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

Total students: 44,831

- 17,526 non-resident
- 27,305 resident
- 52% women
- 48% men

Total employees: 15,623

- 8,106 + 1,602 graduate + professional

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%

Employee payroll: $980,041,658

Source: studybreakscollegemedia.com, College Students Spending Habits 2014

STUDENT DISCRETIONARY SPENDING UP 30% OVER 5 YEARS1
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 119 years.

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

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.

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.

MOBILE & SOCIAL: We’ve added more mobile advertising opportunities – via DailyWildcat.com’s mobile responsive website and on Twitter, Facebook and Instagram, allowing advertisers to better target those always-connected, always-on-the-go, future customers.

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.

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.

FULL COVERAGE – FOR READERS AND ADVERTISERS: More than anything, these strategies 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.

ARIZONA STUDENT MEDIA
Arizona Student Media is home to more than 200 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 119-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.

Ask about KAMP Student Radio’s non-commercial radio “underwriting” … KAMP can also provide on-site mobile DJ services to fit your party/gathering/event needs!

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>
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<td>$135</td>
<td>$120</td>
<td>$105</td>
<td>$90</td>
<td>$75</td>
</tr>
</tbody>
</table>

Full Color: $100 per ad per placement (all sizes)

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

**Pub Date** | **Deadline**
---|---
Wednesday | Prior Thursday, noon

**Note:** Special edition/supplement deadlines vary based on edition. Please consult with your advertising account executive for details and exact deadlines.

### SPECIAL PROGRAMS

#### Repeat Offender
Reserve four DW ads in same month, take extra 10% off 2nd & 3rd and 4th 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

#### Win With Frequency
Front Page Banners, Section Front Banners, insert runs (7k) and special sections (i.e. housing, football guide, etc.) each count as 1x on frequency contract...and every $300 committed to non-print advertising is (outdoor, online, mobile, social, etc.) equal to 1x on frequency contract

**Advertising Contracts must be fulfilled by May 31, 2019**

WE APPRECIATE CAMERA READY ARTWORK... in high resolution (300 dpi/ppi) PDF format (preferred). (JGP, EPS [fonts outlined] or TIF OK.)

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

WANT TO USE A “UOFA” LOGO (OR “BEAR DOWN,” OR OTHER UA TRADEMARK/LOGO... We’re sorry, but we can’t accept (or publish) artwork containing any UA logo/wordmark, unless written approval from the UA Trademarks & Licensing office is provided in advance.

**SPECIAL RATES**

**Mega Marketplace**

- **1/16th Page AD**
  - Includes full color
  - 1-4 issues: $65/each
  - 5-9 issues: $60/each
  - 10-14 issues: $55/each
  - 15-19 issues: $50/each
  - 20-24 issues: $45/each
  - 25+ issues: $40/each

- **1/8th Page AD** (Includes full color)
  - 1-4 issues: $130/each
  - 5-9 issues: $120/each
  - 10-14 issues: $110/each
  - 15-19 issues: $100/each
  - 20-24 issues: $90/each
  - 25+ issues: $80/each

**Front Page Banner**
- Size: 10x1.5
- $450 (full color)

**Section Front Banner**
- Size: 10x1.5
- $325 (full color)

**Premium Placement**
15% of space cost (subject to availability; one placement guarantee per order)

**Inserts**
- 1-8 page item: $55 cpm
  - 7K=$385; 4K=$220
- 10-16 pages: $65 cpm
  - 7K=$455; 4K=$460

**UA Department/Student Group Rates**

<table>
<thead>
<tr>
<th>B/W Rates</th>
<th>1x (-40%)</th>
<th>10x (-50%)</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>$540</td>
<td>$450</td>
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<tr>
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<td>$150</td>
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<td>1/8 Page</td>
<td>$83</td>
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</table>

**Non-Profit Org. Rates**

<table>
<thead>
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<th>B/W Rates</th>
<th>1x (-20% off local rate)</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>$720</td>
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<td>3/4 Page</td>
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**The Daily Wildcat**

ARIZONA ARIZONA ARIZONA ARIZONA

1/2 Page b/w rates May 31, 2019

**Win With Frequency**
Front Page Banners, Section Front Banners, insert runs (7k) and special sections (i.e. housing, football guide, etc.) each count as 1x on frequency contract...and every $300 committed to non-print advertising is (outdoor, online, mobile, social, etc.) equal to 1x on frequency contract

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**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
Open Rate $55.00 per edition
4-9 insertions: $50.00 per edition
10 or more insertions $40.00 per edition

Classified Line Ad Rates
20 words or less $5.00 per edition
Each additional word per insertion $0.25 per word
Underlined Words $0.10 per word
Bold words (first three bolded words free) $0.10 per word
Bold all words $2.00 per order
1 pt border $1.00 per day

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, 2019
Open Rate $11.75 pci
4-9 insertions of same ad $10.60 pci
10-19 insertions of same ad $10.00 pci
20 or more insertions of same ad $9.40 pci

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.
Online posting with purchase of print ad $2.75 per order
Online only posting (no print ad) $2.75 per day
## Digital Rates

