

2011 NATIONAL & SPECIAL CATEGORY RATES

ADVERTISING OPPORTUNITIES

EFFECTIVE 05.01.2011

The Arizona Republic & azcentral.com are divisions of Republic Media, an innovative multi-platform media company that helps businesses navigate the advertising world. When it comes to local news and effective advertising, more Phoenix residents trust *The Arizona Republic* than any other source. For more than a century, we've provided a level of customer service, reach and innovation unmatched by any other local advertising medium. From traditional newspaper ads to profitable multimedia sponsorships, we're committed to helping you reach consumers. Our readers are your best customers.

CIRCULATION*

Newspaper	Circulation
Daily Republic	341,855
Saturday Republic	373,935
Sunday Republic	487,372

*Source: 2009 ABC Audit. Circulation is an audited number taken at a given point in time. Day to day changes in subscriber activity cause actual press runs on any particular day to vary from the audited number. For preprint planning for a particular day, contact your sales representative for distribution estimates.

READERSHIP

THE ARIZONA REPUBLIC/azcentral.com

- Arizona's largest, most trusted local source for news and information since 1890
- *The Arizona Republic* reaches 810,000 adults every day and 1,222,100 adults on Sunday
- Reaching more than 1.5 million Metro Phoenix readers per week
- Home to azcentral.com, Arizona's #1 local Web site with more than 91 million pageviews per month and 6.6 million unique visitors per month

METRO PHOENIX

- Phoenix retail sales generated \$29.7 billion last year
- 2010 total home sales (*new and resale*): 97,123
- Population increased 37% since 2000

ARIZONA

- Third fastest growing population in the U.S.
- Home to young residents (*median age: 34.3*)
- Arizona welcomed 35.3 million visitors in 2009
- Visitor spending topped \$16.6 billion in 2009

*Source: 2010 Claritas; RL Brown Phoenix, Arizona Dept. of Revenue, Arizona Office of Tourism; 2011 Phoenix Scarborough release 1 (Feb 10-Jan 11).

REACH

- The Sunday *Arizona Republic* reach 38% of all area adults including:
- 37% who took a foreign trip in the past 3 years
 - 41% who took a cruise in the past 3 years

BUSINESS SECTION

- As part of The Arizona Republic, our daily Business section reaches more Phoenix adults than the New York Times, USA Today and the Wall Street Journal – combined!
- Four issues of the Sunday Arizona Republic reach 41% of small business owners. 38% who make computer purchasing decisions for their business, 56% of readers with investments/bonds, 62% of readers who invest in money market funds, 59% who have a mutual fund, and 60% who have stocks.

PERSONNEL

Chris Stegman
Director of Retail Advertising
 (602) 444-3902

Tim Thomas
National Advertising Manager
 (602) 444-8890

Bob Peebler
Director of Advertising, Finance & Operations
 (602) 444-8209

OFFICE LOCATIONS

PHOENIX MAIN OFFICE

200 E. Van Buren Street, Phoenix, AZ 85004
 (602) 444-8443 • 1-800-331-9302 • FAX: (602) 444-8691

CUSTOMER ACCOUNTING SERVICES

Manager:(602) 444-8581
 Credit:.....(602) 444-8922
 Accounts Receivable:.....(602) 444-8509
 Billing Inquiries:(602) 444-8561

MEMBERSHIPS

Newspaper Association of America
 Audit Bureau of Circulation
 American Advertising Association
 ANA (*Arizona Newspaper Association*)

TABLE OF CONTENTS

Personnel	2
Office Addresses	2
General Advertising Policy	3
Legal Provisions	3-4
Deadlines	5
Mechanical and Electronic Specifications.....	6

GENERAL ADVERTISING POLICY

Deadlines

To ensure publication, Advertiser must meet all current deadline schedule requirements. Advance deadlines may become necessary to meet holiday demands and special circumstances.

Pricing

Local display advertising rates are non-commissionable. Retail display advertising rates apply to most firms, individuals and associations selling goods/services in the State of Arizona. Retail rates do not apply to any advertising for which the Publisher has established (*or will establish*) other rates (*i.e., National, Classified or Category rates*). Rate classifications are determined by the Publisher.

Editorial Style Ads

All editorial style ads must contain the word "ADVERTISEMENT" in minimum 10 point type at the top of the ad for every two columns of width. Advertising that mimics the editorial style or typeface of *The Arizona Republic* is prohibited.

