

**Arizona Daily Star**  
T tucson.com

## POLITICAL RATE CARD

# Arizona Daily Star and Tucson.com

## The Best Campaign Decision You Can Make to Reach the Tucson Voter

### Our Readers Vote

- ✓ More than 7 out of 10 Arizona Daily Star readers are registered voters
- ✓ Voters in State and Local elections prefer to read newspapers for campaign and election news by more than 2 to 1 over Cable, TV and Radio
- ✓ Newspapers are the first place most voters learn about local candidates

### Online

Tucson.com receives more than 17 million page views each month.

In addition, we offer extended audience solutions with targeting options that include: content and category based, geographic, demographic, behavioral, retargeted, video, mobile and tablet.

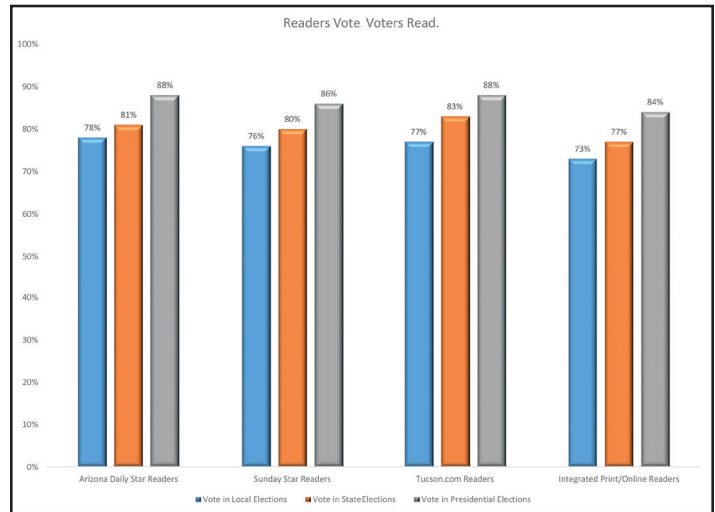
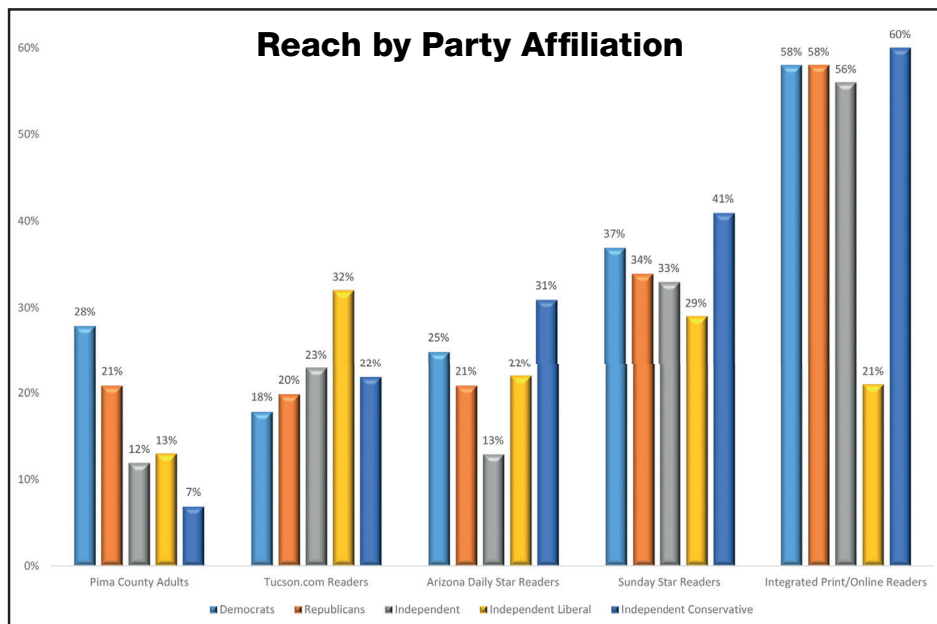


Chart: Media Usage of Registered Voters, Reader Composition

### Unbeatable Reach of Local Voters

The Arizona Daily Star and Tucson.com reach more than **515,000** Tucson readers each week and **53%** of registered Tucson voters – delivering the message you need to make your campaign successful!



Source: Nielsen Scarborough, Tucson Market Study 2015 R2, Google Analytics Jan-Nov 2015

# Political Advertising Rates & Guidelines

ROP	PCI Rate
Monday - Tuesday	\$32.55
Wednesday - Saturday	\$37.80
Sunday	\$46.20
La Estrella de Tucson	\$12.87
SaddleBag Notes	\$9.54
Section Front Strip Ad Mon-Tue	\$682.50
Section Front Strip Ads Wed-Sat	\$1,139.30
Section Front Strip Ads - Sun	\$2,381.40

Color is subject to availability.  
30% additional for color.  
Section front rates include color. 50% additional for SaddleBag Notes color.

Audience Extension (RON*)	CPM Rate
RON Banners - Premium News	\$14
RON Banners - Category	\$14
RON Banners - YouTube	\$14
Retargeting - 3 month min	\$14
Behavioral - 3 month min	\$14
Demographic - 3 month min	\$14
Search retargeting - 3 month min	\$14
RON Banners - Mobile	\$14
RON Banners - Tablet	\$18
YouTube - Preroll Network	\$25

\*50,000 minimum

Online	Rate
<b>728x90, 300x250</b>	
ROS - Above the fold	\$12 cpm
Video - ROS In Banner	\$20 cpm
Preroll	\$12 cpm
Section - Run of Channel	\$10 cpm
Dayparting/Advance Targeting/Geotargeting	+\$2 cpm
<b>Desktop Reveal Ads - 1920 x 600</b>	
Homepage (24hr)	\$1,000
Homepage (3x per week)	\$2,500
Index Page (24hr)	\$1,000
<b>Mobile Reveal Ads - 800 x 250</b>	
Homepage (24hr)	\$1,000
Homepage (3x per week)	\$2,500
Index Page (24hr)	\$1,000
<b>Email Marketing - 600 x 1024</b>	
\$1250 min or 50,000 Impressions	\$25 cpm
<b>Mobile*</b>	
Medium Rectangle (300x250)	\$10 cpm
Leaderboard (320x50)	\$10 cpm

## Advertising Rates:

(effective 1/1/2018)

- Applies to all political advertising, regardless of location or whether these is an out-of-state or toll-free number in the ad.
- No contract required.

## Advertising Guidelines:

All political advertising must be pre-paid prior to scheduling

- All ads must have "Paid Political Advertisement" at the top of the ad and "Paid for by (Name of Campaign or Organization)" at the bottom... followed by the name and address, phone or email of the person placing the ad. For example: Paid for by the friends of John Doe, Chairman, 1234 Pueblo St., poltni@polnet.com, (208) 208.2008.
- PACs and "Super PACs" must name chair of committee, including email and phone number.
- The Arizona Daily Star has its own acceptability standards for advertising. They may reject advertising that fails to meet the standards adopted.
- No Political ads including print and online will be published less than five days before the election.
- These guidelines encompass all advertising produced by the Arizona Daily Star
- Prior approval is required for all political ads from the Arizona Daily Star Political Board.