

Arizona Daily Star   

# RETAIL RATE CARD

## RETAIL ADVERTISING RATES 2023

Retail Advertising  
(520) 573-4495

4601 W Costco Dr  
Tucson, AZ 85741



EFFECTIVE JULY, 2023



# Arizona Daily Star

## BY THE NUMBERS

**20 million+**

Pageviews per month on Tucson.com and our suite of websites

**1.8 million+**

Unique visitors per month on Tucson.com and our suite of websites

**516,000**

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

**63**

Percent of people reading Tucson.com on mobile or tablet devices

**32**

Tucson.com traffic share of local media sites

**9**

The number of times our audience would fill up Arizona Stadium weekly

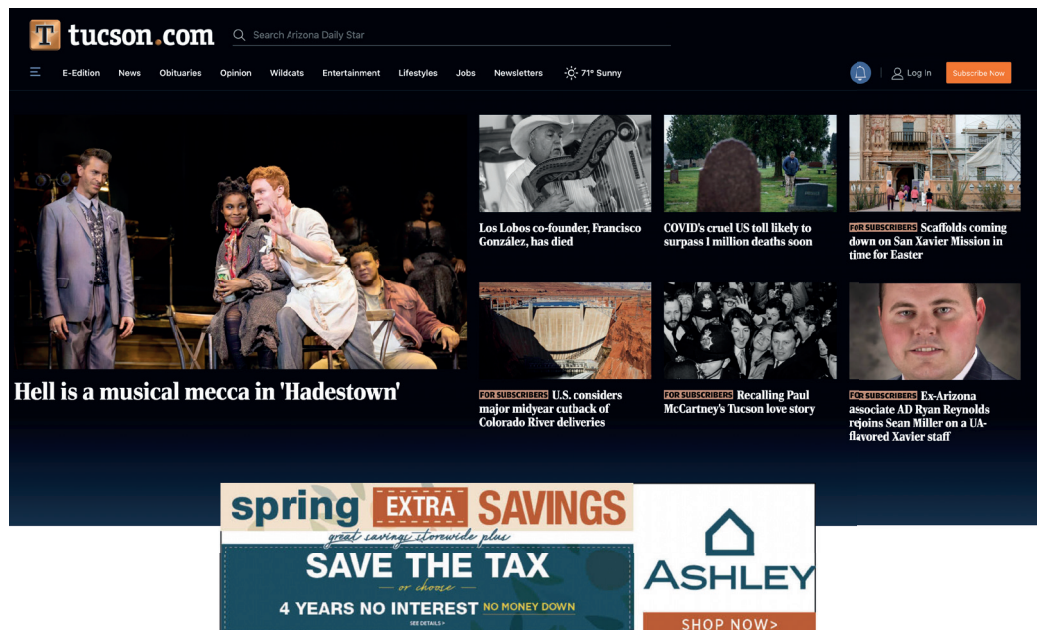
**1**

Where we rank among Tucson media for local audience reach

**0**

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

Source: Google Analytics: February 2021 – January 2023; Lee Enterprise Audience Report 2021



## DIGITAL ADVERTISING RATES TUCSON.COM

### High Impact Advertising

Get high visibility through interactive high impact positioning on Tucson's #1 local media website, Tucson.com. Data segments include geographic, demographic, geo-fencing, category and behavioral targeting options to reach your specific audience.

Product	Max File Size	Dimensions	Sponsorship	CPM	Data Segments
Desktop Reveal (Banner + Video)	*1mb	1920 x 350	\$1,000	\$50	\$53
Desktop Reveal	1mb	1920 x 350	\$1,000	\$45	\$48
Mobile Reveal	300k	800 x 250	\$1,000	\$45	\$48

\*Allow 575 x 350 space flush right for video – no text or buttons

### Run-of-Site

Tucson.com standard advertising positions throughout the Tucson.com website on desktop and mobile web. All Run-of-Site campaigns must run a minimum of 30 days. Data segments include geographic, demographic, geo-fencing, category and behavioral targeting options to reach your specific audience.

