



RETAIL RATE CARD

RETAIL ADVERTISING RATES 2017



Retail Advertising

(520) 573-4495

4850 S. Park Ave.
Tucson, AZ 85714

EFFECTIVE JANUARY 1, 2017



The Arizona Daily Star by the Numbers

13,700,000+

Page views/month on tucson.com and our family of websites

1,100,000+

Unique Visitors to our sites each month

532,205

Tucson adults who read us in print or online in an average week*

309,750

Adults who read the print edition of the Daily Star in an average week

141,800

Adults who read us on desktops, tablets and smart phones in an average month

9

The number of times our audience would fill Arizona Stadium weekly

1

Where we rank among Tucson media for print or online reach

0

Media companies offering you more impact across all platforms in Southern Arizona than we do

Source:

Nielsen Scarborough 2016 R2,
Google Analytics Nov. 2015 - Oct. 2016
Lee Enterprise Audience Report Jan-June 2015

*Includes those that "use" the newspaper but have not read in print or online

RETAIL ADVERTISING RATES (PCI)

Contract Volume	Daily Rate	Sunday Rate	Discount From Open Rate
Open	\$126.70	\$156.60	
\$2,500	\$107.70	\$132.90	-15%
\$5,000	\$102.90	\$127.00	-19%
\$7,500	\$97.30	\$121.80	-22%
\$10,000	\$92.80	\$114.90	-27%
\$15,000	\$89.40	\$109.80	-30%
\$25,000	\$87.00	\$107.50	-31%
\$50,000	\$82.50	\$101.80	-35%
\$100,000	\$78.00	\$95.90	-39%
\$150,000	\$75.60	\$93.10	-41%

OTHER RATES

	Mon/Tue	Sun Business	Restaurant	Overleaf*		Non-Profit*	
				Daily-Main	Sunday-Main	Daily	Sunday
PCI	\$33	\$48	\$45	\$18,700.50	\$26,722.50	\$38.75	\$41.75

Standard color rates apply unless noted. *Color is included.

Exclusive Page Position. 25% surcharge added to space charge. Only ad on a page.

Guaranteed Section/Page Placement. 15% premium for guaranteed section placement. 25% premium for guaranteed page position (based on availability). No guaranteed ads on Page 2A or the Op-Ed page. No more than the current 6 x 3 inch position on all other section fronts (see section front rates.)

PICKUP DISCOUNTS

1	2	3-6
0%	40%	75%

Requires one full-priced ad in the schedule • Must run within 6 days of original ad • No copy changes
Full run ads only • Discounts do not apply to Sunday • Mon/Tues rates and Sunday Business rates are excluded

SECTION FRONT ADVERTISING

Section Front ads appear on the front of daily and Sunday sections. Ad copy must be approved by the publisher prior to publication. Full color included. Other pickup discounts do not apply.

6 x 3" or 2 x 4"	Section A			Sports		
Frequency	Mon-Tue	Wed-Sat	Sunday	Mon-Tue	Wed-Sat	Sunday
Open	\$781.20	\$1,365.00	\$2,730.00	\$781.20	\$1,076.30	\$2,152.50
52x	\$682.50	\$1,139.30	\$2,381.40	\$708.80	\$918.80	\$1,916.30

6 x 3"	Sunday		
Frequency	Region	Business	Home + Life*
Open	\$1,522.50	\$781.20	\$781.20
52x	\$1,207.50	\$682.50	\$682.50

Frequency	Caliente	Saturday Map Page
	6 col x 3"	6 x 3" or 3 x 3"
Open	\$1,417.50	\$781.20
52x	\$1,207.50	\$682.50

Rates are for section fronts only. Other requested page break positions are at contract rate plus guaranteed page position. Section fronts are those designed with a title in the center masthead. *6x3" only.



CUSTOMER SERVICE

Proofs

Prepublication proofs of display ads submitted by deadline are available via the internet. Be sure to ask your account executive about proofs when placing your insertion order.

Tearsheets/Affidavits

Electronic tearsheets are available to all display advertisers at no charge. Paper tearsheets are charged at \$1 each. An affidavit is provided upon request for proof of publication of legal advertising at a fee of \$3.

Artwork

Award-winning creative consultants can enhance your advertisements with original art. Minimum charge for illustrating is \$60 per hour.

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."

