

**2008 NATIONAL & SPECIAL CATEGORY RATES**  
ADVERTISING OPPORTUNITIES  
EFFECTIVE 01.01.2008

*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	416,550
Saturday Republic	428,114
Sunday Republic	526,407

\*Source: December 2006 ABC 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 913,000 adults every day and 1,347,600 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 80 million pageviews per month and 4.7 million unique visitors per month

**METRO PHOENIX**

- Phoenix retail sales generated \$63.3 billion last year
- 2006 total home sales (*new and resale*): 132,690
- Population increased 16% during last five years

**ARIZONA**

- Second fastest growing population in the U.S.
- Home to young residents (*median age: 34.5*)
- Nearly 31 million tourists visited Arizona last year
- Tourism generates \$17.5 billion per year
- Approx. 300,000 winter visitors also contribute to Arizona's economy

Sources: 2007 Scarborough Phoenix Market Study; ABC FAS-FAX Report Period Ending 3/31/07; 2006 Demographics U.S.A.; RL Brown Phoenix Housing Report 2006; US Census Bureau; Tourism Bureau; ASU; July 2007 Omniture

**REACH**

- Four issues of the Sunday *Arizona Republic* reach 55% of all area adults including:
- 58% who took a foreign trip in the past 3 years
  - 60% who took a cruise in the past 3 years
  - 61% who took a personal vacation in the past year

**BUSINESS SECTION**

- As part of *The Arizona Republic*, our daily Business section reaches more Phoenix adults than the New York Times, USA Today and the Wall Street Journal – combined!
- Four issues of the Sunday *Arizona Republic* reach 61% of small business owners, 66% who make computer purchasing decisions for their business, 75% who make healthcare coverage decisions, 62% of readers with investments/bonds, and 67% of readers who invest in money market funds.

**PERSONNEL**

John Zidich <i>President, Publisher</i>	Cathy Zasada <i>National Advertising Director</i> (602) 444-8432
Linda Greiwe <i>Sr. Vice President of Advertising</i>	Kirk Hanson <i>Sr. Advertising Manager</i> (602) 444-8997
Chris Bird <i>Director Strategic Accounts / Hispanic Products</i> (602) 444-4959	

**OFFICE LOCATIONS**

**PHOENIX MAIN OFFICE**

200 E. Van Buren Street, Phoenix, AZ 85004  
(602) 444-8443 • 1-800-331-9302 • FAX: (602) 444-8691

**CUSTOMER ACCOUNTING SERVICES**

Manager: .....(602) 444-8581  
 Credit: .....(602) 444-8922  
 Accounts Receivable: .....(602) 444-8509  
 Billing Inquiries: .....(602) 444-8561

**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*)  
 CNAEA (*California Newspaper Advertising Executives Assn.*)

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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 and special circumstances.

### Pricing

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

### Editorial Style Ads

All editorial style ads must contain the word "ADVERTISEMENT" in minimum 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 political 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

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 account executive.

### Thanksgiving Day

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

### e-Tearsheets

Electronic tearsheets are available upon request, via the internet, following ad publication.

### Color

Color on advertisements is subject to availability. Color deadline schedules and color rates can be found in this booklet on page 6 and page 8 respectively or contact your sales representative.

## 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, judgments, 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.

