

BUSINESS/FINANCIAL

FINANCIAL

The following applies to all bank investment/mutual fund, mortgage / equity lenders, savings and loan, and insurance institutions. Rates are commissionable at 15% to recognized agencies submitting camera ready art. Contracts available at yearly levels. Rates are per column inch.

REACH

Metro Phoenix residents are avid investors. Your financial business can reach the active metro Phoenix market with advertising in *The Arizona Republic*. Of area adults, we reach:

	Four Sunday Issues	Five Daily Issues
Have a 24-hour ATM card	55%	41%
Have a 401-K plan	56%	43%
Have certificates of deposit	67%	56%
Have an IRA account	64%	53%
Have a Money Market account	61%	52%
Use a financial planner	65%	54%
Use a full-service stock broker	75%	61%

Source: 2011 Phoenix CBSA Scarborough Release 1 (Feb 10-Jan 11)

RATES (GROSS)

Dollar Volume	Daily	Sunday
25,000	\$248	\$337
90,000	\$243	\$332
175,000	\$240	\$329
250,000	\$239	\$326

CATEGORY COLOR RATES (GROSS)

Color premium is in addition to Advertiser's established black and white rate for space used. Double trucks will be charged at twice the applicable color rate.

	Daily	Sunday
Black & 1 color	\$2,935	\$3,434
Multi-color	\$4,400	\$5,161

RE-RUN DISCOUNT

An advertisement appearing in ROP daily or Sunday may be re-run as often as desired within six days following or preceding the original insertion in any Monday through Saturday edition at a substantial discount. ROP ads must be at least 15 column inches. Discount does not apply to Sunday.

RE-RUN DISCOUNT

No Change	30%
Color Re-run Discount	30%

ZONE PUBLICATION DAYS

Wednesday:	all zones
Thursday:	zones 8, 9
Friday:	all zones
Saturday:	all zones

INTERNET ADVERTISING OPPORTUNITIES

As the online home of *The Arizona Republic* and KPNX Channel 12, azcentral.com is the state's most trusted source for breaking news and information on the Internet. With over 6.8 million unique users and more than 81 million page views each month, azcentral.com is the most efficient way to reach savvy consumers with spending power.

- 82% of the metro Phoenix market has access to the Internet
- 57% of metro Phoenix adults (nearly 1.9 million) read an issue of *The Arizona Republic* in the past week or visited azcentral.com in the past 30 days

Online billing is directed towards fulfilling your *Arizona Republic* newspaper contracts. See azcentral.com rate card for online advertising rates.

We offer a wide range of online advertising strategies including:

- Large Format
- Rich Media and Eyeblander Ads
- Ads by Daypart
- Domain Targeted Ads
- ZIP, Age, Gender and Content Affinity Targeted Ads
- Opt-in E-mail Marketing
- E-mail Newsletter Sponsorships
- Hispanic Targeted Ads
- Newspaper Ads Online
- Targeted Mobile Ads

Sources: July 2011 Omniture (Rolling 12-month avg Jul 10-Jun 11), 2011 Phoenix CBSA Scarborough release 1 (Feb 10-Jan 11), 2011 Phoenix Market Study, Simmons/Experian Consumer Research

For details on all of our services call:

National Advertising Department | 200 East Van Buren St. | 3rd Floor | Phoenix, Arizona 85004
Phone: (602) 444-8443 | Fax: (602) 444-8691 or (602) 444-2417