Product	Max File Size	Dimensions	CPM	Data Segments
Desktop Banner Ads	250k	970 x 250, 728 x 90	\$15	\$18
Mobile Banner Ads	250k	300 x 250, 320 x 50	\$15	\$18



## Native Advertising

Blog Post lives on community.tucson.com. Showcase your business with professionally written content or infographics across all platforms – desktop, mobile and tablet – to help drive customers to your business. Native impressions rotate on article blocks on Tucson.com.

Product	Per Post	CPM	Data Segments
Blog Post + 40k native impressions*	\$1,500	-	-
Blog Post Submitted + 40k native impressions**	\$1,100	-	-
Native Impressions	-	\$15	\$18

\*Professionally written post.

\*\*Submitted content is subject to approval. Editing fees included.

## Video

Video advertising can appear throughout Tucson.com. In-view video is placed between paragraphs on articles. The video collapses when done playing. Pre-roll is a Video Ad message that plays before video content begins.

Product	Dimensions	Per Day	CPM	Data Segments
Billboard with Video ROS	970x250 (445x250 video portion, 525x250 static portion) - Video to right or left of static portion	-	\$45	\$48
Medium Rectangle with Video ROS	300x250 (300x170 video portion, 300x80 static portion) - Video above or below static portion	-	\$40	\$43
Pre-Roll Video	1920 x 1080	-	\$40	\$43

Minimum 15 to maximum 30 seconds. All video, regardless of final, is created at HD 1920x1080 or SD 1280x720.

## Turnkey Video

:15 or :30 second quality video that can be used across any marketing channel. Client script is required and stock images/footage will be used if creative is not supplied. Voice over or Text only options are available. 1 revision provided, additional revisions start at \$200. Script writing \$150 Standard turnaround after all inputs received is 5 business days.

Product	Cost
Turnkey Video • Includes 15 or 30-sec video	\$475
Turnkey Video • Includes 15 or 30-sec video + 20k video impressions	\$875
Turnkey Video Social • Includes 15 or 30-sec video + social media + 20k video impressions	\$1,175

## Tucson.com

Static Video Combo Ad Sizes:

970x250 (445x250 video portion, 525x250 static portion) - Video to right or left of static portion

300x250 (300x170 video portion, 300x80 static portion) - Video above or below static portion

## A La Carte Video

LocalVid Local A La Carte

- 15-second video: up to 5 images + logo + text: \$150
- 30-second video, up to 10 images + logo + text: \$200
- 60-second video, up to 20 images + logo + text: \$250

Video Production – Price available upon request

Additional video products available: QikVid, Targeted Display, YouTube Pre-roll, Social video, OTT (Targeted Audience and Amazon). Please contact your account executive for package pricing.

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# EMAIL MARKETING

Targeted Email is a powerful product due to the fact the audience “opts-in” to receive those emails, creating a commanding reach. The ability to have precise targeting will ensure the client’s message reaches an interested database. Expand your reach with a rebroadcast to those who have opened and read your prior eblast. This ensures more visibility and engagement with those who have shown prior interest. Reach audience opt-ins directly with the Arizona Daily Star with AdMail.

Product	Dimensions	Cost
Targeted Email (50,000)	600 x 1024	\$1,250
Targeted Email (20,000)	600 x 1024	\$500
Targeted Email Rebroadcast	600 x 1024	\$500
AdMail	600 x 1024	\$500

## eNewsletter Marketing

Reach Arizona Daily Star weekly newsletter subscribers with either a sponsorship 100% SOV for a month or on a weekly basis. Newsletter options include Top 5 News, Top 5 Sports, Business, Obits, and Food.

Product	Dimensions	Cost
eNewsletter Ad	300 x 250	\$250 / week
eNewsletter Ad Sponsorship	300 x 250	\$2,500 / month (3 ads)

## AUDIENCE EXTENSION

Advertise within the Tucson market on third-party brand-safe websites.

