



## Don't just reach your market, Capture them.

Stikits are a cost effective, creative way to advertise on the front page of the newspaper. With several shapes and front page sections to choose from, Stikits are easily customized to reach the audience you are looking for. Stikit adhesive is strong enough to adhere to the newspaper, yet can be easily removed and reapplied to most surfaces again and again, making Stikits the perfect advertising option for extending the life of your ad.



### 3X3 STANDARD OR SPECIAL SHAPE

Quantities	12,500 - 100k	100,000+
1 - 3 colors Uncoated	\$44/M	\$40/M
4 - 6 colors Coated	\$51/M	\$47/M

Currently 20 shapes to choose from: Car, Tree, Heart, Price Tag, Diamond, Dollar Sign, Leaf, Star, Shamrock, Burst/Sun, Bus, Flower, Popcorn, Turkey, Tomato, Tshirt, Circle, Snowman, House, Stop Sign. Or create a new look.

Custom Die Cut \$350 (one time fee) per shape.

### 4 PANEL

Quantities	25,000 - 100k	100,000+
1 - 4 colors Uncoated	\$56/M	\$52/M
5 - 8 colors Coated	\$61/M	\$57/M

### 6 PANEL

Quantities	25,000 - 100k	100,000+
1 - 4 colors Uncoated	\$140/M	\$130/M
5 - 8 colors Coated	\$148/M	\$136/M

### 8 PANEL

Quantities	25,000 - 100k	100,000+
1 - 4 colors Uncoated	\$135/M	\$120/M
5 - 8 colors Coated	\$143/M	\$131/M

### VALUE CARD

Quantities	25,000 - 100k	100,000+
4 - 6 colors Uncoated	\$59/M	\$52/M
5 - 8 colors Coated	\$63/M	\$57/M

## Cost effective • Creative Front Page Advertising • Promotes consumer response

#### Conditions for publication

Run dates are reserved on a first-come, first-served basis. • Minimum quantity varies based on section purchased. • Stikits can run any day of the week. • Distribution and areas are based on availability. • Stikit copy must be submitted for pre-approval. • The Arizona Republic reserves the right to revise or reject in whole or part any advertising copy, or cancel the application of a stikit, if necessary, without prior notice to the advertiser. Arrangements will be made with the advertiser to reschedule application as soon as possible. • Political and PAC Advertising prohibited. • All orders are considered firm and cannot be cancelled except on written authorization from The Arizona Republic. • When orders are printed to customer's specifications, the purchaser agrees to assume any liability resulting from actions or demands brought against supplier for copyright infringement. • This order is governed by all terms and conditions outlined in The Arizona Republic's Retail Advertising Rate Card. • Rates as stated above are Net. Effective May 1, 2009.



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