

Section Front Strip Advertising



Section Front Strip Ads

- Strip ad dimensions are 6 columns (11.625) x 1.75" for Daily/Sunday 6-column ROP sections and 5 columns (9.658) x 1.75" for Daily/Sunday 5-column ROP sections.
- All strip ads are placed at the bottom of the section fronts.
- Rate includes 10,000-impression online leaderboard on day of print publication.
- Ad copy must be approved by the publisher prior to publication.
- No pickup discounts allowed.
- Includes full color.
- No color available for inside section fronts
- 6x, 13x, 26x and 52x non-consecutive frequency contracts available.

Section A

Frequency	Mon-Tues	Wed-Sat	Sun
Open	\$875.00	\$1,300.00	\$2,268.00
6x	\$744.00	\$1,187.00	\$2,160.00
13x	\$690.00	\$1,152.00	\$2,095.00
26x	\$670.00	\$1,118.00	\$2,032.00
52x	\$650.00	\$1,085.00	\$1,971.00

Sports

Frequency	Mon-Tues	Wed-Sat	Sun
Open	\$875.00	\$1,300.00	\$1,795.00
6x	\$744.00	\$1,187.00	\$1,694.00
13x	\$690.00	\$1,152.00	\$1,643.00
26x	\$670.00	\$1,118.00	\$1,594.00
52x	\$650.00	\$1,085.00	\$1,546.00

Tab Sections

Special Sections

Frequency	Mon-Tues	Wed-Sat	Sun
Open	\$826.00	\$826.00	\$996.00
6x	\$564.00	\$702.00	\$847.00
13x	\$531.00	\$660.00	\$797.00
26x	\$515.00	\$641.00	\$772.00
52x	\$500.00	\$621.00	\$749.00

Inside Strip

Black & White Only

Frequency	Mon-Tues	Wed-Sat
Open	\$315.00	\$555.00
6x	\$315.00	\$461.00
13x	\$315.00	\$424.00
26x	\$315.00	\$410.00
52x	\$284.00	\$394.00

Food

Frequency	Wed
Open	\$995.00
6x	\$846.00
13x	\$796.00
26x	\$772.00
52x	\$748.00

Caliente

Frequency	Thurs
Open	\$1,083.00
6x	\$989.00
13x	\$960.00
26x	\$932.00
52x	\$904.00

The Arts

Frequency	Fri
Open	\$995.00
6x	\$846.00
13x	\$796.00
26x	\$772.00
52x	\$748.00

Out and About

Frequency	Sat
Open	\$850.00
6x	\$744.00
13x	\$684.00
26x	\$663.00
52x	\$643.00

New Homes Tab

Frequency	Sat
Open	\$1,760.00
6x	\$1,492.00
13x	\$1,448.00
26x	\$1,406.00
52x	\$1,365.00

At Home Tab

Frequency	Sun
Open	\$996.00
6x	\$847.00
13x	\$797.00
26x	\$772.00
52x	\$749.00

Tucson Region

Frequency	Sun
Open	\$1,200.00
6x	\$925.00
13x	\$851.00
26x	\$825.00
52x	\$800.00

Vamos and Business

Frequency	Sun
Open	\$1,200.00
6x	\$1,020.00
13x	\$960.00
26x	\$930.00
52x	\$902.00

Effective 5/18/09