### Audience Targeted Display

Product	Max File Size	Dimensions	CPM	Data Segments
Desktop/Mobile Medium Rectangle	150K	300 x 250	\$15	\$18
Desktop Half Page	200K	300 x 600	\$15	\$18
Desktop Skyscraper	150K	160 x 600	\$15	\$18
Desktop Leaderboard	150K	728 x 90	\$15	\$18
Mobile Leaderboard	50K	320 x 50	\$15	\$18
Pre-Roll Video	n/a	300 x 250	\$30	\$33

Minimum spend \$1,000 | Geo-Fence Targeting Minimum Spend \$1,500

## Social Media

Platform	Retail Minimum
Facebook, Instagram, WhatsApp	\$650/month
YouTube	\$650/month

Includes management fee. Contact your rep for available positions / ad units.

## Paid Search

Platform	Retail Minimum
Google / Bing	\$650/month

Ask your account executive about customized digital solutions to meet your specific needs.

# #THISISTUCSON

Product	Description	Cost
Premium Listing	Get your event our list of things to do in Tucson	\$500 per listing
Sponsored Content	Story written by us, with brand messages from you, with photo or logo	\$1,500 per story
Sponsored Content Social Media Boost	Giver your sponsorship extra reach to target audiences on social media	\$50-\$200
Instagram Story	Social story written by us, with a slide with your brand message	\$500
Weekend Planner Newsletter Sponsorship	Sponsor message in our Weekend Planner newsletter with link to your site or social page.	\$500
Eat+Drink Newsletter Sponsorship	Sponsor message in our Eat+Drink newsletter with link to your site or social page.	\$500
Digital Display Ad (300x250)	Impressions on desktop and mobile on ThisIsTucson.com	\$15 cpm

## NEWSLETTER SPONSORSHIPS

Product	Description	Cost
Sponsor one of our 20 local curated newsletters.	Daily top 5 headlines, Garden Guide, Politics, Cannabis, and more! See our entire lineup at <a href="https://tucson.com/newsletters">tucson.com/newsletters</a> .	Custom quoted

## DIGITAL AD SPECS

All measurements in pixels. 72 dpi resolution. Accepted file types: jpg, gif, png, mov, mp4

All video, regardless of final size appearance, must be created at HD 1920x1080 or SD 1280x720. 15-30 seconds max length.

# NEWSPAPER ADVERTISING RATES

## RETAIL ADVERTISING RATES (PCI)

Contract Volume	Daily Rate	Sunday Rate
Open	\$92.00	\$125.00
\$2,500	\$78.00	\$106.00
\$5,000	\$75.00	\$101.00
\$7,500	\$71.00	\$97.00
\$10,000	\$67.00	\$91.00
\$15,000	\$65.00	\$87.00
\$25,000	\$63.00	\$86.00
\$50,000	\$60.00	\$81.00
\$100,000	\$57.00	\$74.00
\$150,000	\$55.00	\$74.00

## OTHER RATES

PCI					FLAT	
		NON-PROFIT*			OVERLEAF*	
Mon/Tue	Sun Business	Restaurant	Daily	Sunday	Daily-Main	Sunday-Main
\$40.00	\$50.00	\$45.00	\$40.00	\$45.00	\$8,000.00	\$14,000.00

Standard 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 6 x 3" position strip ad and 6 x 3" masthead positions on all section fronts (see section front and masthead advertising rates below.)

## PICKUP DISCOUNTS

1 Day	2 Days	3-6 Days
0%	20%	30%

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

## SECTION FRONT ADVERTISING

Section Front ads appear on the front of daily and Sunday sections at the bottom of the page. Ad copy must be approved by the publisher prior to publication. Full color included. Other pickup discounts do not apply. 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 and are 6 col x 3" only.

**Ad Size** = 6 col x 3"; 9.889" wide x 3" tall

Section	Frequency	Mon-Tue	Wed-Sat	Sun
Section A	Open	\$781.20	\$1,365.00	\$2,730.00
	52x	\$682.50	\$1,139.30	\$2,381.40
Sports	Open	\$781.20	\$1,076.30	\$2,152.50
	52x	\$708.80	\$918.80	\$1,916.30
Tucson & Region	Open	\$664.02	\$1,160.25	\$2,320.00
	52x	\$581.13	\$968.41	\$2,024.19

Frequency	Caliente	Map Page	Home + Life
Day	Thursday	Saturday	Sunday
Open	\$1,147.50	\$781.20	\$781.20
52x	\$1,207.50	\$682.50	\$682.50

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## MASTHEAD ADVERTISING

Masthead ads appear above the center masthead on section fronts and are sized 6 col x 3" only.

