THE NUMBERS GAME
A look into UA demographics and how students consume media

Total students: 42,236

- 5,388 Non-Resident
- 26,848 Resident
- 52% Female
- 48% Male
- 32,987 Undergraduate
- 7,720 Graduate
- 1,529 Professional

Percentage of students that are spending money each month on:

- **Media**: 57%
- **Restaurants**: 99%
- **Beauty**: 75%
- **Housing**: 73%
- **Electronics**: 60%
- **Fashion**: 70%
- **Live Music**: 60%
- **Bars**: 70%

Total employees: 15,615

- Total employee payroll: $893,548,224

UA total annual economic impact: $3.6 billion (including $1.5 billion direct impact, which is defined by the university as direct spending on “goods and services by the university, its employees, students and visitors”)

Percentage increase since last year: 4%
WHO WE ARE
How the Daily Wildcat is changing and what you can look forward to

Each and every day, on every corner of the University of Arizona campus and beyond, The Daily Wildcat is there – just like it has been for more than 115 years.

That’s not about to change anytime soon.

What is changing: How The Wildcat serves its readers and loyal advertisers. Truth is, The Wildcat – in print, online, via mobile device or social media – is now more daily than ever.

What’s new for 2015-16:

FORMAT: It’s our goal that every reader on or near campus picks up a print edition that’s full of thorough, engaging, local stories. A compact, more reader- and advertiser-friendly Wildcat is more convenient and accessible to readers, and also gives every ad, on every page, that much more impact.

SCHEDULE: New editions will hit racks Monday, Wednesday and Friday – providing greater value and staying power to frequency-based customers and individual ad buys alike.

FULL COVERAGE – FOR READERS AND ADVERTISERS: More than anything, these shifts are about allowing our talented student journalists to better serve the UA community – and their own futures as the next wave of great media professionals – by diversifying the way we do things.

EASY AD PRICING: Gone are the old days of column-inches and heavy calculation; in is a simplified, easy-to-understand rate structure that makes finding the right ad program – at the right price – a snap.

READERSHIP: With an increase to 7,000 copies at nearly 150 drop points on and near the UA campus, along University Boulevard, Fourth Avenue, and along the Tucson Modern Streetcar into downtown, that means more readers – and greater reach for your advertising dollar.

DIGITAL APPROACH: We’ve ramped up our social media reach, and DailyWildcat.com – with more than 2.5 million pageviews annually – will debut a new look this semester.

MOBILE: We’ve added more mobile advertising opportunities – both in The Daily Wildcat mobile app, and via DailyWildcat.com’s mobile responsive website, allowing advertisers to better target those always-connected, always on-the-go, future customers.

WILDCAT MEDIA GROUP
In addition to The Daily Wildcat and DailyWildcat.com, Arizona Student Media/Wildcat Media Group offers specialized media outlets that give advertisers an even broader reach into our community:

University of Arizona Visitor Guide
This full color guide is published in the Fall and Spring. Each issue welcomes guests and newcomers to the dynamic UA campus. Copies are widely distributed on campus, at hotels and around Tucson annually.

View the current guide online: wc.arizona.edu/ads/visitorguide

University of Arizona Parents & Family Magazine
This full color magazine reaches parents of UA students (including incoming freshmen) and welcomes them to the University of Arizona family.

View the current guide online: wc.arizona.edu/ads/ParentsMagazine

UATV Channel 3 & KAMP Student Radio
KAMP and UATV provide programming that includes music, news, sports, mtvU and original UA student produced shows. More than 6,000 students living on campus tune in and thousands more watch and listen on the web.

86% OF READERS REPORT NOTICING ADS IN THEIR SCHOOL NEWSPAPER, WITH 65% TAKING ACTION AS A RESULT
DISPLAY RATES
Finding you the best value for your advertising dollar

Display Open Rate / Frequency Discounts

<table>
<thead>
<tr>
<th>B/W Rates</th>
<th>1x (Open Rate)</th>
<th>3x (-10%)</th>
<th>9x (-20%)</th>
<th>15x (-30%)</th>
<th>21x (-40%)</th>
<th>27x (-50%)</th>
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<tbody>
<tr>
<td>FULL PAGE</td>
<td>$900</td>
<td>$810</td>
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<td>$675</td>
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<td>$525</td>
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<td>$495</td>
<td>$440</td>
<td>$385</td>
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<td>$275</td>
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<td>$300</td>
<td>$270</td>
<td>$240</td>
<td>$210</td>
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<td>$135</td>
<td>$120</td>
<td>$105</td>
<td>$90</td>
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Full Color: $100 per ad, per placement (all sizes)

