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

Total students: 43,625
- 16,673 Non-Resident
- 26,952 Resident
- 52% Women
- 48% Men
- 34,072 Undergraduate
- 7,817 + 1,539 Graduate + Professional

Total employees: 15,056
- 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 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%

Source: studybreakscollegemedia.com, College Students Spending Habits 2014

STUDENT DISCRETIONARY SPENDING UP 30% OVER 5 YEARS
WHO WE ARE
The Daily Wildcat is more daily than ever

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 the last 118 years.

SCHEDULE: New editions hit racks every Wednesday – providing significant advertising value and staying power to frequency-based customers and individual ad buys alike.

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, reader- and advertiser-friendly Daily Wildcat is convenient and accessible – and also gives every ad, on every page, that much more impact.

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 a circulation of 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 – to serve both ends of the reader/advertiser spectrum.

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.

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.

ARIZONA STUDENT MEDIA
Arizona Student Media is home to more than 225 engaged students working toward professional careers in news reporting, editing, photography, graphic design, sports reporting, video production, accounting, marketing, advertising sales and more, via the 118-year-old Daily Wildcat, DailyWildcat.com, KAMP Student Radio and UATV-3 (student television).

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, while tens of thousands more listen on the web or watch our news and sports television broadcasts via social media, often live-streamed to Facebook, YouTube and more.

86% OF READERS REPORT NOTICING ADS IN THEIR SCHOOL NEWSPAPER, WITH 65% TAKING ACTION AS A RESULT.
### Display Advertising Deadlines

<table>
<thead>
<tr>
<th>Placement</th>
<th>Deadline</th>
<th>Pub Date</th>
<th>Rate (Per Placement)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Page Banner</td>
<td>WEDNESDAY, 3rd</td>
<td>PRIOR, THURSDAY, 3</td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>2.382.57</td>
<td>7:45x10.8</td>
<td>$900</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>4.92x5.31</td>
<td>10x10.8</td>
<td>$330</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>4.92x5.31</td>
<td>10x10.8</td>
<td>$720</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>4.92x5.31</td>
<td>10x10.8</td>
<td>$1350</td>
</tr>
<tr>
<td>3/4 Page</td>
<td>4.92x5.31</td>
<td>10x10.8</td>
<td>$1710</td>
</tr>
<tr>
<td>Half Page</td>
<td>4.92x5.31</td>
<td>10x10.8</td>
<td>$240</td>
</tr>
<tr>
<td>1/16 Page</td>
<td>4.92x5.31</td>
<td>10x10.8</td>
<td>$150</td>
</tr>
<tr>
<td>1/32 Page</td>
<td>4.92x5.31</td>
<td>10x10.8</td>
<td>$90</td>
</tr>
</tbody>
</table>

### Special Programs

- **Premium Placement**: 15% of space cost (subject to availability; one placement guarantee per order)
- **Front Page Banner**: $250 (full color)
- **Section Front Banner**: $200 (full color)
- **Full Color**: $100 per ad per placement (all sizes)

### Rates

- **UA Department/Student Group Rates**
  - 1-4 issues: $120 per issue
  - 5-9 issues: $25 per issue
  - 10-14 issues: $40 per issue
  - 15-19 issues: $60 per issue
  - 20-24 issues: $90 per issue

- **Non-Profit Org. Rates**
  - 1-4 issues: $130 per issue
  - 5-9 issues: $25 per issue
  - 10-14 issues: $40 per issue
  - 15-19 issues: $60 per issue
  - 20-24 issues: $90 per issue

- **Inserts**
  - (7K=$235; 4K=$150)
  - (3K=$125; 2K=$75)

### Display Open Rate / Frequency Discounts

- **Discounts**: 10% to 40% (premium placement, front page, section front, full color, or fixed-space rates)

### Additional Information

- **Display Contracts must be fulfilled by May 31, 2018**
- **Advertising Contracts**: In high resolution (300 dpi/ppi), PDF, EPS (fonts outlined) or TIFF format (includes advertising (print, online, mobile, social) equal to 1x, per frequency contract spread, cover, display, insert)
- **We appreciate camera ready artwork...We appreciate camera ready artwork...We appreciate camera ready artwork...We appreciate camera ready artwork...We appreciate camera ready artwork...We appreciate camera ready artwork...We appreciate camera ready artwork...We appreciate camera ready artwork...We appreciate camera ready artwork...We appreciate camera ready artwork...
### CLASSIFIED RATES

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

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**To Place a Classified Ad:**

(520) 621-3425 or visit dailywildcat.com/classifieds

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### Crossword Puzzle & Sudoku Rates