Political Advertising

Political advertising is accepted at current political rates and must be paid in advance. Non-political advertisers may not use their current advertising agreements for political advertising. Guidelines are available on request.

Payment Terms

Advertising is paid in advance. Credit approved contract and non-contract billed advertising is Net 10 days.

Payment Options

Newspaper will accept payment by cash, check, check-by-phone, postage paid envelopes, Financial EDI or convenient drop boxes located at any *Arizona Republic* office. Our courier service is also available.

Brokered Advertising

The Newspaper deals directly and individually with its local advertisers and does not accept local brokered advertising.

Photo Release

Photographs of individuals to be used in advertising must be accompanied by a signed release from the individual permitting the use of the photograph(s). Release forms are available from Advertiser's account executive.

Thanksgiving Day

Due to increased distribution, Sunday rates apply to Thanksgiving Day.

e-Tearsheets

Electronic tearsheets are available upon request, via the internet, following ad publication.

Color

Color on advertisements is subject to availability. Color deadline schedules can be found in this booklet on page 5 and color rates can be found in the National Advertising Rate Card or contact your sales representative.

LEGAL PROVISIONS

Short-Rating

If, at the end of Advertiser's contract with the Newspaper, the Advertiser shall have fallen short of the minimum commitment of advertising agreed to in the contract, to the extent that a different rate would be applicable according to the Newspaper's current rate schedule, Advertiser's rate for all space/insertions used during the contract term shall be increased to the appropriate rate indicated on said rate schedule, and Advertiser shall pay the difference. In any case, the rate charged will not exceed the costs of continuing the agreement in force until its expiration date.

Newspaper Rate Card

The Newspaper may revise its advertising rate schedule at any time upon 30 days' written notice to Advertiser, and Advertiser may, without penalty, cancel its advertising contract at any time prior to the time the new rates become effective upon prior written notice to the Newspaper.

Right to Edit or Reject

The Newspaper may, in its sole discretion, edit, classify, or reject at any time any advertising copy submitted by Advertiser.

Payment for Advertising

Advertiser shall pay for the advertising purchased according to the terms indicated on the Newspaper's invoices/billing statements. If Advertiser fails to make timely payments as provided for in the invoices/billing statements, the Newspaper may reject advertising copy. Advertiser agrees to indemnify the Newspaper for all expenses incurred in conjunction with the collection of amounts payable, including court costs and attorneys' fees. If Advertiser's contract is canceled due to Advertiser's failure to make timely payments, the Newspaper may re-bill the Advertiser at the open or earned contract rate, whichever is applicable. Stated rates for all contract advertising services are conditional on subsequent payment by cash, check, or EDI.

Typographical Errors; Incorrect Insertions or Omissions

The Advertiser's contract cannot be invalidated for typographical errors, incorrect insertions or omissions in advertising published. The Newspaper agrees to run a corrective advertisement for that portion of the first insertion which may have been rendered valueless by such typographical error, wrong insertion or omission. Advertiser shall notify the Newspaper of such errors in time for correction before the second insertion. The corrective advertisement or credit shall not exceed the cost of the actual space occupied by the error. The Newspaper shall not be liable to Advertiser for any loss that results from the incorrect publication including, without limitation, typographical errors, incorrect insertion or omission of Advertiser's advertisements.

Credits

ANY claim for credit must be received by the Newspaper within sixty (60) days from the date of invoice/billing statement or be deemed waived. Credit is granted only for the first day of error.

Indemnification

Advertiser agrees to indemnify, defend and hold harmless the Newspaper from all claims (*whether valid or invalid*), suits, judgments, proceedings, losses, damages, costs and expenses, of any nature whatsoever (*including reasonable attorney's fees*) for which the Newspaper or any of its affiliates may become liable by reason of Newspaper's publication of Advertiser's advertising.

Ownership of Advertising Copy

All advertising copy which represents the creative effort of the Newspaper and/or the utilization of creativity, illustrations, labor, composition or material furnished by it, is and remains the property of the Newspaper, including all rights of copyright therein. Advertiser understands and agrees that it cannot authorize photographic or other production, in whole or in part, of any such advertising copy for use in any other medium without the Newspaper's prior written consent.

Taxes

If any federal, state or local taxes are imposed on the printing of advertising material or on the sale of advertising space, such taxes shall be assumed and paid by Advertiser.

Assignment

Advertising contracts may not be assigned or transferred by Advertiser or its advertising agency, if any.

Force Majeure

Each party's obligations are conditional on strikes, fires, acts of God or the public enemy, war, or any cause not subject to the control of such party.