DEADLINES

Day of Publication	Section*	Pub. Set Ad Materials Due	Space Reservation & Cancellations	Digital PDFs	Final Corrections
Monday	All Sections	Thursday, 5PM	Friday, 10AM	Friday, 10AM	Friday, NOON
Tuesday	All Sections	Friday, 5PM	Monday, 10AM	Monday, 10AM	Monday, NOON
	Buyer's Edge	8 days prior, 5PM	8 days prior, 5PM	Wednesday, 10AM	7 days prior, 5PM
Wednesday	All Sections	Monday, NOON	Tuesday, 10AM	Tuesday, 10AM	Tuesday, NOON
Thursday	All Sections	Tuesday, 5PM	Wednesday, 10AM	Wednesday, 10AM	Wednesday, NOON
	Caliente	Monday, NOON	Monday, NOON	Tuesday, 10AM	Tuesday, 10AM
Friday	All Sections	Wednesday, NOON	Thursday, 10AM	Thursday, 10AM	Thursday, NOON
	La Estrella	7 days prior, 5PM	7 days prior, 5PM	Wednesday, 10AM	Wednesday, NOON
Saturday	All Sections	Wednesday, 5PM	Thursday, 10AM	Thursday, 3PM	Thursday, 5PM
	New Homes	Monday, 5PM	Monday, 5PM	Thursday, 10AM	Thursday, NOON
Sunday	All Sections	Thursday, 10AM	Thursday, 10AM	Friday, 10AM	Friday, NOON
	YES! Sunday Select	Thursday, NOON	Thursday, NOON	Thursday, 4PM	Thursday, 4PM

*"All sections" refers to all sections except those specifically noted.

3-DAY FLIGHT PLAN

Reach 13% more readers with a 3-Day Flight Plan versus 1 Sunday ad.

Ad Size	ROP Ads Per Week	Color	PCI Rate
6" - 10"	3	Incl	\$35.70
10.25" - 15"	3	Incl	\$33.60
15.25" - 30"	3	Incl	\$31.50

Ads can run any day of the week. No other pickup discounts apply. Program includes a bonus ad in YES! Sunday Select.

DIGITAL AD SUBMISSION

File Formats Required: Adobe Acrobat PDF
For assistance, call 520-573-4587

COLOR RATES

- Color is subject to availability and may be limited
- Two colors will be charged at the full color rate
- One Color = 20% of Gross Space Cost
- Full Color = 30% of Gross Space Cost

MECHANICAL SPECIFICATIONS

Broadsheet and Tabloid Column Widths 200 dpi

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

Maximum Broadsheet Height: 21.5"

Maximum Tabloid Height: 10"

BUYER'S EDGE DISPLAY

Each week, reach 408,000 households, 100% of the Tucson market, with our Buyer's Edge Total Market Coverage (TMC) product. Or each month, reach a targeted market area in the Northwest or zoned Buyer's Edge editions.

Ad Size	Open	Online Impressions
Cover Page	\$6,225	20,000
Full Page	\$4,550	20,000
Zoned Full Page	\$1,050	20,000

Frequency discounts available.

LA ESTRELLA DE TUCSÓN

La Estrella de Tucsón is the largest, local Spanish-language publication in Southern Arizona, with 30,000 copies distributed each Friday in the home delivered Arizona Daily Star and in more than 400 free standing racks located throughout Southern Arizona.

Commitment	PCI Rate	Front Strip Ad
1x - 5x	\$21.37	\$410.00
6x - 12x	\$19.27	\$410.00
13x - 25x	\$14.97	\$305.00
26x - 51x	\$12.87	\$255.00
52x	\$12.87	\$255.00

Standard color rates apply.

SADDLEBAG NOTES

Reach Tucson's thriving active adult community. Connect with thousands of affluent active adults with an ad in SaddleBag Notes, the monthly newspaper of the SaddleBrooke community. The newspaper is distributed by resident volunteers to every home, with 5,000 copies distributed.

	Open	3x	6x	12x
PCI Rate	\$11.75	\$10.00	\$8.66	\$8.09

Full color = 50% of space cost

FURNITURE/HOME IMPROVEMENT

A weekly frequency program available to any furniture/home improvement business. Color is included. Ad sizes are restricted to a minimum of 4" and a maximum of 30".

	Mon-Tue	Thu-Sat	Sun
PCI Rate	\$29.40	\$29.40	\$48.30

Rates are per insertion, minimum two insertions per week, Wed. excluded.

Delivery Methods

Contact your Arizona Daily Star Account Executive for setup.



YES! SUNDAY SELECT

A weekly shopping guide with circulars from top local retailers distributed to 20,000 non-subscriber opt-in households.

Ad Size	Rate
Full Page	\$500
Half Page	\$300
Quarter Page	\$175
Back Page	\$525
Front Page Strip	\$350
PCI, Other Ad Sizes	\$5.50

Full Color Included

WE-PRINTED INSERTS

MINIMUM QUANTITY 5,000 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 paper. Minimum print quantity is 25,000 with a multi-drop available within 30 days. Full color included on all pages. Minimum 1,000 overruns available — must be ordered prior to the press run. Contact your account executive for rates for Buyer's Edge distribution. Rates listed are CPM.