Two spaces available per day, 2 col x 1.5 inches

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

### Classified Line Ad Rates

<table>
<thead>
<tr>
<th>Description</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 words or less</td>
<td>$5.00 per edition</td>
</tr>
<tr>
<td>Each additional word per insertion</td>
<td>$0.25 per word</td>
</tr>
<tr>
<td>Underlined Words</td>
<td>$0.10 per word</td>
</tr>
<tr>
<td>Bold words (first three bolded words free)</td>
<td>$0.10 per word</td>
</tr>
<tr>
<td>Bold all words</td>
<td>$2.00 per order</td>
</tr>
<tr>
<td>1 pt border</td>
<td>$1.00 per day</td>
</tr>
</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 31, 2018**

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

<table>
<thead>
<tr>
<th>Description</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online posting with purchase of print ad</td>
<td>$2.75 per order</td>
</tr>
<tr>
<td>Online only posting (no print ad)</td>
<td>$2.75 per day</td>
</tr>
</tbody>
</table>
**DIGITAL RATES**
Expanding your reach through multimedia channels

**ONLINE: DAILYWILDCAT.COM**

<table>
<thead>
<tr>
<th>Flat Rates (Local)</th>
<th>Impression Rates (Local)</th>
</tr>
</thead>
<tbody>
<tr>
<td>35K Impressions</td>
<td>Banner $10 cpm</td>
</tr>
<tr>
<td>70K Impressions</td>
<td>Big Box $10 cpm</td>
</tr>
</tbody>
</table>

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

***All sizes [728x90 desktop, 320x50 mobile, 300x250 both] included at 35K/70K flat rate***

**MOBILE APP**
Featuring a friendly “tile board” design, the Daily Wildcat's Mobile App brings campus news, sports and entertainment information to the fingertips of the UA community! (Limited Availability)

- Multi-Banner: $200/mo. [640x100 / 640x200 / 600x500 px]
- Home Tile: $75/mo. [424x400 px]

**SOCIAL MEDIA**
Announcing an event? Need to share a last-minute deal with the campus community? With the Wildcat reaching as many as 36,000 Twitter followers and another 16,000-plus on Facebook, let us help you reach an entirely new, engaged audience!

- **Sponsored Twitter posts (Tweet):** $15/each post
  - [campaign minimum 20 per order; max. 3 per day] [minimum $300/each campaign]
  - [each post max. 200 characters, plus url, plus image] [Image Size: 1172x660 px]

- **Sponsored Facebook campaign:** $450/each campaign
  - [targeted audience, boosted campaign; runs (avg.) 4-14 days]
  - [text (messaging) at client’s discretion (pending DW approval for house style, verbiage)]
  - [images must be “photo” (not “graphic designed”), and must be less than 20% covered by text of any kind for maximum distribution, per Facebook] [Image Size: 1200x600 px]

**DailyWildcat.com | UA Dept./Student Group Rates**

| 35K Impressions [Flat Rate] | $260 | Banner [Impression Rate]: $8 cpm |
| 70K Impressions [Flat Rate] | $468 | Big Box [Impression Rate]: $8 cpm |

**Students spend ~14.4 hours/day Multi-tasking with Media**
OUTDOOR ADVERTISING
Providing you access to virtually every inch of campus

NEWSRACK MARKETING
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’ Rates
Monthly (1 card) $225
* price per card (per rack); first printing/design included
Artwork: 23” x 12”

‘Decal’ Rates
Monthly (3 decals) $225
* price per 3 decals (per rack, two sides, one front); first printing/design included
Artwork: 10” x 12” per decal

‘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’ 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. / UITN
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.
18 University Blvd. / Geronimo Plaza

Plexiglass ‘Card’ Rates
Monthly (1 card) $225
* price per card (per rack); first printing/design included
Artwork: 23” x 12”

KIOSK MARKETING
The Daily Wildcat has partnered with The Gotcha Group to bring new outdoor advertising opportunities to our loyal advertisers. Gotcha is the leading provider of outdoor advertising solutions to the college media landscape, serving more than 100 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” x 50”, Live area 24” x 48”.
Number of kiosks: 10 (strategically positioned throughout campus), with two panels each
Monthly Impressions per panel: approx. 1,000,000

* see map for corresponding outdoor locations
* analytic research conducted by The Gotcha Group
* printing fee of approximately $100 (printing fee decreases with larger orders) per panel printed

1 in 3 students report mentioning an ad/article in a college paper to a friend, with another 33% having gone to a website mentioned in an ad.
Expanding beyond traditional campus border:
The Daily Wildcat has been the University of Arizona’s dedicated news outlet for more than a century — with delivery to nearly 150 distribution points across the UA campus and throughout Tucson’s greater university and downtown communities.
### PRINT CALENDAR

When each print edition and each special section hits the streets

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**When to grab your copy:**

The Wildcat print edition is published every Wednesday during the Fall and Spring semesters (the lone exception being the Monday “Fall Semester Kickoff” edition on the first day of classes in August).

