

**2009 CLASSIFIED RATES**  
**ADVERTISING OPPORTUNITIES**  
Effective 10.01.2009



*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 (M-F)	406,013
Saturday Republic	417,914
Sunday Republic	505,089

\*Source: 2007 Audit Bureau of Circulation Annual 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 910,900 adults every day and 1,175,600 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 75 million page views per month and 4.3 million unique visitors per month

**METRO PHOENIX**

- Phoenix retail sales generated \$75.3 billion last year
- 2007 total home sales (*new and resale*): 96,736
- Population increased 23% since 2000

**ARIZONA**

- Second fastest growing population in the U.S.
- Home to young residents (median age: 34.5)
- More than 35 million tourists visited Arizona last year
- Tourism generates \$19.3 billion per year
- Approx. 200,000 winter visitors also contribute to Arizona's economy

Sources: 2008 Scarborough Phoenix Release 1; 2008 Phoenix Market Study, Simmons/Experian Consumer Research; 2007 Demographics U.S.A.; RL Brown Phoenix Housing Report 2007; US Census Bureau; Tourism Bureau; June 2008 Omniture

**PERSONNEL**

John Zidich <i>President/Publisher</i>	Christie Ludwig <i>Sr. Advertising Manager - Real Estate</i> (602) 444-6719
Karen Crotchfelt <i>Sr. VP of Advertising &amp; Strategic Planning</i>	Enrique Grove <i>Rentals Manager</i> (602) 444-8716
Bob Peebler <i>Director of Advertising, Finance &amp; Operations</i> (602) 444-8209	Jeff Anderson <i>Classified Advertising Director</i> (602) 444-8683
Melissa Wurtz-Martin <i>Recruitment Sales Manager</i> (602) 444-8702	

**OFFICE LOCATIONS**

**PHOENIX MAIN OFFICE**

200 E. Van Buren Street, Phoenix, AZ 85004

**MESA/TEMPE**

106 E. Baseline Road, Mesa, AZ 85210

**NORTH PHOENIX**

22600 N. 19th Avenue, Phoenix, AZ 85027

**NORTH SCOTTSDALE**

8800 E. Raintree, Suite #250, Scottsdale, AZ 85260

**ARROWHEAD/SUN CITY**

17235 N. 75th Avenue, Glendale, AZ 85308

**CUSTOMER ACCOUNTING SERVICES**

Manager:.....	(602) 444-8581
Credit:.....	(602) 444-8922
Accounts Receivable:.....	(602) 444-8509
Billing Inquiries:.....	(602) 444-8561
Box Replies:.....	(602) 444-8572
Toll-Free in state:.....	(800) 352-5095
Private Party:.....	(602) 444-7355

**NATIONAL REPRESENTATIVES**

**Newspapers First**

New York.....	(212) 692-7100
Los Angeles.....	(323) 549-9144
Chicago.....	(312) 822-8666
Miami.....	(954) 987-8666
Dallas.....	(214) 696-8666

**MEMBERSHIPS**

Newspaper Association of America  
 Audit Bureau of Circulation  
 American Advertising Association  
 ANA (*Arizona Newspaper Association*)  
 BBB (*Better Business Bureau*)  
 CNAEA (*California Newspaper Advertising Executives Assn.*)  
 WCAA (*Western Classified Advertising Association*)

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## GENERAL ADVERTISING POLICY

### Deadlines

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

### Positioning

Advertiser agrees to conform to the standards of typography and style of Newspaper. Section placement requests are honored on a first-come, first-served basis (accompanied by a 25% premium which is refundable in the event a position request cannot be honored). Classified display advertisements shall be accepted in accordance with minimum size standards of Newspaper and will appear as near as possible to the requested classification. Under no circumstances are positions guaranteed.

