

As the Valley's weekly guide to smart shopping, your message is delivered each Wednesday to *Arizona Republic* subscribers and mailed weekly with your insert to non-subscribers in select Maricopa County zip codes arriving in mailboxes either Monday or Tuesday or Wednesday for shared mail. To guarantee delivery, addresses are clearly marked on every issue using state-of-the art ink-jet printing.

**For more information, contact your sales representative
or call: (602) 444-4586**

Deliver Buyer's Edge Preprints to:

Design Mail
9160 S. McKemy, Suite 106, Tempe, AZ 85284
(480) 736-1368 (Deliveries accepted Mon.-Fri. 7 am - 4 pm)

Preprint Deadlines

Space: 14 days prior to publication
Due on dock: 7 days prior to publication

Earlier deadlines may prevail on holidays.

Buyer's Edge Preprint Rates

Weight (oz)	0-0.1	.11-0.2	.21-0.3	.31-0.4	.41-0.5	.51-0.6	.61-0.7	.71-0.8	.81-0.9	.91-1 oz.
10,000 to 50,000	\$33.25	\$39.25	\$43.95	\$48.95	\$54.50	\$59.40	\$67.45	\$70.85	\$77.90	\$83.90
50,001 to 150,000	\$32.25	\$37.75	\$42.55	\$47.70	\$53.05	\$59.05	\$66.00	\$69.55	\$76.55	\$82.40
150001 to 300000	\$30.25	\$36.25	\$40.95	\$46.15	\$51.55	\$57.60	\$64.50	\$68.10	\$75.10	\$81.05
300001 to 450000	\$28.85	\$34.75	\$39.55	\$44.75	\$50.25	\$56.25	\$63.10	\$66.70	\$73.70	\$79.70
450001 to 600000	\$27.35	\$33.25	\$38.00	\$43.35	\$48.80	\$54.80	\$61.75	\$65.30	\$72.45	\$78.35
600000 plus	\$18.10	\$23.40	\$28.85	\$33.55	\$38.80	\$44.05	\$49.55	\$53.80	\$59.00	\$64.25

Weight (oz)	1.01-1.1	1.11-1.2	1.21-1.3	1.31-1.4	1.41-1.5	1.51-1.6	1.61-1.7	1.71-1.8	1.81-1.9	1.91-2 oz
10,000 to 50,000	\$89.80	\$96.70	\$102.70	\$108.15	\$114.60	\$121.70	\$127.90	\$134.40	\$140.80	\$147.55
50,001 to 150,000	\$88.35	\$95.25	\$101.35	\$107.20	\$113.25	\$120.25	\$126.15	\$132.60	\$139.10	\$145.60
150001 to 300000	\$87.00	\$93.80	\$100.00	\$105.85	\$111.80	\$118.90	\$124.80	\$131.20	\$137.45	\$143.60
300001 to 450000	\$85.55	\$92.50	\$98.60	\$104.45	\$110.40	\$117.40	\$123.30	\$129.30	\$135.55	\$142.20
450001 to 600000	\$84.20	\$91.10	\$97.15	\$103.10	\$109.10	\$116.10	\$122.00	\$127.90	\$106.25	\$140.90
600000 plus	\$69.45	\$75.30	\$79.75	\$85.00	\$90.15	\$95.45	\$100.60	\$105.80	\$111.05	\$116.20

Weight (oz)	2.01-2.1	2.11-2.2	2.21-2.3	2.31-2.4	2.41-2.5	2.51-2.6	2.61-2.7	2.71-2.8	2.81-2.9	2.91-3 oz
10,000 to 50,000	\$154.00	\$160.50	\$167.30	\$169.80	\$176.10	\$182.70	\$189.00	\$195.30	\$201.90	\$208.10
50,001 to 150,000	\$152.10	\$158.55	\$165.10	\$167.50	\$173.70	\$180.15	\$186.40	\$192.70	\$200.10	\$205.20
150001 to 300000	\$150.20	\$156.65	\$163.10	\$165.20	\$171.50	\$177.90	\$183.80	\$190.10	\$196.40	\$202.70
300001 to 450000	\$148.25	\$154.70	\$161.20	\$163.20	\$169.25	\$175.60	\$181.50	\$187.50	\$193.80	\$199.80
450001 to 600000	\$146.75	\$152.65	\$159.80	\$161.50	\$167.20	\$174.10	\$179.80	\$185.60	\$191.20	\$198.10
600000 plus	\$121.35	\$126.55	\$131.65	\$136.90	\$142.10	\$147.30	\$152.50	\$157.65	\$162.90	\$168.15

