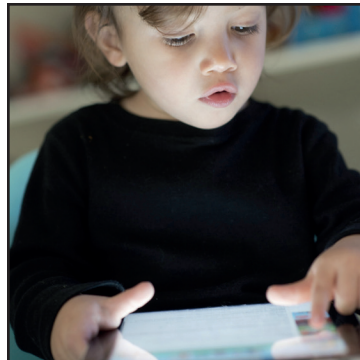




140

years of excellence



Arizona Daily Star
 tucson.com

NATIONAL RATE CARD

EFFECTIVE JANUARY 1, 2017

Reader Profile

The Arizona Daily Star is read by 151,566 daily and 230,812 Sunday Tucsonans.

Circulation:

Monday-Friday Average:	65,161 copies
Saturday:	69,656 copies
Sunday†:	111,183 copies



Reader Profile

	Adults	Reader Composition
Star Integrated Audience**	361,672	
Age		
18 - 34	85,177	23.6%
35 - 54	91,291	25.2%
55+	185,204	51.2%
Household Income		
< \$25,000	61,933	17.1%
\$25,000 - \$50,000	139,277	38.5%
\$50,000 - \$74,999	60,425	16.7%
\$75,000+	100,037	27.7%
Level of Education		
HS Grad or Less	113,071	31.3%
Some College	136,393	37.7%
College Grad or More	112,208	31.0%

Total Audience

Digital Exclusive	83,705	10.6%
Use Newspaper	116,082	14.7%
Print and Digital	120,820	15.3%
Print Exclusive	211,632	26.8%
Total		67.4%



Does not include specialty products

Our Weekly Audience
532,205*

- Buyer's Edge is distributed to 338,000 non-subscriber households each week.
- La Estrella is a weekly Spanish-language publication with a distribution of 30,000.

Source: Nielsen Scarborough, Tucson Market Study 2016 R2;
Lee Enterprises Audience Report – Jan to Jun 2015; Alliance for Audited Media 2015 Annual Audit

*Includes those that "use" the newspaper (i.e. advertising and coupons), but have not read in print or online

†Includes Sunday Select

** Audience Demographic Profile excludes those that "use" the newspaper



ROP FULL RUN ADVERTISING RATES

Rates are per column inch for black/white advertising.
Rates are commissionable.

Level Agreement	PCI Daily Rate	PCI Sunday Rate
Open	\$171.05	\$211.41
\$15,000	\$120.69	\$148.23
\$25,000	\$117.45	\$145.13
\$50,000	\$111.38	\$137.43
\$100,000	\$105.30	\$129.47
\$150,000	\$102.06	\$125.69
\$200,000	\$100.98	\$124.07
\$300,000	\$93.15	\$114.48
\$400,000	\$85.32	\$104.90
\$500,000	\$78.87	\$93.29

FOOD, ENTERTAINMENT & TRAVEL RATES

Rates are per column inch for black/white advertising.
Rates are commissionable.

Level Agreement	PCI Daily Rate	PCI Sunday Rate
Open	\$135.00	\$166.00
\$2,500	\$120.00	\$147.00
\$5,000	\$104.00	\$131.00
\$15,000	\$92.00	\$113.00
\$25,000	\$88.00	\$110.00

Feature	Section	Day
Real Estate + Travel	Home + Life	Sunday
Business	Business	Monday-Sunday
Weekend Entertainment	Caliente	Thursday

MECHANICAL SPECIFICATIONS

Broadsheet and Tabloid Column Widths

Column	Inches	Column	Inches
1 Column	1.556	5 Columns	8.222
2 Columns	3.222	6 Columns	9.889
3 Columns	4.889	Broadsheet Double Truck	21
4 Columns	6.556	Tab Double Truck	21.5

Maximum Broadsheet Height: 21.5"

Maximum Tabloid Height: 10"

AUTO

Auto rates are per column inch for black/white advertising.
Rates are commissionable.

Level Agreement	PCI Daily Rate	PCI Sunday Rate
Open	\$69.30	\$84.52
\$25,000	\$40.70	\$49.67
\$50,000	\$38.62	\$47.14
\$75,000	\$36.80	\$44.87
\$100,000	\$35.11	\$42.92
\$200,000	\$32.11	\$39.14
\$300,000	\$29.51	\$36.02
\$400,000	\$27.43	\$33.48
\$500,000	\$25.62	\$31.20
\$600,000	\$24.19	\$29.51
\$700,000	\$22.89	\$27.96
\$1,000,000	\$21.71	\$26.52

COLOR RATES

Daily flat rate: \$1,800 | Sunday flat rate: \$2,200.

Rates are commissionable.

Color is subject to availability and may be limited.

OTHER RATES

Unique Ad Shapes

25% premium added to space charge.

Exclusive Page Position

25% premium added to space charge.