**DEADLINES**

<b>Day of Publication</b>	<b>Space Reservation, Materials Submittal*, Color Reservation</b>	<b>Press Ready**, Proof Corrections</b>
<b>MONDAY</b>		
Arizona Living	Wednesday	NOON
News, Sports, Business	Wednesday	5 pm
<b>TUESDAY</b>		
Arizona Living	Wednesday	5 pm
News, Sports, Business	Thursday	5 pm
Zone 8/9 combo	Wednesday	5 pm
<b>WEDNESDAY</b>		
Arizona Living	Wednesday	5 pm
News, Sports, Business	Friday	5 pm
Food & Drink	Wednesday	NOON
ALL ZONES	Thursday	5 pm
<b>THURSDAY</b>		
Arizona Living	Thursday	5 pm
News, Sports, Business	Monday	5 pm
Calendar	Thursday	5 pm
ZONES 6, 8, 9, 10, 11, 12, 14, 15	Friday	5 pm
<b>FRIDAY</b>		
Explore Arizona (Arizona Living)	Monday	NOON
Preview	Monday	NOON
News, Sports, Business	Monday	5 pm
YES	Thursday	5 pm
ALL ZONES	Monday	5 pm
<b>SATURDAY</b>		
Arizona Living, Business	Tuesday	5 pm
News, Sports	Tuesday	5 pm
Home	Friday (8 days prior)	5 pm
ALL ZONES	Tuesday	NOON
<b>SUNDAY</b>		
Arts & Entertainment, Viewpoints	Tuesday	5 pm
News, Sports, Business	Tuesday	5 pm
Travel & Explore	Tuesday	5 pm
Comics	Monday (27 days prior)	5 pm
TV Week	Friday (16 days prior)	4 pm

**FOR COPY AND PROOF PICK-UP: (602) 444-8277**

\* *Materials Submittal- ads that need to be built by The Arizona Republic.*

\*\* *Refer to press ready definition on page 6. Must meet these specifications.*

Publisher reserves right to revise deadlines at any time.

<b>Zone Key</b>			
Surprise Republic	1	Tempe	10
Northwest Republic	1/20	Mesa West	11
Peoria Republic	2	Mesa East	15
Phoenix Central	3	Gilbert	12
Phoenix South	4	Ahwatukee	14
Southwest Republic	5	Glendale South	18
Chandler	6	Glendale North	19
Northeast Phoenix	7	Phoenix North	21
Scottsdale	8,9 and 8/9 combo		

## MECHANICAL SPECIFICATIONS

Minimum size is 1 inch for ROP advertising. Original art should be submitted in the sizes indicated below:

### Display Sizes Broadsheet and Tab

	Image Size	Picas
1 Column	1.798"	10p10
2 Columns	3.75"	22p8
3 Columns	5.715"	34p6
4 Columns	7.687"	46p4
5 Columns	9.658"	58p2
6 Columns	11.623"	70p

### ROP Full Page

6 col. x 21.5" (11.623" x 21.5")

### ROP Double Truck

13 col. x 21.5" (24.125" x 21.5")

### Calendar and Yes

#### Tab Full Page

5 col. x 11.625" (9.658" x 11.625")

#### Tab Double Truck

11 col. x 11.625" (20.30" x 11.625")

#### Calendar Double Truck

11 col. x 11.625" (19.648" x 11.625")

ROP double trucks will be charged at 279.5 column inches. Tab full pages will be charged at 58 1/8 column inches. Tab double trucks will be charged at 127 7/8 column inches.

### Broadsheet

ROP advertising available by the column inch in depth increments of .25", .5" and .75". Ads larger than 19.25" in depth will be charged at full depth (21.5").

### Display Sizes Compact Newspapers

Full Page	4 col. x 11.625"	9.658" x 11.625"
Half Page Horizontal	4 col. x 5.75"	9.658" x 5.75"
Half Page Vertical	2 col. x 11.625"	4.746" x 11.625"
Quarter Page	2 col. x 5.75"	4.746" x 5.75"
Eighth Page Vertical	1 col. x 5.75"	2.29" x 5.75"
Eighth Page Horizontal	2 col. x 2.8125"	4.746" x 2.8125"
Sixteenth Page Vertical	1 col. x 2.8125"	2.29" x 2.8125"
Double Truck	9 col. x 11.625"	20.30" x 11.625"

### Press Ready Ads/Electronic Transmission

A press-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.

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 not more than 250 ppi for correct reproduction in newsprint. Please do not use the "Export to PDF" option in any application.

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

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.

## 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
- 4.7GB 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 or Tiff formats. Files can be compressed using Stuffit compression software. No JPEG or 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.

**PLEASE REQUEST OUR POWER OF COLOR FOR SPECIFICATIONS.**