

## TELECOMMUNICATIONS/INTERNET SERVICE PROVIDERS/DOT-COM, DOT-GOV, DOT-ORG/UTILITIES

The following applies to all Telecommunication, Internet Service Providers and Dot-Com advertisers.

### NET RATES

To qualify for rates based on annual spending commitments, a standard revenue agreement must be signed within 30 days of the first ad published. There are no upgrades unless a new agreement is signed. There are no retroactive rebates on rates.

### RE-RUN DISCOUNT

20% 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.

Spending levels (NET)	Daily	Sunday
up to \$500,000 annually:	\$222	\$282
\$500,001 to \$2,000,000:	\$213	\$267
\$2,000,000 plus:	\$201	\$252

Rates are per column inch.

### CATEGORY COLOR RATES (NET)

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

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

### 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. 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 Email Marketing
- Email 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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