

Rate Base:
535,000

Total Readers:
1,284,000

Circulation Region:
Arizona

	1x	2x	4x
4 COLOR			
Full Page	\$10,890	\$10,350	\$9,800
2/3 Page	8,080	7,674	7,272
1/2 Page	6,471	6,148	5,819
1/3 Page	4,222	4,007	3,759
1/6 Page	2,183	2,078	1,961
B&W			
Full Page	\$9,128	\$8,671	\$8,515
2/3 Page	6,383	6,063	5,745
1/2 Page	5,137	4,876	4,622
1/3 Page	3,318	3,148	2,989
1/6 Page	1,753	1,664	1,579

All rates are gross

DIGITAL REQUIREMENTS

Ad materials will be accepted in the following digital formats: InDesign, Illustrator or Photoshop.

Include all fonts and high resolution images with a list of fonts and graphics. Resolution should be 300 dpi at 100% finished size. All 4-color images should be supplied CMYK.

High resolution PDF files are acceptable.
Email file to: mira.roytman@norcal.aaa.com

PROOF REQUIREMENTS

Laser prints are acceptable.

CONTACT INFORMATION

All ads sent must include a client name, contact person, phone number, fax number and email address.

EXTENSIONS

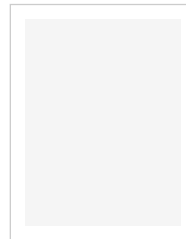
No extensions will be granted without approval of the Advertising Art and Production Director. For extensions, contact: Mira Roytman on 925.274.8164, or at mira.roytman@norcal.aaa.com

SHIPPING INSTRUCTIONS

Via Advertising, Natasha Alcalá at natasha.alcala@norcal.aaa.com

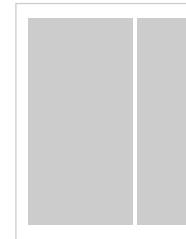
Trim size: 8" x 10.5"
Bleed size: 8.25" x 10.75"

Full Page
7" x 9.5" (live copy area)
8.25" x 10.75" (bleed)



2/3 Page Vertical
4.625" wide x 9.5" tall

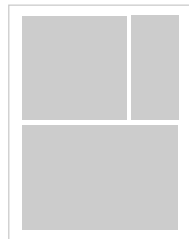
1/3 Page Vertical
2.25" wide x 9.5" tall



1/3 Square
4.625" wide x 4.625" tall

1/6 Page Vertical
2.25" wide x 4.625" tall

1/2 Page Horizontal
7" wide x 4.625" tall



Spring 2018
In-Home February 21-24
Close: 1/3/18
Material: 1/9/18

Fall 2018
In-Home August 21-24
Close: 7/2/18
Material: 7/9/18

Summer 2018
In-Home May 5-9
Close: 3/1/18
Material: 3/8/18

Winter 2019
In-Home December 20-23
Close: 11/1/18
Material: 11/7/18