	\$110.90	\$117.00	\$124.20	\$130.40	\$137.10	\$143.70	\$150.50
50,001 to 150,000	\$90.20	\$96.30	\$103.40	\$109.40	\$115.50	\$122.70	\$128.70	\$135.30	\$141.90	\$148.50
150,001 to 300,000	\$88.80	\$94.70	\$102.00	\$108.00	\$114.00	\$121.20	\$127.20	\$133.90	\$140.20	\$146.50
300,000 +	\$87.30	\$93.40	\$100.60	\$106.60	\$112.60	\$119.80	\$125.90	\$131.90	\$138.30	\$145.10

	2.11 - 2.2oz	2.21- 2.3oz	2.31- 2.4oz	2.41- 2.5oz	2.51- 2.6oz	2.61- 2.7oz	2.71- 2.8oz	2.81- 2.9oz	2.91- 3.0oz	3.01- 3.1oz
5,000 to 50,000	\$157.20	\$163.80	\$170.70	\$173.20	\$179.70	\$186.30	\$192.80	\$199.30	\$205.90	\$212.40
50,001 to 150,000	\$155.10	\$161.80	\$168.30	\$171.00	\$177.30	\$183.80	\$190.30	\$196.60	\$203.00	\$209.30
150,001 to 300,000	\$153.20	\$159.80	\$166.40	\$168.50	\$175.00	\$181.40	\$187.50	\$194.00	\$200.40	\$206.80
300,000 +	\$151.20	\$157.80	\$164.40	\$166.50	\$172.70	\$179.10	\$185.30	\$191.40	\$197.80	\$203.90

	3.11 - 3.2oz	3.21- 3.3oz	3.31- 3.4oz	3.41- 3.5oz	3.51- 3.6oz	3.61- 3.7oz	3.71- 3.8oz	3.81- 3.9oz	3.91- 4.0oz	4.01- 4.1oz
5,000 to 50,000	\$215.40	\$216.90	\$222.60	\$228.40	\$234.10	\$239.80	\$245.50	\$251.40	\$257.00	\$262.80
50,001 to 150,000	\$209.60	\$215.40	\$221.20	\$226.90	\$232.70	\$238.40	\$244.20	\$251.00	\$255.60	\$261.40
150,001 to 300,000	\$208.30	\$214.00	\$219.70	\$225.50	\$231.20	\$237.10	\$242.70	\$248.40	\$254.20	\$259.90
300,000 +	\$206.90	\$212.60	\$218.30	\$224.00	\$229.80	\$235.60	\$241.30	\$247.00	\$252.80	\$258.60

Effective 7/22/09