

2019 ARIZONA SUMMER WILDCAT

The UA's #1 Source for News, Information, Entertainment & More!

UA SUMMER DEMOGRAPHICS

Summer Student Enrollment **16,500**
Faculty & Staff **14,100**

CIRCULATION

100 free distribution locations at key points on and off campus
Weekly Summer Wildcat: 5,000 copies
Campus Guide: 13,000 copies (7,500 mailed / 5,500 rack/hand-passed distribution)

DISPLAY ADVERTISING DEADLINES

Deadlines for space reservation and artwork submission

Summer '19 Pub date	Deadline
W-June 5	Th-May 30, noon
W-June 12	Th-June 6, noon
W-June 19	Th-June 13, noon
W-June 26	Th-June 20, noon
W-July 10	Tu-July 2, noon
W-July 17	Th-July 11, noon
W-July 24	Th-July 18, noon
W-July 31 (Campus Guide)	Fr-July 19, 4 p.m.

DISPLAY ADVERTISING TECHNICAL SPECIFICATIONS

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

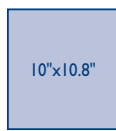
Full Page	10" x 10.8"
3/4 Page	7.45" x 10.8"
1/2 Page Vertical	4.92" x 10.8"
1/2 Page Horizontal	10" x 5.31"
1/4 Page Vertical	4.92" x 5.31"
1/4 Page Horizontal	10" x 2.57"
1/8 Page Vertical	2.38" x 5.31"
1/8 Page Horizontal	4.92" x 2.57"
1/16 Page Vertical	2.38" x 2.57"

WILDCAT TERMS OF PAYMENT

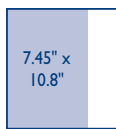
- All advertisers are required to pay in advance, before deadline, unless a credit application has been completed by the advertiser and approved by The Wildcat (normally takes one week to process).
- Make checks payable to "The University of Arizona"
- Visa, MasterCard and American Express, or cash accepted.
- 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.

UNIVERSITY DEPARTMENT/STUDENT GROUP RATES

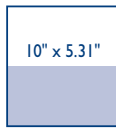
DISPLAY ADVERTISING



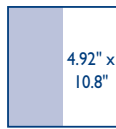
Full Page



3/4 Page



1/2 Page | Horiz.



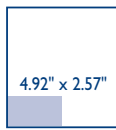
1/2 Page | Vert.



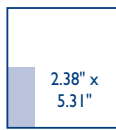
1/4 Page | Horiz.



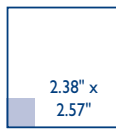
1/4 Page | Vert.



1/8 Page | Horiz.



1/8 Page | Vert.



1/16 Page

7X RATE includes Campus Guide!

	B/W	Full Color
Full Page	\$325	\$425
3/4 Page	\$250	\$350
1/2 Page	\$175	\$275
1/4 Page	\$100	\$150
1/8 Page	\$75	\$125

4X RATE includes Campus Guide!

	B/W	Full Color
Full Page	\$450	\$550
3/4 Page	\$350	\$450
1/2 Page	\$250	\$350
1/4 Page	\$150	\$250
1/8 Page	\$100	\$175

OPEN RATE

	B/W	Full Color
Full Page	\$625	\$725
3/4 Page	\$475	\$575
1/2 Page	\$350	\$450
1/4 Page	\$200	\$300
1/8 Page	\$150	\$225

CAMPUS GUIDE ONLY

	B/W	Full Color
Full Page	\$750	\$900
3/4 Page	\$565	\$715
1/2 Page	\$375	\$525
1/4 Page	\$225	\$300
1/8 Page	\$125	\$200

HEAT RELIEF

	1/16 Page ad; free color	
Open Rate	\$50	per week
7-10 Issues	\$40	per week
	(max two 1/16th ads per advertiser per week)	

FRONT PAGE BANNER

10" wide x 1.5" tall, full color \$275

DIGITAL OPPORTUNITIES

DAILYWILDCAT.COM

May 13-Aug. 18 (~125,000 monthly impressions):
CPM: \$9/1,000
FLAT: \$75 (min. 10,000 guaranteed impressions; approximately 12-16 day run)

Ad Sizes: Desktop Banner (728 x 90 pixels)
(all included) Mobile Banner (320 x 50 pixels)
Big Box (300 x 250 pixels)

SOCIAL MEDIA SPONSORSHIP

Confer with your account executive for more details on Twitter and Facebook/Instagram sponsorship opportunities!

DIGITAL DEADLINE

Deadline for digital copy/artwork/payment is three business days prior to publication date at noon

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

CLASSIFIED DEADLINE

Deadline for classified copy/payment is one business day prior to publication date at noon

CONTACT US

UA On-Campus Accounts Advertising....(520) 626-0351.....CampusAds@DailyWildcat.com
Classified Advertising(520) 621-3425
Billing & Accounting.....(520) 621-3425