

# College Football Preview 2017

Special Section



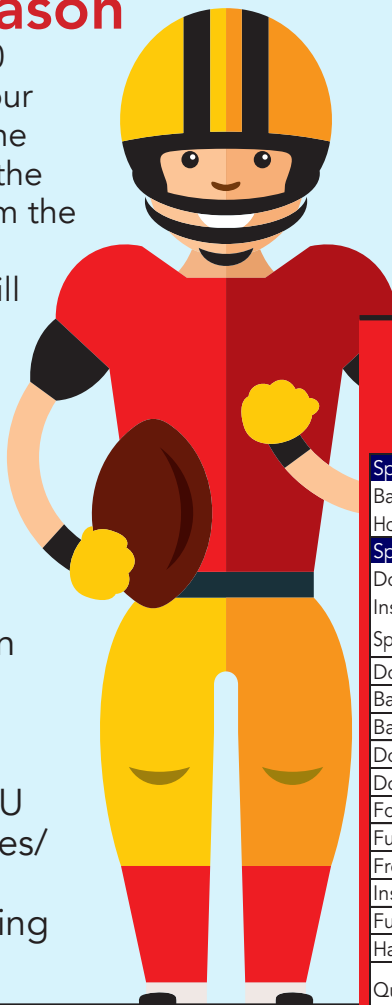
Going into Rich Rodriguez' fifth year, what will 2017 bring?

## Heading into the 2017 College Football season

Rich Rod has a top-50 recruiting class and four years behind him in the Pac-12. A preview of the upcoming season from the **Arizona Daily Star's** Sports Department will publish on Sunday, August 27.

## The section lineup will include:

- Greg Hansen's Fan Guide
- Inside look at the Wildcats
- Complete UA, ASU and NAU schedules/rosters
- Stadium and parking guides



## It makes for a 'must' read with the Star's College Football Preview

and a great advertising opportunity for you, with a readership of nearly 290,000 print and online readers.



### Rates

Ad Size	Ad Dimension	Color	Online ROS Impressions	Investment
<b>Sponsorship A</b>				
Back Page - Last Section	6 col x 21.5"	Incl	125,000	\$5,940
Homepage Takeover (day of publication)				
<b>Sponsorship B</b>				
Doubletruck Strip - 1st Section	13 col x 3"	Incl	100,000	\$6,331
Inside Back Page - Last Section	6 col x 21.5"	Incl	100,000	
Sportspage Takeover (day of publication)				
Doubletruck	13 col x 21.5"	Incl	100,000	\$7,000
Back Page - Last Section	6 col x 21.5"	Incl	125,000	\$5,670
Back Page - Section	6 col x 21.5"	Incl	100,000	\$4,536
Doubletruck Frame Ad (template)	76"	Incl	100,000	\$2,750
Doubletruck Strip	13 col x 3"	Incl	100,000	\$1,701
Football Creative Shape (template)	42"	Incl	100,000	\$1,701
Full Page Frame Ad (template)	40"	Incl	100,000	\$1,701
Front Page Strip	6 col x 3"	Incl	50,000	\$1,134
Inside Strip Ad	6 col x 3"	Incl	50,000	\$737
Full Page	6 col x 21.5"	Incl	100,000	\$3,304
Half Page	6 col x 10"	Incl	75,000	\$1,776
Quarter Page	3 col x 10" or 6 col x 5"	Incl	50,000	\$998
Eighth Page	3 col x 5"	Incl	35,000	\$740
10" ad	2 col x 5"	Incl	25,000	\$606
6" ad	2 col x 3"	Incl	20,000	\$365

Includes online for one week on Daily Star ads. 35% discount off of package rates for Sunday advertisers who run an additional ad in the section. Print contract rates apply if lower than the package print rates. Online impressions must run within 30 days; sponsorship takeovers must run day of publication.

**Dates** **Publication Date:** Sunday, August 27  
**Space Reservation:** Wednesday, August 16  
**Digital Ad Deadline:** Tuesday, August 22

Effective date: July 17th, 2017

For more information contact your Arizona Daily Star Account Executive or call (520) 573-4419 / (520) 573-4420