**Ad Size** = 6 col x 3"; 9.889" wide x 3" tall

### Sunday

Open	4-7x	8-11x	12-23x	24-27x	48+x
\$2,392	\$2,273	\$2,153	\$2,033	\$1,914	\$1,794

### Daily

Open	4-7x	8-11x	12-23x	24-27x	48+x
\$1,939	\$1,842	\$1,745	\$1,648	\$1,551	\$1,454

## SPECIALTY PUBLICATIONS

### SPECIAL SECTIONS

#### January

Tucson Bridal Guide

#### February

NCAA College Softball/Baseball Extra

#### March

Tucson Festival of Books

Arizona Tax Credit

PRIMEtime Retirement Guide

PAC-12 Extra

NCAA Extra

25th Anniversary – NCAA Men's Basketball Championship

#### April

Arizona Outside

Diversity Career Fair

SAHBA Home Show Program

Spruce Up Tucson

#### May

Tucson Nurses Week – Fabulous 50 Nurses

#### June

Readers' Choice Ballot Section

#### August

College Football Guide

#### September

Readers' Choice Results

Readers' Choice Commemorative Magazine

#### October

Breast Cancer Awareness

College Basketball Guide

#### November

PRIMEtime Retirement Guide

SaddleBag Notes Take Care Guide

#### December

Arizona Tax Credit

New Vehicle Preview

Oro Valley Map & Guide

## BUYER'S EDGE

Each week, reach 400,000 households, 100% of the Tucson market with our Buyer's Edge, Total Market Coverage (TMC) product.

Ad Size	Ad Dimensions	Open Rate
Cover Page	6 col x 8"	\$7,100
Full Page	6 col x 10"	\$5,000
Half Page	3 col x 10"	\$3,250

Frequency discounts available.

## 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	\$20.00	\$17.00	\$15.00	\$13.00

## STICKY NOTES

Minimum quantity: 25,000 Wednesday – Saturday; 50,000 Sunday

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. No pickup 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.

	Open Rate CPM	Commitment CPM
Zone	\$50.00	\$45.00
Full Run	\$45.00	\$40.00
Classified or Caliente Section Front	\$35.00	\$30.00
Insertion only	\$27.00	n/a
Die-cut shapes	+\$5.00	+\$5.00

## Deadlines:

Space Reservation: 14 business days prior

Corrections/Camera-ready: 12 business days prior



# MECHANICAL SPECIFICATIONS

Broadsheet and tabloid column widths at 200dpi. Maximum Broadsheet Height: 21.1". Maximum Tabloid Height: 10".

Modular Ad Sizes - as of 4/1/22		
Modular Unit	Ad Size	Ad Dimensions
Standard Broadsheet Sizes		
Full Page	6 col x 21.1"	9.889" x 21.1"
Half Page Vertical	3 col x 21.1"	4.889" x 21.1"
Half Page Horizontal	6 col x 10"	9.889" x 10"
Quarter Page Vertical	3 col x 10"	4.889" x 10"
Quarter Page Horizontal	6 col x 4.9"	9.889" x 4.9"
Eighth Page	3 col x 4.9"	4.889" x 4.9"
Standard Tabloid Sizes		
Full Page	6 col x 10"	9.889" x 10"
Half Page Vertical	3 col x 10"	4.889" x 10"
Half Page Horizontal	6 col x 4.9"	9.889" x 4.9"
Quarter Page	3 col x 4.9"	4.889" x 4.9"
Portrait - Broadsheet & Tabloid		
Portrait Tall	2 col x 7.45"	3.222" x 7.45"
Portrait Regular	2 col x 4.9"	3.222" x 4.9"
Portrait Small	2 col x 2.35"	3.222" x 2.35"
A1 & Section Front Premiums		
Masthead Strip Ad	6 col x 3"	9.889" x 3"
Bottom Strip Ad	6 col x 3"	9.889" x 3"
Other Premiums		
Front/Inside Overleaf Flap	3 col x 21.1"	4.889" x 21.1"
Inside/Back Overleaf Full Page	6 col x 21.1"	9.889" x 21.1"
Doubletruck - Broadsheet	13 col x 21.1"	21" x 21.1"
Doubletruck - Tabloid	13 col x 10"	21" x 10"
Page Dominator	4 col x 16"	6.556" x 16"