Cancellations

Cancellations will not be accepted after the applicable closing time. Advertiser will be responsible for any production or creative services provided by the Newspaper regardless of the cancellation of Advertiser's advertising.

Positioning of Advertisements

Newspaper shall have full latitude with respect to positioning all advertisements. Newspaper will use its reasonable efforts to accommodate the Advertiser's requests; however, position of advertisements is not guaranteed.

Credit Check

Advertiser is subject to a satisfactory credit check or prepayment will be required.

Joint and Several Liability

If Advertiser utilizes an Agency, Advertiser and Agency shall be jointly and severally liable for complying with all rate card terms and conditions, including payment of all advertising.

Agency Commissions

Agency commissions, if any, shall apply to all space charges and adjustments.

No Sequential Liability

Any statements concerning liability which appear on correspondence from Advertiser or its Agency are rendered void and is irrevocable without the written consent of the Newspaper's credit department. It is further agreed that the Newspaper does not accept those provisions in advertising orders or space reservations claiming sequential liability.

Incorrect Rates in Order Forms

When orders are forwarded by Advertiser or its Agency which contain incorrect rates or conditions, the advertising called for will be inserted and charged at the correct rate in force governing such advertising as provided for in the Newspaper's rate schedule and in accordance with the conditions contained herein.

Electronic Delivery

Facsimile or other electronic means may be used to send insertion orders, agreements and other instruction. They are considered binding when accepted by us, whether or not original copies are sent or received. We may respond to you by the same or similar means.

DEADLINES

Day of Publication	Space Reservation, Materials Submittal*, Color Reservation	PRESS READY** PROOF CORRECTIONS
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MONDAY

AZ Living	Wednesday	NOON	Thursday	2 pm
News, Sports	Wednesday	NOON	Thursday	2 pm
No ads placed in Business on Mondays. Business is part of Valley & State and not its own section				

TUESDAY

AZ Living	Thursday	5 pm	Friday	5 pm
News, Sports, Business	Thursday	5 pm	Friday	5 pm

WEDNESDAY

Food & Drink (AZ Living)	Thursday	NOON	Friday	5 pm
News, Sports, Business	Friday	5 pm	Monday	2 pm
ZONES	Thursday	NOON	Friday	2 pm

THURSDAY

AZ Living: Things To Do	Friday	5 pm	Monday	2 pm
News, Sports, Business	Monday	5 pm	Tuesday	2 pm
ZONES	Friday	5 pm	Monday	2 pm

FRIDAY

Preview	Monday	5 pm	Tuesday	2 pm
News, Sports, Business	Tuesday	5 pm	Wednesday	2 pm
AZ Healthy Living	Friday (7 days prior)	5 pm	Monday	2 pm
ZONES	Monday	NOON	Tuesday	2 pm

SATURDAY

Explore Arizona (AZ Living)	Wednesday	NOON	Wednesday	7 pm
News, Sports, Business	Wednesday	NOON	Thursday	2 pm
Your Home	Friday (8 days prior)	5 pm	Tuesday	2 pm
ZONES	Tuesday	NOON	Wednesday	2 pm

SUNDAY

AZ Living (Sunday)	Tuesday	5 pm	Thursday	2 pm
A&E	Tuesday	5 pm	Thursday	2 pm
Travel	Tuesday	5 pm	Thursday	2 pm
News, Sports, Business	Tuesday	5 pm	Thursday	2 pm
Comics	Monday (27 days prior)	5 pm	Tuesday (19 days prior)	NOON
TV Book	Friday (16 days prior)	5 pm	Monday (13 days prior)	5 pm

FOR COPY AND PROOF PICK-UP: (602) 444-8277

* Materials Submittal- ads that need to be built by The Arizona Republic.
 ** Refer to digital ready definition on page 6. Must meet these specifications.

Publisher reserves right to revise deadlines at any time.

Zone Key			
Surprise Republic	1	Scottsdale South	9
Northwest Republic	1/20	Tempe	10
Peoria Republic	2	Mesa West	11
Phoenix Central	3	Mesa East	15
Southwest Republic	5	Gilbert	12
Chandler North	6	Ahwatukee	14
Chandler South	6/17	Glendale South	18
Northeast Phoenix	7	Glendale North	19
Scottsdale North	8	Phoenix North	21

MECHANICAL SPECIFICATIONS

Minimum size is 1 inch for ROP advertising. Original art should be submitted in the sizes indicated below:

Display Sizes Broadsheet

	Image Size
1 Column	1.563"
2 Columns	3.250"
3 Columns	4.938"
4 Columns	6.625"
5 Columns	8.313"
6 Columns	10.000"

ROP Full Page

6 col. x 21.5" (10" x 21.5")

ROP Double Truck

12 col. x 21.5" (21" x 21.5")

ROP double trucks will be charged at 279.5 column inches. Tab full pages will be charged at 58.125 column inches. Tab double trucks will be charged at 127.875 column inches.