Guaranteed Section/Page Placement

25% premium for guaranteed page position (based on availability). The premium applies to space only. Standard color rates apply. The following restrictions apply: No guaranteed ads on Page 2A or the Op-Ed page. No more than a half page on Second A section front. No more than the current 6 col x 3 inch position on all other section fronts (see section front rates.)

DEADLINES

Day of Publication	Space Reservation	Camera Ready
Mon	Fri 10AM	Fri 10AM
Tues	Mon 10AM	Mon 10AM
Wed	Tues 10AM	Tues 10AM
Thurs	Wed 10AM	Wed 10AM
Fri	Thurs 10AM	Thurs 10AM
Sat	Thurs 10AM	Thurs 3PM
Sun	Thurs 10AM	Fri 10AM

INSERT WRAP (2 Full pages)

Sunday Wrap rates include full color and are for either one or two full pages. Rates are commissionable

	Open	26x	52x
Front Page	\$3,977.80	\$3,623.20	\$3,267.40
A/B Split	\$3,977.80	\$3,623.20	\$3,267.40
Front/Back	\$7,245.00	\$6,534.80	\$5,824.50
Holiday Wrap Front/Back	\$10,066.20		

FULL WRAP (2 Full Pages)

Rates are commissionable.

	1-6x	7-12x	13-52x
Sunday	\$36,155	\$30,732	\$27,773
Daily	\$25,302	\$21,506	\$18,717

Spadea rates include full color and are two full pages that are folded vertically around a section of the paper, appearing as a partial page or flap over the front and the back.

SPADEA (2 Full Pages, 2 Half Pages)

Rates are commissionable.

Contract Level	Daily	Sunday
A	\$25,302.00	\$36,155.00
B	\$22,020.00	\$32,674.00
C	\$21,506.70	\$30,731.75
D	\$18,717.00	\$27,772.90

Spadia rates include full color when available (not guaranteed) and are for two full pages (6 col x 21.5") and 2 half pages (3 col x 21.5) with the half pages appearing as a partial page or flap over the front of the section the overleaf wraps.

SECTION FRONT ADVERTISING

Rates are commissionable.

Section Front ads appear on the front of daily and Sunday sections. Ad copy must be approved by the management prior to publication. Full color included.

6 col x 3"	1-3x	6x	12x	26x	52x
Sunday	\$4,930	\$3,740	\$3,145	\$2,635	\$2,210
Thu-Sat	\$4,505	\$3,400	\$2,890	\$2,380	\$2,040
Mon-Wed	\$4,080	\$3,060	\$2,550	\$2,125	\$1,785

POLYBAG

Rates are commissionable.

We-Print polybags— all bags must have headers. Daily bag size – 8" x 21"; Sunday bag size – 10" x 25". Minimum quantity Daily and Sunday – 50,000. Reservation must be made 30 days prior to distribution date. Dates are subject to availability.

	CPM		
1 Sided / 1 Color	50,000	100,000	200,000
Daily Bag – 8" x 21"	\$124.40	\$97.40	\$94.50
Sunday Bag – 10" x 25"	\$155.70	\$119.40	\$116.60

Prices subject to market increases.

Additional \$250 flat charge per ink color per side applies.

POLYBAG w/samples

Rates are commissionable.

Customer supplied polybags with samples – all bags must have headers. Daily bag size – 8" x 21"; Sunday bag size – 10" x 25". Minimum quantity Daily and Sunday – 50,000. Liquid product samples must be in a leak-proof container. Reservation must be made 30 days prior to distribution date. Dates are subject to availability. Arizona Daily Star reserves the right to adjust pricing or refuse delivery on any sample that does not meet original, agreed-to specifications.

	CPM
Polybag/Sample	\$165.00
Polybag/Preprinted bag only	\$105.30



PREPRINTED INSERTS

MINIMUM QUANTITY 30,000 DAILY/50,000 SUNDAY

Preprinted inserts can be distributed Monday through Sunday in the Arizona Daily Star. Preprints can be distributed full run or by select zip codes; contact your account executive for circulation estimates.

Daily & Sunday

Rates listed are CPM and are commissionable.

Size	Full Run Open - CPM	Partial Run Open - CPM
Single Sheet	\$66.70	\$71.70
4 Tab / 2 Std	\$69.80	\$75.00
8 Tab / 4 Std	\$90.30	\$95.40
12 Tab / 6 Std	\$93.00	\$98.10
16 Tab / 8 Std	\$99.30	\$104.50
20 Tab / 10 Std	\$104.10	\$109.30
24 Tab / 12 Std	\$106.50	\$111.70
28 Tab / 14 Std	\$109.50	\$114.90
32 Tab / 16 Std	\$112.80	\$118.00
36 Tab / 18 Std	\$117.50	\$122.60

PREPRINT SPECIFICATIONS & POLICIES

Paper Weight

Single-sheet inserts: minimum thickness pf .005" (five thousandths of one inch) on minimum 60# card stock

Four-page tabs: minimum of 40# stock

Insert Sizes

Size determined by square inches of insert; Tab size maximum is 12" x 11". Maximum: 12" x 11" tall folded, Minimum: 7" x 5" tall folded. Inserts smaller than tabloid size (10" on fold x 9" tall) need to be limited to 48 tab or 24 broadsheet pages maximum.

