DISPLAY ADVERTISING

**DEADLINES**

Deadlines for space reservation and artwork submission

<table>
<thead>
<tr>
<th>Pub date</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 8</td>
<td>June 6, noon</td>
</tr>
<tr>
<td>June 15</td>
<td>June 13, noon</td>
</tr>
<tr>
<td>June 22</td>
<td>June 20, noon</td>
</tr>
<tr>
<td>June 29</td>
<td>June 27, noon</td>
</tr>
<tr>
<td>July 6</td>
<td>July 1, noon</td>
</tr>
<tr>
<td>July 13</td>
<td>July 11, noon</td>
</tr>
<tr>
<td>July 20</td>
<td>July 18, noon</td>
</tr>
<tr>
<td>July 27 (Campus Guide)</td>
<td>July 20, 3 p.m.</td>
</tr>
<tr>
<td>August 3</td>
<td>August 1, noon</td>
</tr>
<tr>
<td>August 8 (Monday)</td>
<td>August 4, noon</td>
</tr>
</tbody>
</table>

**TECHNICAL SPECIFICATIONS**

We accept camera ready artwork in high resolution PDF, JPEG, EPS (fonts converted to outline) or TIF.

- **Full Page**: 10” x 10.8”
- **3/4 Page**: 7.45” x 10.8”
- **1/2 Page Vertical**: 4.92” x 10.8”
- **1/2 Page Horizontal**: 10” x 5.31”
- **1/4 Page Vertical**: 4.92” x 5.31”
- **1/4 Page Horizontal**: 10” x 2.57”
- **1/8 Page Vertical**: 4.92” x 2.57”
- **1/8 Page Horizontal**: 4.92” x 2.57”
- **1/16 Page**: 2.38” x 2.57”

**WILDCAT TERMS OF PAYMENT**

- All advertisers are required to pay in advance, before deadline, unless a credit application has been completed by the advertiser and approved by The Wildcat (normally takes one week to process).
- Make checks payable to “The University of Arizona”
- Visa, MasterCard and American Express, or cash accepted.
- All UA departments must pay by IB.
- If credit approved, payment is due in full before end of following month.
- The Wildcat reserves the right to withdraw or restrict credit privileges.

**DISPLAY ADVERTISING**

- **7X RATE includes Campus Guide!**
  - **B/W Full Color**
    - Full Page: $325
    - 3/4 Page: $250
    - 1/2 Page: $175
    - 1/4 Page: $100
    - 1/8 Page: $75
  - **4X RATE includes Campus Guide!**
    - **B/W Full Color**
      - Full Page: $450
      - 3/4 Page: $350
      - 1/2 Page: $250
      - 1/4 Page: $150
      - 1/8 Page: $100
  - **OPEN RATE**
    - **B/W Full Color**
      - Full Page: $625
      - 3/4 Page: $475
      - 1/2 Page: $200
      - 1/4 Page: $150
  - **CAMPUS GUIDE (OPEN)**
    - **B/W Full Color**
      - Full Page: $750
      - 3/4 Page: $565
      - 1/2 Page: $375
      - 1/4 Page: $225
  - **HEAT RELIEF**
    - **1/16 Page ad; free color**
      - Open Rate: $50 per week
      - 7-10 Issues: $40 per week
  - **FRONT PAGE BANNER**
    - 10” wide x 1.5” tall, full color $275

**UNIVERSITY DEPARTMENT/STUDENT GROUP RATES**

- **7X RATE**
  - **B/W Full Color**
    - Full Page: $325
    - 3/4 Page: $250
    - 1/2 Page: $175
    - 1/4 Page: $100
    - 1/8 Page: $75
  - **4X RATE**
    - **B/W Full Color**
      - Full Page: $450
      - 3/4 Page: $350
      - 1/2 Page: $250
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**DAILYWILDCAT.COM**

- **DAILYWILDCAT.COM**
  - May 15-Aug. 16 (~150,000 monthly impressions): CPM: $9/1,000
  - FLAT: $75 (min. 10,000 guaranteed impressions; approximately 10-14 day run)
  - Ad Sizes: Desktop Banner (728 x 90 pixels)
  - Mobile Banner (320 x 50 pixels)
  - Big Box (300 x 250 pixels)

**SOCIAL MEDIA SPONSORSHIP**

- May 15-Aug. 16 (~18,000 followers):
  - TWITTER: $10/tweet (min. 10 tweets; max 3/day)

**CLASSIFIEDS**

- **LINE ADS**
  - Receive 20% off for five or more insertions of same line ad.
  - 20 Words or less $5.00 per issue
  - Each Additional Word $0.25 per issue

- **ONLINE**
  - Any posting on Friday must include Saturday and Sunday.
  - With purchase of print ad $2.75 per week
  - Without purchase of print ad $2.75 per day

**CONTACT US**

- Display Advertising......................................(520) 621-1686
- Classified Advertising ................................(520) 621-3425
- Billing & Accounting...................................(520) 621-3558
- Campus Accounts, Milani Hunt.............(520) 626-8546 milanih@email.arizona.edu

**615 N Park Ave, Suite 101 • Tucson, AZ 85721-0087 • (520) 621-1686 • Fax (520) 621-3094**
Be a part of “Campus Guide 2016” — The Wildcat’s hottest edition of the year! Just before the new student class hits campus for the Fall semester, have your business or organization seen by both parents and freshmen as part of this special edition!

**Details:**

**Distribution:** 13,000 copies (7,000 mailed to home of parents/incoming freshmen in late July, with another 6,000 distributed on and near campus and during August’s “Wildcat Welcome” week)

**What’s inside:** The A-to-Z of all-things-UA (and Tucson!) — from academics to athletics, living on or near campus to getting involved, going Greek and getting the most of the UA experience!

**Space deadline:** Wednesday, July 20, 3 p.m.

**Artwork deadline:** Thursday, July 21, 3 p.m.

The Daily Wildcat can create an ad for you at no cost. All materials to build new artwork (images, copy, etc.), must be received by Tuesday, July 19, 3 p.m.

**Discounted Campus Rates:**

<table>
<thead>
<tr>
<th>Size</th>
<th>Full Page (10” by 10.8”)</th>
<th>½ Page (10” x 5.31”...or...4.92” x 10.8”)</th>
<th>¼ Page (10” x 2.6”...or...4.9” x 5.31”)</th>
<th>¼ Page (4.9” x 2.6”...or...2.36” x 5.31”)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$900 (full color)</td>
<td>$525 (full color)</td>
<td>$300 (full color)</td>
<td>$200 (full color)</td>
</tr>
<tr>
<td></td>
<td>$750 (black/white)</td>
<td>$375 (black/white)</td>
<td>$225 (black/white)</td>
<td>$125 (black/white)</td>
</tr>
</tbody>
</table>

**Your Advertising Account Executive:**

Milani: (520) 626-8546 or milanih@email.arizona.edu

**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.

*Effective 7/1/15*