



VALLEY VALUES

Increase exposure and sales!

Featuring unbeatable bargains and coupons along with engaging advertisements, readers rely on Valley Values for the best local deals. With categories such as dining, home improvement and home services, Valley Values is just the kind of premier publication consumers are interested in utilizing while shopping. Advertise today with Valley Values and be seen by a large audience looking for your business!

- Coupon distribution and redemption is up 37% from prior years.
- 47% of the Phoenix population use coupons from the Sunday/Daily newspaper.
- Ads with coupons increase ad recall (+7%), thoroughness (+14%) and perceived benefit (+29%) compared to ads without coupons.



Deadlines

Publication Date	Schedule Date	Art Transfer Date
05/01	04/08	04/12
05/29	05/06	05/10
06/26	06/03	06/07
07/31	07/08	07/12
08/28	08/05	08/09
09/25	09/02	09/06
10/30	10/07	10/11
11/24	11/04	11/08
12/25	12/02	12/06

Rates

	Open	3x	6x	12x
Front Cover 1/3 Page ² available*	\$975	\$875	\$775	\$685
Top Inside 1/3 Page	\$750	\$600	\$500	\$250
Full Page	\$2,000	\$1,800	\$1,600	\$1,400
1/2 Page	\$1,000	\$900	\$800	\$700
1/3 Page	\$675	\$575	\$525	\$475
Back Cover 1/3 Page ³ available*	\$850	\$765	\$680	\$595

*Runs on two pages.

Multi Area Discount - 15% off each area when buying 3-4 areas
20% off each area when buying all 5 areas

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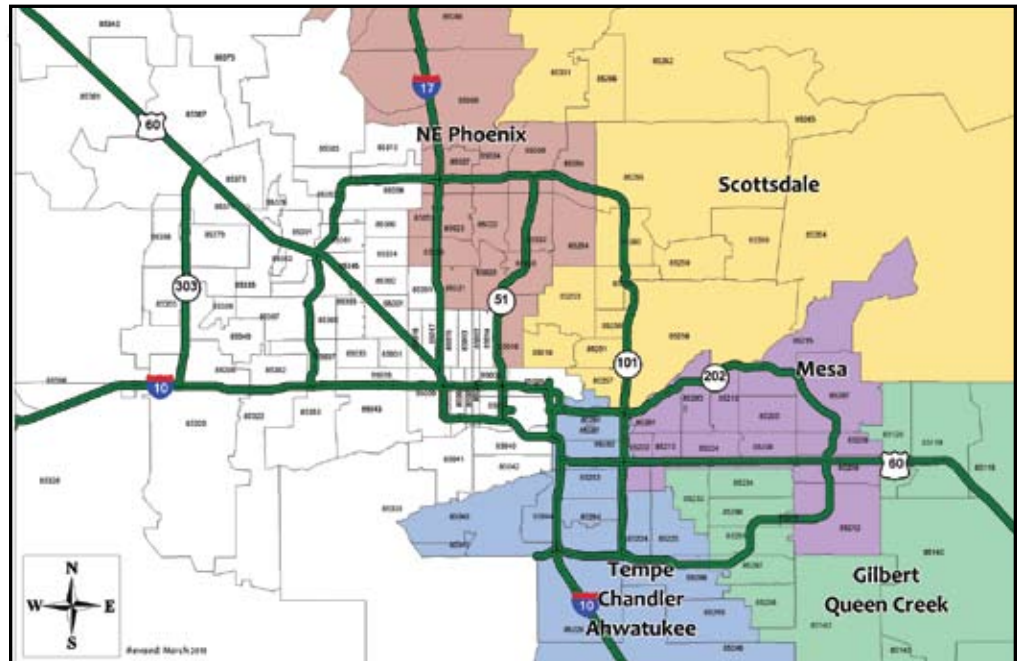


VALLEY VALUES DISTRIBUTION AREA



Distribution Area

70,000 copies are distributed per zone each month through the Sunday edition of The Arizona Republic and Sunday's Fashion & Style edition to non-subscribers.



Maximize your exposure today!

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Delivering customers. Driving results.

Sources: 2010 Phoenix CBSA Scarborough Release 2 (Aug 09 – Jul 10)
Arizona Republic Ad Effectiveness Panel Studies (July 08-November 2010) Mid-year 2010 CPG Coupon Facts Report