

MEDIA/ENTERTAINMENT

This category rate applies to cable/satellite operators, print and broadcast media, television affiliates, special events, shows, and other national entertainment operators.

MEDIA/ENTERTAINMENT RATES (NET)

	Daily	Sunday
	\$181	\$217

Rates are per column inch.

RE-RUN DISCOUNT

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.

*No change	30%
20% change	25%
Color Re-run Discount	30%

CATEGORY COLOR RATES (NET)

	Daily	Sunday
Black & 1 color	\$2,824	\$3,245
Multi-color	\$4,243	\$4,878

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

SPECIAL RATES & POSITIONS

Ask your sales representative about special adjacency positions available in Sports, TV, entertainment and weather. We also offer front page of section 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 (nearly 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. Contact your sales representative for a custom quote.

We offer a wide range of online advertising strategies including:

- Large Format and Pop Under Ads
- Rich Media and Eyeblaster 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:

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