Display Advertising Deadlines
Space reservation and ready artwork submission required by 3 p.m., two business days prior to publication

<table>
<thead>
<tr>
<th>Pub date</th>
<th>Deadline</th>
<th>Note: Deadlines shift one extra business day when University holidays come into play (i.e., Labor Day, Veterans Day, etc.)</th>
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<tbody>
<tr>
<td>Monday</td>
<td>Thursday, 3 p.m.</td>
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<td>Wednesday</td>
<td>Monday, 3 p.m.</td>
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<td>Friday</td>
<td>Wednesday, 3 p.m.</td>
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Special Programs

**SEMESTER KICKOFF**
First 6 issues of each semester: Buy 3, Get 3 free (at open or contract rate)

**WEEKEND WARRIOR**
Reserve 6+ Fridays (WW) at 2x rate, or 12+ at the 27x rate

**REPEAT OFFENDER**
Reserve M/W/F ads in same week, take extra 10% off 2nd & 3rd ad

**WRAPAROUND**
Reserve full page, full color ad (at contract rate), get premium backpage placement and the Front Page Banner in same edition (for “wraparound” effect) for just $200 more

**BUNDLE & SAVE**
Front Page Banners, Section Front Banners, insert runs of 5K or more, and special sections (i.e., housing, football guide, etc.) each counts 1x on frequency contract... and every $300 committed to non-print advertising (outdoor, online, mobile, social, etc.) equal to 1x on frequency contract

Advertising Contracts must be fulfilled by May 31, 2016

WE APPRECIATE CAMERA READY ARTWORK... in high resolution (300 dpi/ppi) PDF, JPEG, EPS (fonts outlined) or TIF.

NEED US TO DESIGN YOUR AD? No problem, and no charge! (some exceptions apply) ...we’ll need ALL copy/images, by 3 p.m., four business days prior to publication

ADS GET NOTICED 60% MORE IF THEY ARE IN COLOR
## Classified Rates

An efficient, affordable, time-tested ad model that works

To Place a Classified Ad:
(520) 621-3425 or visit dailywildcat.com/classifieds

### Crossword Puzzle & Sudoku Rates

Two spaces available per day, 2 col x 1.5 inches

<table>
<thead>
<tr>
<th>Rate Description</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Open Rate</td>
<td>$55.00 per day</td>
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<tr>
<td>4-9 insertions</td>
<td>$50.00 per day</td>
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<tr>
<td>10 or more insertions</td>
<td>$40.00 per day</td>
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</table>

### Classified Line Ad Rates

<table>
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<th>Rate Description</th>
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<tr>
<td>20 words or less</td>
<td>$5.00 per day</td>
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<td>Each additional word per insertion</td>
<td>$0.25 per word</td>
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<td>Underlined Words</td>
<td>$0.10 per word</td>
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<td>Bold words (first three bolded words free)</td>
<td>$0.10 per word</td>
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<tr>
<td>Bold all words</td>
<td>$2.00 per order</td>
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<tr>
<td>1 pt border</td>
<td>$1.00 per day</td>
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</tbody>
</table>

### Classified Line Ad Discounts

- 20% off for 5 or more consecutive insertions of same ad, or 20% off for 20 or more total insertions of same ad (during same academic year)

### Classified Display Ad Rates

Contracts must be fulfilled by May 7, 2016

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<th>Rate Description</th>
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<tbody>
<tr>
<td>Open Rate</td>
<td>$11.75 pci</td>
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<td>4-9 insertions of same ad</td>
<td>$10.60 pci</td>
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<td>10-19 insertions of same ad</td>
<td>$10.00 pci</td>
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<tr>
<td>20 or more insertions of same ad</td>
<td>$9.40 pci</td>
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</table>

*Classified Display Ads can be built up to 6 columns wide, and 9 inches tall
(1 column = 1.52” wide ... 2 = 3.23” ... 3 = 4.91” ... 4 = 6.61” ... 5 = 8.3” ... 6 = 10”)

### Classified Online Rates

Any posting on Friday must include Saturday and Sunday.

