

## SAMPLES

### Get results you can see, taste, hear and feel!

Everyone loves a free sample - and there's no better way to put your product in consumers' hands than with *The Arizona Republic*. Our sample bag program allows you to capitalize on targeted reach, so you can deliver your product samples to prospects where they live. Whether you target shoppers by zip code, zone or address, we deliver results you can see, taste, hear and feel!

### GUIDELINES

- **Samples subject to approval**  
Certain restrictions apply void where prohibited
- Saturday & Sunday bag size must be 10"x23"  
(at least 1.2 ml).  
Thanksgiving Days bag size must be 11"x25"  
(at least 1.2 ml).  
All other bags must be 9" x 23" (at least 1.2 ml)
- Single wall bags only, no double walled.
- Bags must be in a corrugated cardboard sleeve and are not to exceed 50 per sleeve
- Liquid samples are not accepted.
- Circulation must see the sample before final approval is given.
- Materials must be on site 10 days prior to drop
- Reservations for sample must be made 30 days prior to drop, 60 days prior is suggested due to demand.  
Dates are subject to availability.
- Certain samples may require a "hold harmless" agreement

### NET RATES\*

- Flat, lightweight sample: \$121 cpm
- Medium weight sample: \$137 cpm
- Custom quote for bulky  
or oversized item \$143 cpm & up  
(depending on sample)

Custom printing available. Contact your sales representative for rates and information

\* Prices are estimates. Samples must be weighed and sized prior to final pricing and approval. Rates based on advertiser-supplied polybags.

### DEADLINES

**Space Reservation:** 30 days prior

**Deliver Bags:** 10 days prior

Earlier deadlines may prevail around holidays.

Cancellation deadline is 30 days in advance of run date.

Cancellations made less than 30 days in advance may be subject to a minimum cancellation fee of 25% up to 100% of total cost of original order for that date.

### Printer needs to deliver all bags to:

Deer Valley Hurley Distribution  
22600 N. 19th Avenue  
Phoenix, Arizona 85027  
Hours: 8 a.m. - 3 p.m., Monday - Friday

### DISTRIBUTION DAYS/AREAS

Monday, Tuesday, Wednesday, Thursday, Friday, Saturday by zone or zip code (20,000 minimum). Sunday by zone or zip code (75,000 minimum). Home delivery only; not available for single copy sales.

### To learn more, contact the sales representative at:

Phone: (602) 444-8410

*For details on all of our services call:*

National Advertising Department | 200 East Van Buren St. | 3rd Floor | Phoenix, Arizona 85004  
Phone: (602) 444-8410 | Fax: (602) 444-4755