

TRAVEL & CASINO RATES

TRAVEL & CASINO

National travel or casino advertisers are defined as follows:

- Rent-a-cars, trains, cruise lines, ferries, charter aircraft and interstate scheduled motorcoaches
- Any travel advertiser with multiple signatures
- Local, national or international hotel, resort, bed & breakfast, airline, cruise line, casino, race track, OTB, lottery, amusement park, theme park
- Any advertisement that states "See Your Travel Agent" or contains a nationwide toll free telephone number
- Any advertiser of special events, concerts, sporting shows or other attractions that occur outside the state of Arizona

NATIONAL TRAVEL & CASINO RATES (net)

<i>Rates are per column inch.</i>	Daily	Sunday
Open	\$213	\$276
1.5" minimum courtesy	\$209	\$267
48x	\$180	\$217

For investments \$500,000+ please see an *Arizona Republic* representative.

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%

CATEGORY COLOR RATES (net)

Color premium is in addition to advertiser's established black and white rate for space used.

	Daily	Sunday
Black & 1 color	\$2,851	\$3,276
Multi-color	\$4,284	\$4,925

TRAVEL-THEME BANNER COLOR RATES

Rate applies to ads placed within travel-themed banners only

- For spot or full color, add \$35.00 pci (net); applicable only when banners are scheduled for color positions.
- Standard contract rates apply to travel category advertisers unless they are participating in themed banner pages or sections

REACH

Place your ad in four issues of the Sunday Republic and reach 55% of all area adults including:

(Past 3 years):

- 60% who took a cruise
- 64% who traveled to the Caribbean
- 67% who traveled to Europe
- 61% who traveled to Hawaii
- 58% who took any foreign trip
- 55% who traveled to Mexico

(Past 12 months):

- 61% who took a domestic air trip
- 60% who traveled to California

Source: 2007 Scarborough Phoenix Market Study, Release 2

For zone rates, see zone rate card.