**Expanding your reach through multimedia channels**

### Online: DailyWildcat.com

<table>
<thead>
<tr>
<th>Sizes</th>
<th>Flat Rates [Local]</th>
<th>Impression Rates [Local]</th>
</tr>
</thead>
<tbody>
<tr>
<td>35K Impressions</td>
<td>$300</td>
<td>Banner $10 cpm</td>
</tr>
<tr>
<td>70K Impressions</td>
<td>$540</td>
<td>Big Box $10 cpm</td>
</tr>
</tbody>
</table>

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

### 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 [minimum $300/each campaign]
  - [campaign minimum 20 per order; max. 3 per day]
  - [each post max. 200 characters, plus url, plus image]  
    - [Image Size: 1172x660 px]

- **Sponsored Facebook & Instagram campaign:**
  - $450/each per multi-day campaign
  - [targeted audience, boosted campaign; runs (avg.) 4-14 days]
  - [campaigns run simultaneously on Facebook & Instagram]
  - [text (messaging) at client recommendation (pending DW approval)]
  - [images must be “photo” (not “graphic designed”), & must be less than 20% covered by text 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 |

---

**Remember, every $300 of online advertising is equal to ‘1x’ on your frequency contract.**

---

**Students spend ~14.4 hours/day multi-tasking with media.**
OUTDOOR NEWSRACKS
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.

Plexiglass ‘Card’
Line-of-sight positioning near Main Gate, the football stadium, business school and more.

Monthly rate (1 card) $225
* price per card (per rack); first printing/design included

Artwork: 23” x 11”

‘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

* see map for corresponding outdoor locations

‘Decal’
3-sided coverage across main campus & north of Speedway (law school & medical campus)

Monthly rate (3 decals) $225
* price per 3 decals (per rack; left side, right side and front); first printing/design included

Artwork: 10” x 12” each 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.
18 University Blvd. / Geronimo Plaza

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^
OUTDOOR KIOSKS
Providing you access to virtually every inch of campus

OOOH/KIOSK MARKETING

Kiosk Details

Artwork: Print area 26”x50” (visible area 24”x48”)
Number of kiosks: 10 (strategically positioned throughout campus), with two panels on each kiosk
Monthly Impressions: approx. 1,000,000 per panel
*analytic research conducted by The Gotcha Group

The Daily Wildcat has partnered with The Gotcha Group to bring outdoor advertising opportunities to our valued partners. Gotcha is the leading provider of outdoor advertising solutions to the college media landscape, serving more than 100 college and university campuses nationwide. Here at the UA, 10 locations (20 total panels) are strategically placed throughout campus in high-traffic, line-of-sight locations, large-format kiosk advertising brings your message high-impact results!

Per Panel Rate:
$600/month
(minimum order of 3 panels/months)
* printing fee of $95 per panel printed

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

* see map for corresponding outdoor locations

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.

1
3

THE DAILY WILDCAT
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.

63% of readers share their copy of their college paper with at least one other person, with an average greater than 2.7 readers per copy.

*not all delivery locations represented on map; locations subject to change
PRINT CALENDAR
When each print edition and each special section hits the streets

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 2018
M | Aug. 20 Fall Semester Kickoff 1st day of classes
W | Aug. 29 Football Season Preview

SEPTEMBER 2018
W | Sept. 5 Fall Career Days Guide
W | Sept. 12
W | Sept. 19 Study Abroad Fair Guide A and Fall Restaurant, Bar & Entertainment
W | Sept. 26 Study Abroad Fair Guide B

OCTOBER 2018
W | Oct. 3 Family Weekend & Fall Housing Guide
W | Oct. 10
W | Oct. 17 Fall Health & Wellness Guide
W | Oct. 24 Homecoming
W | Oct. 31 Basketball Season Preview

NOVEMBER 2018
W | Nov. 7 DUSK Music ‘Artist’ Guide
W | Nov. 14 Fall Housing Fair Guide
W | Nov. 21 Graduate School Fair Guide
W | Nov. 28

DECEMBER 2018
W | Dec. 5 Final Fall issue Winter Commencement

Note: 2018 – 2019 Daily Wildcat Special Section calendar subject to change or additions

JANUARY 2019
W | Jan. 9 Spring Semester Kickoff 1st day of classes
W | Jan. 16
W | Jan. 23 Spring Health & Wellness Guide
W | Jan. 30 Spring Restaurant, Bar & Entertainment

FEBRUARY 2019
W | Feb. 6 Spring Housing Fair Guide
W | Feb. 13 Bracket Challenge Showdown Kickoff
W | Feb. 27 Wildcat Weekend—Festival of Books

MARCH 2019
W | March 6 No Edition (Spring Break)
W | March 13 Spring Career Days Guide & College Hoops Tournament Preview
W | March 20
W | March 27

APRIL 2019
W | April 3
W | April 10 Wildcat Weekend (Spring Fling)
W | April 17
W | April 24

MAY 2019
W | May 1 Final Spring issue
W | May 8 Commencement/Year-In-Review
W | May 22 Orientation

69% OF STUDENTS HAVE READ THEIR COLLEGE PAPER IN THE LAST WEEK

[Image of the Daily Wildcat building]
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 – $300 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.

‘UofA’ logos/trademarks: We're sorry, but we can't accept (or publish) artwork containing any UA logo/wordmark, unless written approval from the UA Trademarks & Licensing office is provided in advance.

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

Effective 7/1/18