Weight (oz)	3.01-3.1	3.11-3.2	3.21-3.3	3.31-3.4	3.41-3.5	3.51-3.6	3.61-3.7	3.71-3.8	3.81-3.9	3.91-4
10,000 to 50,000	\$208.65	\$210.05	\$215.60	\$221.15	\$226.75	\$232.25	\$237.80	\$243.25	\$248.95	\$254.55
50,001 to 150,000	\$203.10	\$208.70	\$214.25	\$219.75	\$225.30	\$230.90	\$236.45	\$243.05	\$247.50	\$253.15
150001 to 300000	\$201.70	\$207.25	\$212.85	\$218.45	\$223.95	\$229.55	\$235.15	\$240.65	\$246.20	\$251.70
300001 to 450000	\$200.40	\$205.90	\$211.40	\$217.00	\$222.60	\$228.10	\$233.70	\$239.25	\$244.80	\$250.45
450001 to 600000	\$199.00	\$204.55	\$210.10	\$215.65	\$221.05	\$226.80	\$232.30	\$237.85	\$243.40	\$249.05
600000 plus	\$171.25	\$176.40	\$181.50	\$186.65	\$192.30	\$197.15	\$202.00	\$206.90	\$211.75	\$216.60

Prices subject to change, contact your sales executive for most current rates

DISPLAY ADS

15 AREAS - 110,000 Per Area. All prices include four color process. Home delivery subscribers receive Buyer's Edge every Wednesday. Non-subscribers receive Buyer's Edge via shared mail either Monday or Tuesday or Wednesday.

2011 Buyer's Edge Jacket Rates

(Rates per thousand)

Ad Size	0-1 Million Households	1-5 Million Households	5-10 Million Households	Over 10 Million Households
Cover	\$24	\$21	\$19	\$15
Inside Full Page	\$14.60	\$9.50	\$8.10	\$7.50
Inside Half Page	\$9.50	\$6.25	\$5.25	\$4.75
Inside Quarter Page	\$6.25	\$4.20	\$3.75	\$3.00
Indicia Ad	\$1.50	\$1.45	\$1.40	\$1.35

Display ad deadlines

Space/Materials: Tues. 5 pm, 15 days prior to publication
 Electronic Submittal/Press Ready: Wed. 5 pm, 14 days prior to publication
Earlier deadlines may prevail on holidays.

- Ask about our **FREE** advertising creative service.
- For advertising opportunities call: (602) 444-4586

MECHANICALS

- 1/8 Page4.625" x 2.35"
- 1/4 Page4.625" x 4.8125"
- Horizontal Half Page9.437" x 4.8125"
- Vertical Front Half Page4.625" x 7.8125"
- Back/Front Full Page9.437" x 7.8125"
- Inside Full Page9.437" x 9.75"
- Double Truck20.250" x 9.75"
- Indicia Ad4.625" x 1.875"

Electronic file set-up guidelines

- Please bold all rules/keylines smaller than 4pt. Please use a bold typeface for fonts under 10pt. For optimal reproduction, never exceed two colors.
- If you over-print or reverse type, rules or fonts - do not exceed 80% of the CMYK tint value (not to exceed 30% for any one color).

Ink density

Newsprint: 240%

Scanning resolution & line screen

Preferred 180 ppi
 Minimum 160 ppi
 Line screen for this product is 100 line

BUYER'S EDGE AREA MAP

