ARIZONA SUMMER WILDCAT
The UA’s #1 Source for News and Information
University of Arizona, 615 N. Park Ave. Suite 101
Tucson, Arizona 85721-0087 Fax: (520) 621-3094
Display Advertising .................................................. 621-1686
Billing Inquiries / Credit .............................................. 621-3558
Classified Advertising ................................................. 621-3425
621-7583
National Accounts, University Departments,
& Recognized Student Organizations .................... 621-1714
Advertising Manager ................................................. 621-1714
Email: .......................................................... ads@dailywildcat.com
Wildcat Online ............................................................ dailywildcat.com

UA Summer Demographics
Summer Enrollment ............................................ 16,156
Faculty & Staff ....................................................... 14,484
Total ......................................................................... 30,640

• Only 5.6% of UA undergraduates read the Arizona Daily Star and
  only 1.4% read the Tucson Citizen once a week or more; only 1%
  read the Tucson Weekly each week.
• But 81% of UA undergraduates read the Wildcat.

* Source: Survey of more than 2,600 UA undergraduate students,
December, 2008.

NO OTHER MEDIUM
PENETRATES THE UA LIKE THE
ARIZONA SUMMER WILDCAT!
Circulation (8,000)
Free distribution from circulation boxes located at key
points (on and off campus) and paid mail subscriptions.
Campus Guide Circulation is 13,000. (Approx.8,000 issues
distributed locally and 5,000 direct-mailed to incoming freshman
students.)

Retail Display Rates
(per column inch)
Effective June 2009
Open Rate .............................................................. $3.25
Campus Guide Rate* ........................................... $12.25
Recognized Student Groups ................................. $8.25
University Departments ....................................... $8.25
Frequency Contracts**
3–5 Issues (min. 4 col. inches) .................................. $8.75
*Does not include Campus Guide
6–7 Issues (min. 4 col. inches) .................................. $8.50
*Does not include Campus Guide
8–10 Issues (min. 4 col. inches) ............................... $8.25
Includes Campus Guide
* Get 5% off the Campus Guide rate with
purchase of an ad in the “Heat Relief” Savings Book on
6/17/09 (discount excludes color and placement charges).

*Must be completed between June 10, 2009 - August 10, 2009

COLOR RATES
One spot color & black ............................................. $150
Full process color .................................................... $375

INSERT RATES
$77 per thousand (1–8 pages)
$87 per thousand (9+ pages)
* Inserts are not accepted in the Campus Guide

Terms of Payment
• All advertisers are required to pay in advance, before deadline, unless a
  Wildcat credit application has been properly completed by the advertiser
  and approved by the Wildcat.
• Make checks payable to the Arizona Summer Wildcat.
• Visa, MasterCard, American Express and cash accepted.
• All UA departments must pay by IDB or FRS account number.
• For advertisers with credit terms: payment in full is due on or before
  the final day of the month following insertion.
• The Wildcat reserves the right to withdraw or restrict credit privileges.

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 similar news copy must be marked "Advertisement."
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.
Refunds, Credits or Makegoods: 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.
Proof: One per ad furnished at no charge when requested at least three working days prior to
publication.

DISPLAY ADVERTISING DEADLINES
Two working days prior to publication, 3 p.m.
(For example, Monday, 3 p.m., for Wednesday issue.)
Campus Guide Deadline: July 24th, noon.

Mechanical Measurements
Dimensions: Tabloid page is six columns wide by
16 inches deep.
1 column.................................................. 1–9/16” (9½ picas)
2 columns.................................................. 3–5/16” (20 picas)
3 columns.................................................. 5–1/16” (30½ picas)
4 columns.................................................. 6–13/16” (41 picas)
5 columns.................................................. 8–1/2” (51½ picas)
6 columns.................................................. 10–1/4” (62 picas)

Electronic Ads
• We accept the following file formats: EPS (with fonts
  converted to outline), TIFF, PDF, JPG.
• FTP your ad to our server (call for information) or send it
  attached to an email to display@wildcat.arizona.edu (if under
  5MB). You must contact your Wildcat representative to secure
  ad space with an insertion order before your electronic ad can
  be processed.
• If providing your ad on disk, please use a jump drive or a
  CD-ROM disk.
• Set half tones at 85 lines per inch.

Wildcat Online
Horizontal banner (468x60 pixels):
1 or 2 wks .............................................. $150/wk
3 weeks or more ..................................... $112.50/wk
Vertical banner (120x240 pixels):
1 or 2 wks .............................................. $160/wk
3 weeks or more ..................................... $120/wk
Print/online combo: Place 48 col. inches or more of print
advertising per month and get your online banner ad at
50 percent off.

ROP DEPTH REQUIREMENTS
• Minimum ad size is two column inches.
• Any ad exceeding 13 inches in depth will be
  billed at 16 inches.

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*Inserts are not accepted in the Campus Guide
WILDCAT SUMMER CLASSIFIEDS
CLASSIFIED RATES: Effective June 10, 2009

**Regular Classified**

1. **CLASSIFIED ADVERTISING:** $4.75 minimum for 20 words (or less) per insertion. 20¢ each additional word. Twenty percent discount for five or more consecutive insertions of the same ad during Summer 2009. Ads may be cancelled before expiration date but there are NO REFUNDS.

2. **MASTERCARD, VISA AND AMERICAN EXPRESS** are accepted. Cash and checks made payable to The Arizona Summer Wildcat also accepted.

3. **COPY DEADLINE:** Noon, one working day prior to publication.

4. **COPY ERROR:** The Arizona Summer Wildcat will not be responsible for more than the first incorrect insertion of an advertisement.

5. **THREE CONSECUTIVE WORDS** may be bold without charge, thereafter 10¢ per word.

**WILDCAT CLASSIFIEDS ONLINE**

For a set-up fee of $2.50, your ad will appear on the Wildcat Online Web site (dailywildcat.com) until the next summer issue publishes.

**Display Classifieds**

1. **DISPLAY CLASSIFIED RATE:** $11.50 per column inch

2. **DISCOUNT:**
   a) 3-5 insertions of the same ad: $10.40 per column inch.
   b) 6-10 insertions of the same ad: $9.85 per column inch.

3. **DEADLINES:** Size of ad for space reservation by noon one working day prior to publication.

4. **COPY ERROR:** The Arizona Summer Wildcat will not be responsible for more than the first incorrect insertion of an advertisement.

5. **NO REFUNDS** will be given for unfulfilled portions of weekly or contract advertising.

**SUMMER 2009**

**JUNE**

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**AUGUST**

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"Heat Relief" Summer Savings book: June 17

Deadline: June 10, 3 p.m.

**Campus Guide:** July 29

Early Deadline: July 24, noon

--- = dates of publication

(520) 621-3425 • (520) 621-7583
FAX: (520) 621-3094