#### AUGUST 2017

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>W</td>
<td>Aug. 21</td>
</tr>
<tr>
<td>W</td>
<td>Aug. 30</td>
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</tbody>
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#### SEPTEMBER 2017

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>W</td>
<td>Sept. 6</td>
</tr>
<tr>
<td>W</td>
<td>Sept. 13</td>
</tr>
<tr>
<td>W</td>
<td>Sept. 20</td>
</tr>
<tr>
<td>W</td>
<td>Sept. 27</td>
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</tbody>
</table>

#### OCTOBER 2017

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>W</td>
<td>Oct. 4</td>
</tr>
<tr>
<td>W</td>
<td>Oct. 11</td>
</tr>
<tr>
<td>W</td>
<td>Oct. 18</td>
</tr>
<tr>
<td>W</td>
<td>Oct. 25</td>
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</tbody>
</table>

#### NOVEMBER 2017

<table>
<thead>
<tr>
<th>Date</th>
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</tr>
</thead>
<tbody>
<tr>
<td>W</td>
<td>Nov. 1</td>
</tr>
<tr>
<td>W</td>
<td>Nov. 8</td>
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<tr>
<td>W</td>
<td>Nov. 15</td>
</tr>
<tr>
<td>W</td>
<td>Nov. 22</td>
</tr>
<tr>
<td>W</td>
<td>Nov. 29</td>
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#### DECEMBER 2017

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>W</td>
<td>Dec. 6</td>
</tr>
</tbody>
</table>

#### JANUARY 2018

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>W</td>
<td>Jan. 10</td>
</tr>
<tr>
<td>W</td>
<td>Jan. 17</td>
</tr>
<tr>
<td>W</td>
<td>Jan. 24</td>
</tr>
<tr>
<td>W</td>
<td>Jan. 31</td>
</tr>
</tbody>
</table>

#### FEBRUARY 2018

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>W</td>
<td>Feb. 7</td>
</tr>
<tr>
<td>W</td>
<td>Feb. 14</td>
</tr>
<tr>
<td>W</td>
<td>Feb. 21</td>
</tr>
<tr>
<td>W</td>
<td>Feb. 28</td>
</tr>
</tbody>
</table>

#### MARCH 2018

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>W</td>
<td>March 7</td>
</tr>
<tr>
<td>W</td>
<td>March 14</td>
</tr>
<tr>
<td>W</td>
<td>March 21</td>
</tr>
<tr>
<td>W</td>
<td>March 28</td>
</tr>
</tbody>
</table>

#### APRIL 2018

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>W</td>
<td>April 4</td>
</tr>
<tr>
<td>W</td>
<td>April 11</td>
</tr>
<tr>
<td>W</td>
<td>April 18</td>
</tr>
<tr>
<td>W</td>
<td>April 25</td>
</tr>
</tbody>
</table>

#### MAY 2018

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>W</td>
<td>May 2</td>
</tr>
<tr>
<td>W</td>
<td>May 9</td>
</tr>
<tr>
<td>W</td>
<td>May 23</td>
</tr>
</tbody>
</table>

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*Note: 2017 – 2018 Daily Wildcat Special Section calendar subject to change or additions*
Thought we were just a newspaper? Think again! In addition to The Daily Wildcat, Arizona Student Media/Wildcat Media Group offers a host of print, digital, and foot-to-the-ground solutions to meet virtually any marketing need!

**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 – $295 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:**
$35/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 number of days each year – 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%)
How to reach us

Display & Online Advertising: (520) 621-1686 | ads@dailywildcat.com
Classified Advertising: (520) 621-3425 | classifieds@wildcat.arizona.edu
Accounting: (520) 621-3558
Classified Advertising & Accounting Manager:
Karen Tortorella-Notari (520) 621-5982 | tortorel@email.arizona.edu
Director, Arizona Student Media:
Brett Fera | (520) 621-3408 bfera@email.arizona.edu

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 7/1/17

Footer Fact Sources
1 re:fuel 'College Explorer Survey', 2013
2 Newspaper Association of America
3 'Student Monitor', 2014
4 re:fuel 'College Newspaper Readership', 2013
5 studybreakscollegemedia.com, College Students Spending Habits 2014

615 N PARK AVE, SUITE 101 • TUCSON, AZ 85721 • DAILYWILDCAT.COM/ADVERTISENOW