

## NATIONAL ADVERTISING RATES

### NATIONAL ADVERTISING RATES (GROSS)

Open Daily \$495

Open Sunday \$668

Rates are per column inch.

Discount rates apply within contract year. Within 30 days of first ad running contract must be submitted and approved or all advertising will be billed at open rate. Annual contracts billed at applicable contract rate and rebilled at earned rate if contract is not fulfilled.

Earned rate will upgrade to next contract level rate after the lineage level is achieved. There are no retroactive rebates on annual contracts. Volume discounts do not apply to color premiums.

### ANNUAL CONTRACTS (GROSS)

	Daily	Sunday
Open	\$495	\$668
80"	\$465	\$659
193" or 1.5 pages	\$423	\$619
387" or 3 pages/courtesy*	\$406	\$594
774" or 6 pages	\$388	\$584

\* requires 501C3 Tax Form on file. Other restrictions may apply.

### 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%

70% of space applies to contract fulfillment.

### COLOR RATES (GROSS)

	Daily	Sunday
Black & 1 color	\$3,843	\$ 4,641
Multi-color	\$5,460	\$6,542

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.

### POLITICAL, SEMINAR, DIRECT RESPONSE, SPECIAL EVENT/SALES RATES

Cost effective special rates for Political, Seminar, Direct Response, Special Events. For information, call (602) 444-8433.

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### 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 5.3 million unique users and more than 80 million page views each month, azcentral.com is the most efficient way to reach savvy consumers with spending power.

- 73% of the metro Phoenix market has access to the Internet
- 60% of metro Phoenix adults (nearly 1.8 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 and Pop Under Ads
- 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

Sources: 2007 Scarborough Phoenix Market Study, Release 2; NFO Ad Impact, August 2007 Omniture

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