### Pricing

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

### Classified Short Rate Provisions

In the event of cancellation or termination of Advertiser's contract or failure by the Advertiser to fulfill the conditions of Advertiser's contract for any reason, Advertiser agrees to pay, in addition to any charges then unpaid on the following basis:

Dollar volume: Advertiser agrees to pay the difference between the agreed upon dollar volume and the actual dollars spent or the re-rated amount based on the earned seven time rate, whichever is less.

### Editorial Style Ads

All editorial style ads must contain the word "ADVERTISEMENT" in 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 national 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

Non-contract 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 sales representative.

### Thanksgiving Day

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

### Color

Color on advertisements is subject to availability. Color deadline schedule and color rates are available upon request.

## 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, judgements, 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.

Day of Publication	Space Reservation, Materials Submittal*, Color Reservation	PRESS READY** PROOF CORRECTIONS
Monday		
Automotive	Thursday NOON	Thursday 5pm
Real Estate	Thursday NOON	Thursday 5pm
Rentals	Thursday NOON	Thursday 5pm
Employment	Thursday NOON	Friday NOON
All Other Classified Display	Thursday NOON	Thursday 5pm
Tuesday		
Automotive	Thursday 5pm	Thursday 5pm
Real Estate	Thursday 5pm	Friday NOON
Rentals	Thursday 5pm	Friday NOON
Employment	Thursday 5pm	Friday NOON
All Other Classified Display	Thursday 5pm	Friday NOON
Wednesday		
Automotive	Friday NOON	Monday NOON
Real Estate	Friday NOON	Monday NOON
Rentals	Friday NOON	Monday NOON
Employment	Friday NOON	Monday NOON
All Other Classified Display	Friday NOON	Monday NOON
Thursday		
Automotive	Monday NOON	Tuesday NOON
Real Estate	Monday NOON	Tuesday NOON
Rentals	Monday NOON	Tuesday NOON
Employment	Monday NOON	Tuesday NOON
All Other Classified Display	Monday NOON	Tuesday NOON
Friday		
Automotive	Monday 5pm	Tuesday 5pm
Real Estate	Monday 5pm	Tuesday 5pm
Rentals	Monday 5pm	Tuesday 5pm
Employment	Monday 5pm	Tuesday 5pm
All Other Classified Display	Monday 5pm	Tuesday 5pm
Saturday		
Automotive	Tuesday 5pm	Thursday NOON
Real Estate	Monday 5pm	Tuesday 5pm
Rentals	Wednesday 5pm	Thursday NOON
Employment	Wednesday 5pm	Thursday NOON
All Other Classified Display	Wednesday 5pm	Thursday NOON
Sunday		
Automotive	Thursday NOON	Friday NOON
Real Estate	Thursday NOON	Friday NOON
Rentals	Thursday NOON	Friday NOON
Employment	Thursday NOON	Friday NOON
All Other Classified Display	Thursday NOON	Friday NOON

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

**SINGLE COLUMN AD DEADLINES**

Day of Publication	Deadline
Monday	
Automotive	Friday NOON
Real Estate	Friday NOON
Rentals	Friday NOON
Employment	Friday NOON
All Other Single Column Ads	Friday NOON
Tuesday	
All Single Column Ads	Friday 4pm
Wednesday	
All Single Column Ads	Monday NOON
Thursday	
All Single Column Ads	Tuesday NOON
Friday	
Automotive	Wednesday NOON
Real Estate	Wednesday NOON
Rentals	Wednesday NOON
Employment	Wednesday NOON
All Other Single Column Ads	Wednesday NOON
Saturday	
Automotive	Thursday NOON
Real Estate	Wednesday NOON
Rentals	Thursday NOON
Employment	Thursday NOON
All Other Single Column Ads	Thursday NOON
Sunday	
Automotive	Friday NOON
Real Estate	Friday NOON
Rentals	Friday NOON
Employment	Friday NOON
All Other Single Column Ads	Friday NOON

Advance deadlines may become necessary to meet holiday demands.  
**For copy and proof pick up call:** ..... (602) 444-8277  
 Publisher reserves the right to revise deadline schedules at any time.

