

College Football Preview: High Hopes in Cats Country

Fan anticipation for Wildcats football has never been higher—and why not? There's a new coach in town, a returning superstar with Heisman Trophy hopes, big-time home games with the mighty Trojans and Ducks and the chance to give the Sun Devils a whippin' in Tucson.

That's the setting for the annual College Football Preview Sunday, Aug. 26 in the Arizona Daily Star. The Star's sports team will brief our 317,000 print and online readers on the season ahead for the Wildcats, the Pac 12 and the nation. Sounds like an All-American advertising opportunity to us!

Look for:

- Background on coach Kevin Sumlin
- The Heisman credentials of QB Khalil Tate
- Pac 12 scouting report
- Profiles of the entire Wildcat squad

For more info contact your Daily Star account exec or call 520-573-4420.

Ask about our
College sports
Mega-bundle!

Dates:

Football

Publication Date: Sun, Aug 26

Space Reservation: Fri, Aug 17

Digital Deadline: Tue, Aug 21 @ noon

Ad Size

Ad Dimensions

Ad Specs

Color

Football Digital ROS Impressions

Wildcaster Photo Gallery Impressions

Total

Doubletruck	13x21.5"	21" x 21.5"	x	150,000	x	\$7,090
Premium Page	6x21.5"	9.889" x 21.5"	x	125,000	x	\$3,830
Full Page	6x21.5"	9.889" x 21.5"	x	100,000	x	\$3,193
Half Page	6x10" or 3x21.5"	9.889" x 10" or 4.889" x 21.5"	x	75,000		\$1,830
Quarter Page	3x10" or 6x5"	4.889" x 10" or 9.889" x 5"	x	50,000		\$1,070
Sport Front Cover Strip	6 x 3"	9.889" x 3"	x	50,000		\$950
Eighth Page	3 x 5"	4.889" x 5"	x	50,000		\$800

Effective: July 17, 2018

Ad Specs listed are width x height

Source: Nielsen Scarborough, Tucson Market Study 2018 R1

Premium Pages include - Back Page of publication, Back page of individual sections, Inside Back Page, Page 3
Online ads can run up to 7 days prior to publication (within same billing period) and up to 30 days after.