

As the Valley's weekly guide to smart shopping, your message is delivered each Wednesday to *Arizona Republic* subscribers and mailed weekly with your insert to non-subscribers in select Maricopa County zip codes arriving in mailboxes either Monday or Tuesday or Wednesday for shared mail. To guarantee delivery, addresses are clearly marked on every issue using state-of-the art ink-jet printing.

**For more information, contact your sales representative
or call: (602) 444-4586**

Deliver Buyer's Edge Preprints to:

Design Mail
9160 S. McKemy, Suite 106, Tempe, AZ 85284
(480) 736-1368 (Deliveries accepted Mon.-Fri. 7 am - 4 pm)

Preprint Deadlines

Space: 14 days prior to publication
Due on dock: 7 days prior to publication

Earlier deadlines may prevail on holidays.

Buyer's Edge Preprint Rates

Weight (oz)	0-0.1	.11-0.2	.21-0.3	.31-0.4	.41-0.5	.51-0.6	.61-0.7	.71-0.8	.81-0.9	.91-1oz
10,000 to 50,000	32.70	38.55	43.15	48.05	53.50	59.30	65.90	69.25	76.15	81.90
50,001 to 150,000	31.30	37.05	41.75	46.80	52.10	58.00	64.45	67.95	74.80	80.55
150,001 to 300,000	29.75	35.60	40.20	45.35	50.65	56.55	63.05	66.55	73.40	79.25
300,001 to 450,000	28.35	34.15	38.85	43.95	49.35	55.25	61.65	65.15	72.05	77.85
450,001 to 600,000	26.85	32.70	37.30	42.55	47.90	53.80	60.35	63.85	70.75	76.50
600,000 plus	17.70	22.95	28.30	32.95	38.10	43.25	48.40	52.55	57.65	62.75

Weight (oz)	1.01-1.1	1.11-1.2	1.21-1.3	1.31-1.4	1.41-1.5	1.51-1.6	1.61-1.7	1.71-1.8	1.81-1.9	1.91-2oz
10,000 to 50,000	87.70	93.55	100.40	106.20	112.00	118.90	125.00	131.30	137.60	144.25
50,001 to 150,000	86.35	92.15	99.00	104.80	110.65	117.50	123.30	129.65	136.00	142.30
150,001 to 300,000	85.05	90.75	97.70	103.45	109.25	116.15	121.90	128.25	134.35	140.40
300,001 to 450,000	83.60	89.50	96.35	102.10	107.85	114.75	120.55	126.35	132.45	139.00
450,001 to 600,000	82.25	88.10	94.95	100.75	106.55	113.40	119.25	125.00	130.80	137.75
600,000 plus	67.85	72.85	77.95	83.05	88.10	93.25	98.30	103.35	108.50	113.55

Weight (oz)	2.01-2.1	2.11-2.2	2.21-2.3	2.31-2.4	2.41-2.5	2.51-2.6	2.61-2.7	2.71-2.8	2.81-2.9	2.91-3oz
10,000 to 50,000	150.55	156.90	163.50	165.95	172.10	178.55	184.70	190.85	197.30	203.45
50,001 to 150,000	148.65	155.00	161.30	163.70	169.85	176.05	182.20	188.35	195.55	200.60
150,001 to 300,000	146.75	153.10	159.40	161.45	167.65	173.80	179.65	185.80	191.95	198.10
300,001 to 450,000	144.85	151.15	157.50	159.55	165.45	171.55	177.40	183.25	189.45	195.30
450,001 to 600,000	143.45	149.25	156.10	157.80	163.45	170.20	175.80	181.35	186.90	193.60
600,000 plus	118.55	123.65	128.70	133.80	138.90	144.00	149.05	154.10	159.25	164.25

Weight (oz)	3.01-3.1	3.11-3.2	3.21-3.3	3.31-3.4	3.41-3.5	3.51-3.6	3.61-3.7	3.71-3.8	3.81-3.9	3.91-4oz
10,000 to 50,000	206.35	207.75	213.25	218.75	224.30	229.75	235.25	240.75	246.25	251.80
50,001 to 150,000	200.90	206.40	211.90	217.35	222.85	228.40	233.90	240.45	244.85	250.35
150,001 to 300,000	199.50	205.00	210.55	216.05	221.50	227.05	232.60	238.05	243.55	249.00
300,001 to 450,000	198.20	203.65	209.10	214.65	220.20	225.65	231.15	236.65	242.15	247.75
450,001 to 600,000	196.80	202.30	207.80	213.30	218.85	224.35	229.80	235.30	240.80	246.35
600,000 plus	169.35	174.45	179.50	184.60	189.70	194.80	199.85	204.85	210.05	215.05

Prices subject to change, contact your sales executive for most current rates

DISPLAY ADS

15 AREAS - 99,000 Per Area
 All prices include four color process.
 Home delivery subscribers receive Buyer's Edge every Wednesday.
 Non-subscribers receive Buyer's Edge via shared mail either Monday or Tuesday or Wednesday.
 (Rates per thousand)

Display ad sizes	Open	8-13x	14-26x	27-52x
Full Page (per zone)	\$22.95	\$19.45	\$14.35	\$9.35
Half Page (per zone)	16.20	12.50	9.35	6.15
Quarter Page (per zone)	11.90	8.20	6.15	4.10
Eighth Page (per zone)	8.65	5.30	4.10	2.75
Indicia Ad (full run)	2.60	1.55	1.45	1.40
Lip (full run)	1,180.00*	1,005.00*	—	—

*Flat rate per week
 Front & back full page rates available from your sales representative.

RESTAURANT CATEGORY RATE

(Rates per thousand)

Display ad sizes	Open	13x
Full Page (per zone)	\$14.35	\$9.35
Half Page (per zone)	9.35	6.15
Quarter Page (per zone)	6.15	4.10
Eighth Page (per zone)	4.10	2.75
Indicia Ad (full run)	1.45	1.40
Lip (full run)	1,180.00*	1,005.00*

*Flat rate per week
 Front & back full page rates available from your sales representative.

Display ad deadlines

Space/Materials: Tues. 5 pm, 15 days prior to publication
 Electronic Submittal/Press Ready: Wed. 5 pm, 14 days prior to publication
 Earlier deadlines may prevail on holidays.

- Ask about our **FREE** advertising creative service.
- For advertising opportunities call: (602) 444-8066

MECHANICALS

1/8 Page	4.625" x 2.35"
1/4 Page	4.625" x 4.8125"
Horizontal Half Page	9.437" x 4.8125"
Vertical Front Half Page	4.625" x 7.8125"
Back/Front Full Page	9.437" x 7.8125"
Inside Full Page	9.437" x 9.75"
Double Truck	20.250" x 9.75"
Indicia Ad	4.625" x 1.875"

Electronic file set-up guidelines

- Please bold all rules/keylines smaller than 4pt. Please use a bold typeface for fonts under 10pt. For optimal reproduction, never exceed two colors.
- If you over-print or reverse type, rules or fonts - do not exceed 80% of the CMYK tint value (not to exceed 30% for any one color).

Ink density

Newsprint: 240%

Scanning resolution & line screen

Preferred 180 ppi
 Minimum 160 ppi
 Line screen for this product is 100 line

BUYER'S EDGE AREA MAP

