

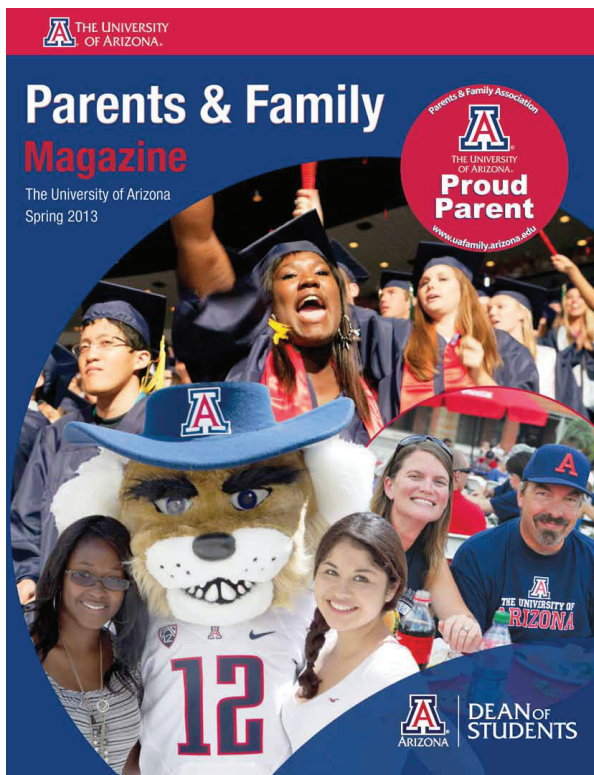
**Reserve  
Your Ad  
for Both Issues**



# Parents & Family Magazine

Fall 2013 & Spring 2014

**Space Close/Payment Due/PubSet Ads Due ..... OCTOBER 3**  
**Camera-ready Ads Due.....OCTOBER 10**



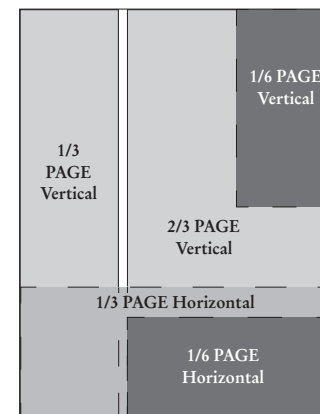
## ADVERTISING RATES

### SPECIAL 2-ISSUE BUNDLE RATE    SINGLE ISSUE RATES

	Fall 2013 Circulation: 15,000	Spring 2014 Circulation: 20,000
<b>Fall 2013 and Spring 2014</b> <i>Pay 50% for first issue by 10/5 &amp; remainder by 3/6</i> <b>Circulation: 35,000</b>		
• <b>Full Page .. \$2,025</b> (You save <b>\$150</b> ) With Margins: 7.25" x 9.5" Bleed: before trim 8.5"x11"; after trim: 8.25"x10.75"	\$875	\$1,300
• <b>2/3 Page .. \$1,475</b> (You save <b>\$125</b> ) Vertical: 4.75"x9.5" Horizontal: 7.25"x6.25"	\$650	\$950
• <b>1/2 Page .. \$1,175</b> (You save <b>\$100</b> ) Vertical: 4.75"x7.0625" Horizontal: 7.25"x4.6875"	\$525	\$750
• <b>1/3 Page .....\$775</b> (You save <b>\$80</b> ) Square: 4.75"x4.6875" Vertical: 2.25"x9.5" Horizontal: 7.25"x3.0625"	\$380	\$475
• <b>1/6 Page .....\$450</b> (You save <b>\$50</b> ) Vertical: 2.25"x4.6875" Horizontal: 4.75"x2.25"	\$225	\$275

## ADVERTISING INFORMATION

- **Circulation.** 15,000 Fall 2013; 20,000 Spring 2014
- **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 2013 and April 2014) as well as a May 2014 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. 30, 2013.
- **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. 10, 2013 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 2013 issue by March 11, 2014.
- **Coupons.** Ad offers OK, but no cut and save coupons.
- **On-line PDF link:** <http://wc.arizona.edu/ads/ParentMagazine/>



## RESERVE SPACE BY OCTOBER 3, 2013

PRE-PAYMENT DISCOUNT BY SEPTEMBER 30, 2013 • FAX SIGNED AGREEMENTS TO: FAX (520) 621-3094  
 CONTACT: Milani Hunt • Phone (520) 626-8546 • [milanih@email.arizona.edu](mailto:milanih@email.arizona.edu)

**CONNECT WITH UA PARENTS. INCREASE VISIBILITY. PLACE YOUR FULL-COLOR AD TODAY.**