Size	25,000-49,999	50,000-99,999	100,000-149,999	150,000+
4 tab/2 std	\$73.50	\$63.00	\$57.80	\$54.60
8 tab/4 std	\$110.30	\$99.80	\$94.50	\$91.40
12 tab/6 std	\$152.30	\$141.80	\$131.30	\$126.00
16 tab/8 std	\$189.00	\$173.30	\$162.80	\$157.50

HOW TO REACH US

Street/Mailing Address
4850 S. Park Avenue
Tucson, AZ 85714

Retail Advertising: 520-573-4366
Retail Fax: 520-573-4407

Alisha Owens
VP Advertising Sales & Marketing
520-573-4415
aowens@tucson.com

Deborah Garcia
Director of Major/National
& New Business Development
520-573-4495
dgarcia@tucson.com

Darrell Durham
Director of Marketing
520-573-4412
ddurham@tucson.com

Tom Birmingham
Advertising Sales Manager
520-573-4420
tbirmingham@tucson.com

Felipe Lundin
Product Design Manager
520-573-4460
flundin@tucson.com

PREPRINTED INSERTS

MINIMUM QUANTITY 5,000 DAILY/50,000 SUNDAY

Preprinted inserts can be distributed Monday through Sunday in the Arizona Daily Star and can be combined with YES! Sunday Select, Buyer's Edge, and La Estrella de Tucson within seven days. Preprints can be distributed full run or by select zip codes; contact your account executive for circulation estimates.

Daily & Sunday – Partial Run Rates

Size	Open - CPM
Single Sheet	\$33.00
4 Tab / 2 Std	\$47.60
8 Tab / 4 Std	\$62.40
12 Tab / 6 Std	\$64.30
16 Tab / 8 Std	\$67.90
20 Tab / 10 Std	\$69.00
24 Tab / 12 Std	\$70.30
28 Tab / 14 Std	\$72.70
32 Tab / 16 Std	\$74.00
36 Tab / 18 Std	\$74.90

For Full Run, subtract \$4.00 from the above rates. For Buyer's Edge rates, contact your account executive.

SINGLE SHEET PRINT & DELIVER INSERTS (PRINT EXPRESS)

MINIMUM QUANTITY 15,000 DAILY/50,000 SUNDAY

Our Print Express glossy flyers are a cost effective way for businesses to promote their products to consumers. Flyers are two-sided full color glossy, bleed available; 60lb coated #3 stock. Flyers can be inserted into the Daily or Sunday Star, Buyer's Edge, La Estrella de Tucson, YES! Sunday Select or La Bienvenida.

	Daily/Sunday	Buyer's Edge
CPM	\$35	\$35

HEADLINE NOTES

Premium ad placement on the front page of the newspaper makes your message the first thing readers see. Notes are a highly visible and unique delivery vehicle for your advertising message. 3" x 3" white glossy sticker stock with minimum 15,000 delivery order, Monday thru Saturday; minimum 50,000 delivery on Sunday. No pick up discounts. Multi-drop within 30 days. Maximum of 4 inks: 3 on front, 1 on back. Black is considered one ink. Quantity can be combined for best rate.

CPM Rates	10K Qty	50K Qty	100K Qty
2-4 Ink	\$58.28	\$54.08	\$51.98
2-Sided	\$60.53	\$56.33	\$54.23

Standard die-cut add \$4cpm.

All advertising policies and guidelines apply. See advertising policies for details.



ADVERTISING POLICY

Acceptable Advertising

In the interest of maintaining our standards of accuracy and good taste, the publishers of the Arizona Daily Star reserve the right to refuse or cancel advertising at any time. We cannot accept local brokered space. All rates quoted are for single advertiser use only. Advertorial type ads must contain the word "ADVERTISEMENT" or "PAID ADVERTISEMENT" at the top of the ad in 12 pt. type. For ads 10" and under, slug must be no less than 8 pt type. Advertising fonts that copy or resemble the editorial typeface or style of the Arizona Daily Star is strictly prohibited. Ads must contain a 2pt border.

Arizona Daily Star will accept advertising for selling internet access. Advertising for soliciting web page design and internet hosting is also accepted, excluding the name of the advertiser's web site. Arizona Daily Star will not accept advertising that promotes an internet address or web site that compiles advertisements from multiple advertisers, including, but not limited to, local internet service provider's advertising-related addresses, web site or the content associated with such site. Publisher reserves the right to amend the terms and conditions of this policy at any time without notice.

Cancellations

The closing time for cancellations is the space reservation deadline. See "deadlines" for specifics.

Revenue Fulfillment

All net advertising dollars spent in a 12-month period with Arizona Daily Star will apply toward the fulfillment of the advertiser contract except pass thru expenses, legal and late payment fees, and where otherwise noted.