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<tbody>
<tr>
<td>Online posting with purchase of print ad</td>
<td>$2.75 per order</td>
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<tr>
<td>Online only posting (no print ad)</td>
<td>$2.75 per day</td>
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STUDENT REASONS GIVEN FOR READING THE CAMPUS PAPER:

**JOB SEARCHING, COLLEGE SPORTS, CAMPUS NEWS**
THE DAILY WILDCAT
Expanding your reach through multimedia channels

DIGITAL RATES

ONLINE: DAILYWILDCAT.COM

Flat Rates
Banner $300 [35K impressions]
Big Box $260 [35K impressions]

Impression Rates
Banner $10 cpm
Big Box $8 cpm

Banner & Big Box Combo take an extra 10% off flat rates
*Combo ads must run concurrently

Available Sizes
Banner 728x90 / 320x50 px
Big Box 300x250 px

MOBILE APP

Featuring a unique “tile board” design, the Daily Wildcat’s Mobile App brings campus news, sports and entertainment information to the fingertips of the UA community!

• Multi-Banner: $200/mo.
  640x100 / 640x200 / 600x500 px
• Home Tile: $75/mo.
  424x400 px (Limited Availability)

SOCIAL MEDIA

Announcing an event? Need to share a last-minute deal with the campus community? Ask your account executive about how to reach an entirely new audience!

• Sponsored post: $10/each
  ... or let us build you a custom proposal!
  [min. 15 per agreement; max. of 3 posts per day]

STUDENTS SPEND ~14.4 HOURS/DAY MULTI-TASKING WITH MEDIA

ON A PRINT FREQUENCY PLAN? … ONLINE ADS COUNT, TOO! …
Remember, every $300 of online advertising is equal to ‘1x’ on your frequency contract.

* see map for corresponding outdoor locations
OUTDOOR ADVERTISING

Providing you access to virtually every inch of campus

NEWSRACK ADVERTISING

With placement both across the main campus and north of Speedway – including high-traffic areas near the UA's business, law and medical school facilities – newspaper rack advertising is an effective, affordable way to share your message with a growing campus community.

‘Card’ Locations:
1. Main Gate / University Blvd. 1
2. Main Gate / University Blvd. 2
3. McClelland Hall (Eller College)
4. UA Mall / Cherry Ave.
5. Cherry Garage / Bear Down Field
6. La Paz Hall (Freshman dorms)
7. 2nd Street / Education / Streetcar

‘Decal’ Rates
Monthly (3 decals) $210
* price per 3 decals (per rack, two sides, one front); printing/design included
Artwork: 10” x 12” per decal

‘Decal’ Locations:
8. Park Garage / McClelland Hall (Eller)
9. Highland Garage / Underpass
10. Mountain Ave. / 2nd Street Garage
11. Speedway Blvd. / Mountain Ave (AME)
12. Highland Ave. / UITS
13. Nursing / Arizona Health Sciences
14. 6th Street Garage / Shuttle Bus Pickup
15. 4th Street / Highland Ave.
16. James E. Rogers College of Law
17. University Blvd. / Tyndall Ave.

Plexiglass ‘Card’ Rates
Monthly (1 card) $210
* price per card (per rack); printing/design included
Artwork: 24” x 12”

KIOSK ADVERTISING

The Arizona Daily Wildcat has partnered with Signal Campus to bring new outdoor advertising opportunities to our loyal advertisers. Signal is the leading provider of outdoor advertising solutions to the college media landscape, serving more than 80 college and university campuses nationwide.

Per panel: $600/month (minimum order of 3 panels/months)

Kiosk Locations:
A. Park Student Union
B. 6th St. Parking Garage
C. Social Sciences
D. Cesar E. Chavez
E. Koffler
F. Administration
G. Harvill
H. Library
I. Modern Languages
J. Space Sciences

Kiosk Details
Artwork: Print area 26”x50”, Live area 24”x48”.
Number of kiosks: 10 (strategically positioned throughout campus)
Number of panels: 20 (two per kiosk)
Monthly Impressions per panel: approx. 1,000,000

* analytic research conducted by Signal Campus

* printing fee of $150 for each physical panel printed; incentives: ONE free panel print at 4 panel (months) purchased …. 2nd free panel print at 8 … 3rd free panel print at 12
Newspaper Distribution:
The Daily Wildcat has been the University of Arizona's dedicated news outlet for more than a century — with delivery to more than 140 distribution points across the UA campus and throughout Tucson's greater University and Downtown communities.
# Calendar

When each Daily Wildcat and special section hits the streets

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**Fall 2015**

**AUGUST 2015**

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**SEPTEMBER 2015**

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**OCTOBER 2015**

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**NOVEMBER 2015**

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**DECEMBER 2015**

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**Spring 2016**

**JANUARY 2016**

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**FEBRUARY 2016**

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**MARCH 2016**

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**August**

- Fall Classes Begin: Aug. 24

**September**

- Labor Day — No Issue: Sept. 7
- Football Preview: Sept. 2
- Restaurant, Bar & Entertainment Guide: Sept. 25
- Fall Career Guide: Sept. 28

