

LOCAL MERCHANDISE ADVERTISING RATES

Annual Dollar Volume Agreements

Local Classified Agreement rates are available to advertisers who offer real estate, rentals, merchandise or services to consumers through an outlet or representative located within the State of Arizona.

Automotive and employment advertisers please refer to separate rate card. Agreement rates are non-commissionable. All charges subject to prevailing taxes.

Rates are per agate line, per day. All single column advertisements will be charged by computer-generated line count.

The Advertiser agrees to meet or exceed annual dollar volume requirements during the agreement year. If the Advertiser wishes to invest more than originally committed, they may sign a new annual agreement.

If Advertiser exceeds the revenue commitment of the next higher level(s), they may receive that higher level's rate for the duration of the contract year. Self-renewing agreements will renew at the original signed contract level.

If the annual dollar volume requirement is not met, a short rate will occur. See paragraph #3 of annual Classified agreement for details.

Plan	Annual Dollar Volume	Sunday	Saturday	Daily	2-6 Times*	7-13 Times*	14-27 Times*	28+ Times*
9	\$2,500	\$12.50	\$11.24	\$11.05	\$9.24	\$8.57	\$8.01	\$7.10
5	\$5,000	11.54	10.39	10.20	8.71	8.13	7.79	6.73
8	\$20,000	10.94	9.88	9.70	8.34	7.78	7.22	6.36
4	\$40,000	10.51	9.47	9.28	8.03	7.53	6.99	6.16
7	\$80,000	10.20	9.15	8.95	7.73	7.20	6.75	5.83
3	\$115,000	9.81	8.93	8.79	7.55	7.08	6.53	5.73
2	\$185,000	9.67	8.80	8.63	7.38	6.86	6.41	5.54
1	\$285,000	9.27	8.49	8.34	7.12	6.59	6.04	5.34
77	\$405,000	9.15	8.35	8.20	7.02	6.47	5.54	5.25

*Ad size and copy must remain the same to qualify for frequency discount. Saturday or Sunday ads on frequency schedule pay additional 15¢ per line. Ads scheduled Sundays only, pay Sunday one-time rate.

Contracts for investments greater than \$405,000 annually are available. Ask your sales representative for details.

Service Directory

Listed under an eye-catching banner, the full-run Classified Service Directory features single column ads promoting a variety of home and business services. As part of the daily *Republic*, the Service Directory reaches more than 1 million adults every weekday or 1.5 million adults (five daily issues).

For more information on any of the Service Directory plans, call (602) 444-4985.

Contract Rates*	3 Line Minimum
Plan 11	
Sunday 1 time	\$ 9.56
Daily 1 time	\$ 8.06
2-6 times**	\$ 5.27
7-27 times**	\$ 4.68
28 times**	\$ 3.83

* Requires \$2,500 annual commitment

** Saturday & Sunday ads on frequency schedule pay additional 15¢ per line. Ads scheduled Sunday only pay Sunday 1-time rate. Bold type 60¢ per line.

Sunday TV Week Valley Service Guide

Printed on the colorful center pages of the Sunday Republic's TV Week Magazine, the Valley Service Guide features ads promoting a variety of home and business services.

As part of the Sunday *Republic*, the Valley Service Guide reaches more than 1.2 million readers and offers week-long advertising effectiveness.

For single-column ads:

Bold type, single column logos and borders are available.

Annual Contract Rates*	7 Line Minimum
Plan 13 \$10.21	\$2,000 commitment
Plan 14 \$7.73	\$2,500 commitment

*Cost per line, per insertion. Bold type add 60¢ per line.

Contact your sales representative or call (602) 444-4985.
Deadline: Monday 14 days prior to Sunday publication.

Source: 2007 Scarborough Phoenix Market Study

CLASSIFIED SPECIAL FEATURES

Zone Home Services Directory

Featured each Wednesday, Friday and Saturday.

1 zone	\$8.00
2-3 zones	\$6.40
4+ zones	\$6.00

Weddings and Special Occasions

Weddings and Occasions appears each Sunday in the Arts & Entertainment section.

2 Line Minimum

Open Rate*	\$26.25
13 Weeks*	\$14.68
26 Weeks*	\$14.03
52 Weeks*	\$13.25

*Cost per line, per insertion. Bold type add \$1.20 per line.

Ask your sales representative about larger type.

For more information call (602) 444-8692.

Worship Full Run

1 inch minimum

Daily	\$ 109.33 per inch
Sunday	\$ 135.83 per inch

Worship Zone Rates

1 inch minimum

	1x	3x*
Full page	\$400	\$1,086
1/2 page	\$200	\$540
1/4 page	\$100	\$273
1/8 page	\$50	\$144
1/16 page	\$25	\$78

*rate may be less depending upon circulation of zone selected.

Worship Directory Full Run

Saturday \$55.01 per inch

Worship Directory Zone Rate

1 inch minimum

Publishes Saturday

East Valley (zones 6, 10, 11, 12, 14)	\$10.30 per inch/per zone
West Valley (zones 1, 2, 3, 5)	\$10.30 per inch/per zone
Northeast Valley (zones 4, 7, 8, 9)	\$10.30 per inch/per zone

For more information call (602) 444-8756.

Funeral Planning Guide

The Funeral Planning Guide is published every Sunday and Wednesday reaching over 1.3 million readers.

This directory appears with the obituaries and is available to any mortuary or company providing a service for funerals. Each listing is one column by one half inch in depth. Larger ads are available and company logos may be used.

Rates are for both days

1/2"	\$50.50
1"	\$76.50

additional 1/2" increments \$25.50 each.

Call (602) 444-4974 for more information or assistance in designing and placing your ad.

Business Opportunities Package

Publish your ad in the Sunday Republic Classified section and for only \$6.12 more per line, your ad will be repeated in the Wednesday *Republic* Business section under the special "Businesses For Sale" bannered heading. PLUS receive another day of your choice (the following Mon.-Sat.).

For more information call: (602) 444-8756 or 1-800-764-5581.