Preprinted flyers need to be packaged in cartons or skids and identified by account name, publication date, number of inserts per carton, number of cartons in shipment and total quantity of shipment, e.g. 1 of 8, 2 of 8, etc.

Quantities with multiple publication dates need to be separated to the individual run quantities. Bundles of inserts should be stacked with the fold facing the same direction. If instability or slickness of inserts requires turning inserts within a bundle, turns must be limited to the bare minimum required to ensure bundle stability. Increase spoilage count for tabs with stapled folds on products with 12 pages or fewer. Inserts arriving in poor condition are the responsibility of the third-party carrier.

PRINT & DELIVER INSERTS

MINIMUM QUANTITY 30,000 DAILY/50,000 SUNDAY

The Arizona Daily Star can print your insert for you in ROP 6-column broadsheet or tab format on Premium 80 or Newsprint 30 lb. paper. Minimum print quantity is 30,000. Full color included on all pages based on total number of pages. Minimum 1000 overruns available – must be ordered prior to the press run. Deadlines are 15 business days for space/pubset and for digital materials. Rates listed are CPM and are commissionable.

Premium 80/Hi-Bright

Rates listed are CPM and are commissionable.

Size	25,000- 49,999	50,000- 99,999	100,000- 149,999	150,000+
4 tab/2 std	\$84.53	\$72.45	\$66.47	\$62.79
8 tab/4 std	\$126.85	\$114.77	\$108.68	\$105.11
12 tab/6 std	\$175.15	\$163.07	\$151.00	\$144.90
16 tab/8 std	\$217.35	\$199.30	\$187.22	\$181.13
20 tab/10 std	\$247.60	\$229.43	\$217.35	\$211.37
24 tab/12 std	\$277.73	\$259.67	\$247.60	\$241.50
28 tab/14 std	\$307.97	\$289.80	\$277.73	\$271.75
32 tab/16 std	\$338.10	\$320.05	\$307.97	\$301.88
36 tab/18 std	\$368.35	\$350.18	\$338.10	\$332.12

Standard Newsprint 30 lb.

Rates listed are CPM and are commissionable.

Size	25,000- 49,999	50,000- 99,999	100,000- 149,999	150,000+
8 tab/4 std	\$96.60	\$84.53	\$74.87	\$68.89
12 tab/6 std	\$126.85	\$114.77	\$102.70	\$96.60
16 tab/8 std	\$163.07	\$144.90	\$132.83	\$126.85
20 tab/10 std	\$193.20	\$169.05	\$156.98	\$151.00
24 tab/12 std	\$223.45	\$199.30	\$181.13	\$175.15
28 tab/14 std	\$247.60	\$223.45	\$205.28	\$193.20
32 tab/16 std	\$271.75	\$241.50	\$223.45	\$211.37
36 tab/18 std	\$289.80	\$265.65	\$247.60	\$235.52



Preprint Delivery Requirements

Materials need to be delivered to Arizona Daily Star at least ten business days before publication date, but not more than 14 business days in advance. Early arrivals are subject to a storage charge of \$2.50 per pallet per day. Late arrivals are subject to cancellation of the scheduled publication date. If other pallets must be removed from the truck in order to get to the shipment, a charge of \$5 per skid is payable at time of delivery. Each skid needs the following information on two sides: the advertiser's name, quantity on skid and publication date.

Reservation Deadline

14 business days prior to publication date. No pickup discounts available.

Delivery Address

Arizona Daily Star
(Park & Irvington Intersection - Enter off of Irvington)
4850 S. Park Avenue
Tucson, AZ 85714

Buyer's Edge Delivery Address
Design Mail
9160 S. McKemy St., Suite 106
Tempe, AZ 85284
(480) 736-1368

Only Arizona Daily Star personnel may unload. Special receiving outside normal hours can be arranged by calling (520) 573-4619, (520) 573-4472 or (520) 573-4550.

CUSTOMER SERVICE

Tearsheets/Affidavits

Electronic tearsheets are available to all display advertisers via Shoom. Contact your account executive for login and password setup.

Other

Arizona Daily Star will not accept, be responsible for, or issue credits for mistakes for any ad cancellations, ad size and copy changes, or corrections after the times designated under "deadlines."



The collage displays several pages from the Arizona Daily Star. The front page features a headline about a utility regulator and a photo of a canyon. The sports section includes a headline about a football player. The classifieds section features a large advertisement for a car cleaning event with various car models and prices listed.