

**Reserve
Your Ad
for Both Issues**



Parents & Family Magazine

Fall 2009 & Spring 2010

Space Close/Payment Due/PubSet Ads Due OCTOBER 5
Camera-ready Ads Due..... OCTOBER 13

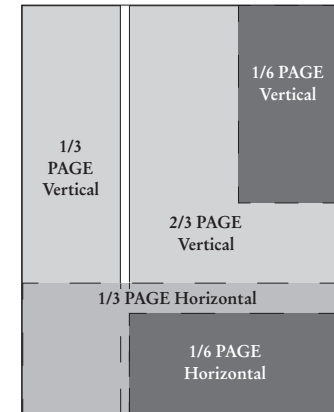


ADVERTISING RATES

	SPECIAL 2-ISSUE BUNDLE RATE		SINGLE ISSUE RATES	
	Fall 2009 and Spring 2010		Fall 2009	Spring 2010
	Pay 50% for first issue by 10/5 & remainder by 3/6		Circulation:	Circulation:
	Circulation: 37,500		15,000	22,500
• Full Page .. \$2,025 (You save \$150)	\$875	\$1,300		
With Margins: 7.25" x 9.5" Bleed: before trim 8.5"x11"; after trim: 8.25"x10.75"				
• 2/3 Page .. \$1,475 (You save \$125)	\$650	\$950		
Vertical: 4.75"x9.5" Horizontal: 7.25"x6.25"				
• 1/2 Page .. \$1,175 (You save \$100)	\$525	\$750		
Vertical: 4.75"x7.0625" Horizontal: 7.25"x4.6875"				
• 1/3 Page\$775 (You save \$80)	\$380	\$475		
Square: 4.75"x4.6875" Vertical: 2.25"x9.5" Horizontal: 7.25"x3.0625"				
• 1/6 Page\$450 (You save \$50)	\$225	\$275		
Vertical: 2.25"x4.6875" Horizontal: 4.75"x2.25"				

ADVERTISING INFORMATION

- **Circulation.** 15,000 Fall 2009; 22,500 Spring 2010
- **Distribution.** Mailed twice a year to UA Parents Plus members (parents of students now enrolled at the UA.) Targeted mailing to special niche demographic twice a year (late November 2009 and April 2010) as well as a May 2010 mailing to parents of incoming freshmen. Distributed during summer orientation.
- **Full color.** Available at no charge.
- **Agencies.** All rates are net.
- **Premium positions.** A limited number of positions guaranteed for an additional 25%. Ask for details.
- **Prepay Discount.** Receive a 2% discount for paying your ad by Sept. 28, 2009.
- **Pub-set ads.** Arizona Student Media provides design services for advertisers at no additional charge.
- **Camera-ready ads.** Please email ad (visitorads@wildcat.arizona.edu) by Oct. 13, 2009 in one of the following formats: EPS (fonts converted to outline), TIFF (CMYK, minimum 600ppi), Press Quality PDF (CMYK, all fonts embedded). Please also submit a "match" copy. Option to submit new art for Spring 2010 issue by March 10, 2010.
- **Coupons.** Ad offers OK, but no cut and save coupons.
- **On-line PDF link:** <http://wc.arizona.edu/ads/ParentMagazine/>



RESERVE SPACE BY OCTOBER 5, 2009

PRE-PAYMENT DISCOUNT BY SEPTEMBER 28, 2009 • FAX SIGNED AGREEMENTS TO: FAX (520) 621-3094
 CONTACT: Milani Hunt • Phone (520) 626-8546 • milanih@email.arizona.edu

GET CONNECTED TO UA PARENTS. INCREASE YOUR VISIBILITY. PLACE YOUR FULL-COLOR AD TODAY.

ARIZONA STUDENT MEDIA 615 N. Park Ave., Rm. 101 • Tucson AZ 85721-0087 • Bookkeeping: (520) 621-5982 • Email (for scheduled electronic ads only): visitorads@wildcat.arizona.edu