

CO-OP/DEALER LIST ADVERTISING RATES

Size minimum is 1 column inch for ROP. Discounted space counts proportionately toward contract fulfillment.

Discounts cannot be combined.

COOPERATIVE ADVERTISING ROP RATES

Contracts can be signed at the following yearly levels.

| <i>Rates are per column inch.</i> | Daily | Sunday |
|-----------------------------------|--------------|---------------|
| Open | \$209 | \$267 |
| 48X | \$180 | \$217 |

RE-RUN DISCOUNT

30% with no changes.

An advertisement appearing in ROP daily or Sunday may be re-run as often as desired within six days following or preceding the original insertion in any Monday through Saturday edition at a substantial discount. ROP ads must be at least 15 column inches. Discount does not apply to Sunday.

RE-RUN DISCOUNT

| | |
|-----------------------|-----|
| No Change | 30% |
| Color Re-run Discount | 30% |

ROP COLOR RATES (NET)

| Black and: | Daily | Sunday |
|-------------------|--------------|---------------|
| 1 color | \$2,851 | \$3,276 |
| Multi-color | \$4,284 | \$4,925 |

COLOR RATES

Color premium is in addition to Advertiser's established black and white rate for space used. Double trucks will be charged at twice the applicable color rate.

The Arizona Republic specializes in food related promotions and campaigns. For a more comprehensive look at what *The Arizona Republic* can do for you, please call (602) 444-8443.

Call your representative for information about packaged goods cpm pricing for display ads.

INTERNET ADVERTISING OPPORTUNITIES

As the online home of *The Arizona Republic* and KPNX Channel 12, azcentral.com is the state's most trusted source for breaking news and information on the Internet. With over 5.3 million unique users and more than 80 million page views each month, azcentral.com is the most efficient way to reach savvy consumers with spending power.

- 73% of the metro Phoenix market has access to the Internet
- 60% of metro Phoenix adults (1.8 million) read an issue of *The Arizona Republic* in the past week or visited azcentral.com in the past 30 days

Online billing is directed towards fulfilling your *Arizona Republic* newspaper contracts. See azcentral.com rate card for online advertising rates.

We offer a wide range of online advertising strategies including:

- Large Format and Pop Under Ads
- Rich Media and Eye Blaster Ads
- Ads by Daypart
- Domain Targeted Ads
- ZIP, Age, Gender and Content Affinity Targeted Ads
- Opt-in E-mail Marketing
- E-mail Newsletter Sponsorships
- Hispanic Targeted Ads
- Newspaper Ads Online

Sources: 2007 Scarborough Phoenix Market Study Release 2; NFO Ad Impact; August 2007 Omniture

For details on all of our services call:

National Advertising Department | 200 East Van Buren St. | 3rd Floor | Phoenix, Arizona 85004
Phone: (602) 444-8443 | **Fax:** (602) 444-8691 or (602) 444-2417