Broadsheet

ROP advertising available by the column inch in depth increments of .5". Ads larger than 19.50" in depth will be charged at full depth (21.5").

Display Sizes Compact Newspapers

Full Page	4 col. x 10"	10" x 10"
Half Page Horizontal	4 col. x 4.938"	10" x 4.938"
Half Page Vertical	2 col. x 10"	4.938" x 10"
Quarter Page	2 col. x 4.938"	4.938" x 4.938"
Eighth Page Vertical	1 col. x 4.938"	2.406" x 4.938"
Eighth Page Horizontal	2 col. x 2.414"	4.938" x 2.414"
Sixteenth Page Square	1 col. x 2.414"	2.406" x 2.414"
Double Truck	8 col. x 10"	21" x 10"

Digital Ready Ads/Electronic Transmission

A digital-ready ad is an ad that is provided to the Newspaper complete and ready for reproduction. Electronic transmission is an ad that is submitted to *The Arizona Republic* in an electronic format, preferably a PDF, using a transfer service such as AdSend, Fast Channel or AdDrop.

When converting postscript or EPS files in Adobe Acrobat Distiller, please use *The Arizona Republic's* specifications to allow the proper compression & conversion settings to be applied to your file for quality newspaper reproduction. *The Arizona Republic* will check each file for correct toning and resolution settings. Images within your PDF should be saved at a minimum of 180 ppi and not more than 250 ppi for correct reproduction in newspaper. A minimum of 300 ppi is required for magazine products.

Submit ads via a form of electronic transfer (i.e. CD or other accepted disk formats, ad service providers such as AP AdSend) and ensure they meet the electronic transfer standards and are complete and ready for publication. We cannot accept ads or materials submitted as file attachments via e-mail.

Color

All colors must be designated as CMYK process color. If you create a custom color in any application, please make sure it is designated for process color separation. Any other type of color designation will not process through our production cycle properly.

Photos

Custom or embedded profiles within Photoshop should not be used in the production of an ad as they may not process through our production system properly.

Ad Transfer

The Arizona Republic supports the following ad transfer services:

- AdSend 1-800-823-7363
- AdDrop <http://addrop.azcentral.com>
- DG Fast Channel 1-800-324-5672

Contact the service provider on transferring ads using the AdSend system. Contact your account executive or Rich Reiningger at (602) 444-4587 for information on transferring ads using AdDrop.

ELECTRONIC SPECIFICATIONS

Hardware

Our standard is Macintosh environment. If you use a Windows based PC, you will be required to submit your ad as a distilled PDF.

Source Applications

Materials must be prepared using one of the following applications:

- Quark XPress 6.5
- Adobe CS1 - CS3

Delivery

The Arizona Republic can receive materials on these physical mediums:

- 650MB CD-ROM disk
- 4.7GB DVD-R disk

Fonts

All electronic documents must be prepared with postscript fonts. Each typeface must consist of a printer portion and a screen portion. Ads built with TrueType or Multiple Master fonts will be replaced with similar postscript fonts.

If an ad uses fonts that are not in our current font library, or not supplied with the ad, *The Arizona Republic* will substitute the closest available font.

No credits or other adjustments will be given for font substitutions. Please avoid "stylizing" fonts to create fake bold, italic, etc. Use only real font styles.

File Formats

Files should be saved in the standard "Save" mode for the particular application used. We will accept graphic files saved in EPS, Jpg or Tiff formats. Files can be compressed using Stuffit compression software. No compressed tiff formats should be used in any application.

Line Art

Line art should be scanned at a minimum resolution of 600 ppi, especially if scanning prescreened material. If no halftone screens are involved, we will accept line art at 300 ppi.

Images

All images should be scanned at a minimum of 180 ppi and not more than 250 ppi for correct reproduction in newspaper, no more than 300 ppi for magazine products.

PLEASE REQUEST OUR POWER OF COLOR FOR ALL SPECIFICATIONS.

NOTES

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