**October**

- Parents & Family Weekend: Oct. 9
- Fall Housing Guide: Oct. 9
- Homecoming: Oct. 23

**November**

- Graduate School Guide: Nov. 2
- Veterans Day — No Issue: Nov. 11
- Basketball Preview: Nov. 13
- Thanksgiving Holiday: Nov. 27
- No Issue: Nov. 27

**December**

- Final Fall Issue: Dec. 9

**January**

- Spring Classes Begin: Jan. 13
- Martin Luther King, Jr. Day — No Issue: Jan. 18
- Restaurant, Bar & Entertainment Guide: Jan. 29

**February**

- Housing Guide: Feb. 17

**March**

- Spring Career Guide: March 7
- Spring Break — No Issues: March 14-18
- March Madness: March 24

**April**

- Health & Wellness Guide: April 13

**May**

- Final Spring Issue: May 4
- Commencement Issue: May 11
- Freshman Orientation Issue: May 27

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69% of students have read their college paper in the last week.
Street Team:
Every day, our street team connects hand-to-hand with UA students, faculty/staff and visitors across campus.

We Will Distribute:
• Flyers, postcards, or coupons
• Giveaway items, such as pens, cups, key chains, notepads, etc.

Rates:
Flyers – $250 per 1,000 items
T-shirts/cups, etc. – Ask your account executive for a customized quote today!

Creative Services:
Our talented student design team can take your words or ideas and give them the bright, engaging, visual touch you’re looking for!

We Will Produce:
• Brochures, flyers, newsletters, mailings, etc.
• Need an updated logo? New menus for your bar or restaurant? Posters or window signage?

Rates:
$19/hour (two-hour minimum required)

Giveaways/Promotions:
Planning an event, and need help running a sweepstakes to give away tickets? Have extra gift cards you’d like to see us put in the hands of hungry UA students? Our student marketing department can build a custom giveaway event, where we’ll use our mobile app, social media channels and presence on campus to get your brand – and your free, yet valuable, item – in front of the massive UA student population.

Promo Contests can include:
• Event / concert tickets
• Gift cards (restaurants, hotel stays, movie theaters, entertainment
• Destination experiences/trips

Rates:
Ask your account executive for a customized quote today!

Tent Event Sponsorship:
Need to make an impact on campus? Sponsor the Daily Wildcat “tent” on the UA Mall! On a handful of days each month – including when our special editions hit the streets – our street team is on the UA mall, adjacent to the Student Union Memorial Center, from approximately 10 a.m. to 2 p.m. We’ll hand out your promotional items with that day’s newspaper, affix your banner to our Daily Wildcat-branded tent, or run a giveaway/promotion for your product or business.

Rates:
Ask your account executive for a customized quote today!

Main Source of Student Income: Parents (45%), Job (40%), Loan (15%)
Advertising Policies

Advertising Acceptability: The Wildcat reserves the right to reject any advertising, for any reason, or to request revisions, even after an insertion order has been signed. The standards guiding the acceptance of advertising are available by requesting a copy of the Wildcat’s official “Advertising Acceptability Policy.” Advertising resembling news copy must be marked “Paid Advertisement.”

Copyright: Advertising that is designed and produced by the Wildcat staff becomes the property of the Wildcat and cannot be reproduced or used without the Wildcat’s consent.

Back Billing: Advertisers failing to meet their contract volume at the end of the contract term will be charged the difference between the contract rate and the open rate (or the contract rate for which they qualify) for all advertising run during the duration of the contract.

Ad Design: The Wildcat offers free ad building and design services by talented UA students, including one proof per ad (if requested by 3 p.m., four business days prior to publication). For extensive design, photography or graphic services, charges may be assessed if necessary. All charges will be discussed before work is performed.

Refunds, Credits, Make-Goods (Display, Classified Display): In spite of our best efforts, copy errors occasionally occur in material we typeset for our advertisers. If your ad has an error in it, report it immediately. The Wildcat’s liability will not exceed the actual cost of the ad in question and liability for an omitted ad will be limited to publishing the advertisement in a subsequent issue.

Disclaimer: The advertiser agrees to assume all liability for any ad placed in the Wildcat, and to hold the Wildcat harmless for any claim that may be brought against the paper by reason of the publication of the advertiser’s message, and to reimburse the Wildcat for any expenses or losses arising from any such claims.

Additional terms: Please refer to Wildcat “Insertion Order” forms, “Advertising Contract” forms and “Adult Advertising Acceptability” policy for additional terms and conditions

Effective 7/1/15