## DEADLINES

Day of Publication	Section*	Space Reservation/Cancellations/ Pub. Set Ad Materials	Digital PDFs/ Final Corrections
Monday	All Sections	Fri, 10a.m.	Fri, NOON
Tuesday	All Sections	Mon, 10a.m.	Mon, NOON
Wednesday	All Sections	Tue, 10a.m.	Tue, NOON
Wednesday	Buyer's Edge	Mon, 5pm. 1 wk prior	Tue, 5pm. 1 wk prior
Thursday	All Sections	Wed, 10a.m.	Wed, NOON
Thursday	Caliente	Fri, 3 p.m., 1 wk prior	Mon, 5p.m.
Friday	All Sections	Thu, 10a.m.	Thu, NOON
Saturday	All Sections	Thu, 10a.m.	Fri, 10a.m.
Sunday	All Sections	Wed, 5p.m.	Thu, 5p.m.

## COLOR RATES

- Color is subject to availability and may be limited.
- Two colors will be charged at the color rate.
- One color = 20% of gross space cost
- Two colors = 30% of gross space cost

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# INSERT ADVERTISING

## WE-PRINTED INSERTS

Minimum Quantity: 25,000 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

## PREPRINTED INSERTS

Minimum Quantity: 25,000 Daily; 50,000 Sunday

Preprinted inserts can be distributed Wednesday or Sunday in the Arizona Daily Star and can be combined with Buyer's Edge within seven days. Preprints can be distributed full run or by select zip codes. Contact your account executive for circulation estimates.

### Daily & Sunday

Size	Open Rate (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 Buyer's Edge rates, contact your account executive.

### Preprint Deadlines:

Space Reservation: 12 business days prior

Delivery Deadline: 7 business days prior

## SINGLE SHEET PRINT & DELIVER INSERTS (PRINT EXPRESS)

Minimum Quantity: 25,000 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 in the Wednesday or Sunday Arizona Daily Star or Buyer's Edge.

	Daily/Sunday	Buyer's Edge
CPM	\$50	\$50

### Deadlines:

Space Reservation: 14 business days prior

Corrections/Camera-ready: 10 business days prior

EFFECTIVE **JULY, 2023**

# PREPRINT SPECIFICATIONS & POLICIES

**Paper Weight:** Single-sheet inserts: minimum thickness pt. .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.

**Delivery Times:** Monday-Friday 7am-3pm; Holiday Hours Monday-Friday 7am-NOON

### Delivery Address:

Arizona Daily Star  
c/o Arizona Republic, Deer Valley  
22600 N. 19th Ave  
Phoenix, AZ 85027

**Buyer's Edge Delivery Hours:** Monday-Friday 8am-4pm

### Buyer's Edge Delivery Address:

Buyers Edge/Arizona Daily Star  
C/O Design Mail  
9160 S. McKemy Street, Suite #106  
Tempe, AZ 85284

Only Arizona Daily Star personnel may unload.

## CUSTOMER SERVICE

**Proofs:** Pre-publication 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 level 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."

**Digital Ad Submission:** File formats required: Adobe Acrobat PDF. For assistance, call 520-573-4587.

**Ad Delivery Methods:** Contact your Arizona Daily Star Account Executive for setup.

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# 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 edito-rial 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 in-sertions, 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 newspa-per'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 rev-enue/ 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 in-voices/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 im-mediately 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 gov-erning 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 re-production, in whole or in part, of any such advertising copy for use in any other medium without the Newspa-per'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.