Rebate

If advertiser shall have used more dollars, space, or insertions, than agreed to, advertiser's rate for all revenue/ space/insertions used during the year shall be decreased to the appropriate earned rate indicated on the newspaper's current rate card, and advertiser shall receive the difference in the form of a credit to their account.

Short Rating

If advertiser shall have used fewer net dollars, space, or insertions than agreed to, advertiser's rate for all revenue/ space/insertions used during the year shall be increased to the appropriate earned rate indicated on the current rate card, 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's Rate Card

The terms and conditions of the newspaper's rate card, a copy of which has been provided to the advertiser, are incorporated herein by reference. If any terms or conditions of the rate card conflict with the terms of our contract, the terms of the contract shall govern. The Newspaper may revise its advertising rate card at any time upon 30 days' written notice to Advertiser and the Advertiser may, without penalty, cancel the contract at any time prior to the time the new rates become effective upon prior written notice to the Newspaper.

Newspaper Advertising

Retail rates are available to businesses with a storefront address within the state of Arizona. All contracts must be signed in advance of publication to receive discounts. Open rates apply until a contract is signed. Discounts do not apply to Sunday and listed holidays. Ad placement is run of press (ROP). Contract fulfillment is net dollars.

Holiday Rates

Sunday home delivery distribution and Sunday rates apply on the following holidays: Thanksgiving Day, Christmas Eve Day, Christmas Day, New Year's Eve Day, New Year's Day.

Right to Edit or Reject

The publishers of the Arizona Daily Star reserve the right to edit, classify or reject at any time any advertisement submitted to their respective newspapers.

Payment for Advertising

Advertiser shall pay for the advertising purchased according to the terms indicated on the Newspaper's invoices/billing statements. In the event of a billing dispute, Advertiser must promptly pay all amounts not subject to dispute. Failure to receive tear sheets is not a valid reason to withhold payment. If Advertiser fails to timely pay as provided for in the invoices/billing statements, the Newspaper may reject advertising copy and/or immediately cancel the contract and Advertiser agrees to indemnify the Newspaper for all expenses incurred in connection with the collection of amounts payable under the contract, including court cost and attorneys' fees. Future advertising, even prepaid, may be refused until reimbursement is made. If the contract is canceled due to the Advertiser's failure to timely pay, 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 timely payment by cash, check, or EDI. All past due balances are subject to a 1.75% per month service charge (minimum charge \$1.00).

Joint and Several Liability

If Advertiser utilizes an agency ("Agency"), Advertiser and Agency shall be jointly and severally liable for complying with all the terms of the contract, including payment for all advertising. Agency commissions, if any, shall apply to all space charges and adjustments under the contract.

No Sequential Liability

Our contract renders void any statements concerning liability that appear on correspondence from Agency or Advertiser. It is further agreed that Arizona Daily Star does not accept advertising orders or space reservations claiming sequential liability.

Incorrect Rates in Order Forms

When orders are forwarded by Advertiser or its Agency that 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 card, as may be revised pursuant to Paragraph (4) above, and in accordance with the conditions contained herein.

Typographical Errors,

Incorrect Insertions or Omissions

Our contract cannot be invalidated for typographical errors, incorrect insertions or omissions in advertising published. Arizona Daily Star 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 Arizona Daily Star 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. Arizona Daily Star 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. Any claim for credit must be in writing and received by Arizona Daily Star within sixty (60) days from the date of invoice/billing statement or be deemed waived. Undisputed amounts must be paid in full by the due date.

Positioning of Advertisements

Arizona Daily Star shall have the full latitude with respect to positioning advertisements provided; however, Arizona Daily Star will use reasonable efforts to accommodate the Advertiser's position requests. Specific placement is not guaranteed. Failure to meet position requests will not constitute cause for adjustment, refund or rerun. Notwithstanding this paragraph, guaranteed positioning is available and defined under 'Special Positions and Comics'.

Indemnification

Advertiser agrees to indemnify, defend and hold harmless Arizona Daily Star from all claims (whether valid or invalid), suits, judgments, proceedings, losses, damages, cost and expenses, of any nature whatsoever (including reasonable attorneys' fees) for which Arizona Daily Star or any of its affiliates may become liable by reason of Newspapers' publication of Advertiser's advertising.

Ownership of Advertising Copy

All advertising copy that represents the creative effort of Arizona Daily Star and/or the utilization of creativity, illustrations, labor, composition or material furnished by it, is and remains the property of Arizona Daily Star, including all rights of copyright therein. Advertiser understands and agrees that it cannot authorize photographic or other reproduction, 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.



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" = 132"; above 132" standard size page pricing. 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.

Preprint Delivery Requirements

Materials need to be delivered to Arizona Daily Star at least seven working days before publication date, but not more than 14 working 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

10 working days prior to publication date. No pickup discounts available.

Delivery Times

Monday – Friday, 8AM-4PM

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.

