

Retail Newspaper Advertising and Color



Newspaper Advertising

- Retail rates are available to businesses with a storefront address within the state of Arizona.
- All contracts must be signed in advance of publication to receive discounts. Open rates apply until a contract is signed.
- Discounts do not apply to Sunday and listed holidays.
- Ad placement is run of press (ROP).
- Contract fulfillment is net dollars.

Retail Revenue Contract Rates

Our Revenue Contract levels provide you with maximum flexibility to make your advertising dollar work hard for your business.

Holiday Rates

- Sunday home delivery distribution and Sunday rates apply on the following holidays: Thanksgiving Day, Christmas Eve Day, Christmas Day, New Year's Eve Day, New Year's Day.

Color Rates

- Color is subject to availability and may be limited.
- Two colors will be charged at the full color rate.
- One Color = 20% of Gross Space Cost
- Full Color = 30% of Gross Space Cost

Pickup Discounts

- First pickup – 40% Discount
- Second through sixth pickup – 50% Discount
- Must run within 6 days of original ad. No copy changes. Full run ads only.
- Discounts do not apply to Sunday.

Contract Volume	Daily Rate	Sunday Rate	Target Sections	Preprint	SaddleBag Notes	Oro Valley/ Marana	TV y Mas
Open	\$141.90	\$174.10					
\$2,500	\$98.90	\$122.10	A	A	A	A	A
\$5,000	\$94.60	\$116.70	A	A	A	A	A
\$7,500	\$89.40	\$112.00	A	A	A	A	A
\$10,000	\$85.20	\$105.60	A	A	A	A	A
\$15,000	\$82.10	\$100.90	A	A	A	A	A
\$25,000	\$79.90	\$98.70	A	B	A	A	A
\$35,000	\$77.90	\$95.50	B	B	B	B	B
\$50,000	\$75.70	\$93.50	B	B	B	B	B
\$75,000	\$73.60	\$90.30	B	B	B	B	B
\$100,000	\$71.60	\$88.10	B	C	B	B	B
\$150,000	\$69.40	\$85.50	B	C	B	B	B

Effective 8/10/09