There may be instances where different deadlines may be negotiated between the account executive and the advertiser.

## CLASSIFIED MECHANICAL SPECIFICATIONS

The maximum depth of a single column ad (broadsheet) is 291 agate lines, unless the page holds other mandatory features.

Classified pages are divided into 10 columns, each column .950" plus 4 points for column rule, 14 agate lines per column inch. Full broadsheet column charged 301 lines. Classified display ads more than 269 lines deep will have white space added and will be charged for full-column depth. Full page charged 3,010 agate lines. Minimum Classified display size is 56 lines (2 columns by 28 lines).

A double truck will be billed as 6,321 lines.

Up to and including 80 point type may be used in any one column advertisement.

### Classified Display Sizes

	Image Size
2 Columns	1.956"
3 Columns	2.961"
4 Columns	3.967"
5 Columns	4.972"
6 Columns	5.978"
7 Columns	6.983"
8 Columns	7.989"
9 Columns	8.994"
10 Columns	10"

### Classified Full Page

10 col. x 21.5"                      10" x 21.5"

### Classified Double Truck

20 col. x 21.5"                      21" x 21.5"

### Tabloid Full Page

9.2778" x 10"

### Tabloid Double Truck

18.6111" 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 default compression & conversion settings to be applied to your file for newsprint 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 no more than 250 ppi for correct reproduction in newsprint. 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.

PLEASE REQUEST OUR POWER OF COLOR FOR ALL SPECIFICATIONS.

## 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 and may result in a black and white image.

## 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>
- Fast Channel 1-866-321-3278

Contact the service provider on transferring ads using the AdSend system. Contact your account executive or Rich Reininger 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
- 4.7 GB 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, Tiff or Jpg 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 newsprint, no more than 300 ppi for magazine products.

**OTHER RATES & CHARGES**

**Color Advertising**

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

Standard registration marks on all camera ready materials are necessary for proper reproduction.

Double trucks must be submitted electronically or as negatives. Please submit two sets of negatives for double trucks that publish on Sunday.

When submitting color ads, please supply a color proof of your ad to be used for reference during the scanning and printing processes.

**Classified Color**

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**Black and 1 Color**

Mon. - Thurs.	\$2,594
Fri. & Sat.	\$2,787
Sunday	\$3,253

**Black and Multicolor**

Mon. - Thurs.	\$3,833
Fri. & Sat.	\$4,136
Sunday	\$4,745

**OTHER RATES AND CHARGES**

**Newspaper Box Number Rental**

\$180 per ad if Advertiser picks up replies. \$180 per ad if Newspaper mails replies. In addition to box charge, allow for three additional lines in single column ads.

**Logo**

Place a Classified ad and top it with an attention-getting FIRST DAY headline on the first day it runs. The headline costs just \$5 and lets the reader know your ad is brand new. It also calls extra attention to your message. Check with your sales representative for other available logo options.



**Single Column Borders**

Enhance your ad with the use of a single column border. This will add two lines at the top and two lines at the bottom of your ad. Character count per line for body copy also will be reduced.

**Single Column Logos**

Brand names and signature logos are available in one column Classified ads. Minimum size is 4 agate lines deep and maximum size is 42 agate lines. Maximum width is .85 inches. All logos are subject to approval.

**Bold Face Type**

Use bold face type in your single column ads for extra attention. Use a word, line or the entire ad in bold for only 60¢ extra per line for every line in the ad.

**Non-Profit Rate**

The non-profit rate is \$9.36 per line. To qualify, advertiser must have a 501-C3 tax-exempt status. Other conditions may apply.



Daily Classifieds in most categories are available and searchable on azcentral.com.

azcentral.com is the state's #1 local Web site with over 80 million monthly pageviews.

**NOTES**

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