UofA Summer Demographics

Summer Enrollment: 16,519
Faculty & Staff: 14,484
Total: 31,003

- Only 25.2% of UA undergraduates read the Arizona Daily Star and only 12.7% read the Tucson Citizen once a week.
- But 84.6% of UA undergraduates read the Wildcat at least once a week.

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Sources: 2006-2007 UA Fact Book & 2002 Research Study conducted by Newton Marketing and Research, an independent research company.

No other medium penetrates the UofA like the Arizona Summer Wildcat!

Circulation (10,000)

Free distribution from circulation boxes located at vital points (on and off campus) and paid mail subscriptions. Campus Guide Circulation is 15,000.

(Approx. 10,000 issues distributed locally and 5,000 direct-mailed to incoming freshman students.)

Wildcat Online

Industry standard banner (468x60 pixels):
1 or 2 wks: $140/wk
3 weeks + wks: $105/wk

Buttons (120x240 pixels):
1 or 2 weeks: $150/wk
3 weeks or more: $112.50/wk

Print/online combo: Place 48 col. inches or more of print advertising 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.

Display Advertising Deadlines

Two working days prior to publication, noon.
(For example, Monday, noon, for Wednesday issue.)
Campus Guide Deadline: July 20th

Mechanical Measurements

Dimensions: Tabloid page is six columns wide by 16 inches deep.
1 column: 1-9/16 inches (9-1/2 picas)
2 columns: 3-5/16 inches (20 picas)
3 columns: 5-1/16 inches (30-1/2 picas)
4 columns: 6-13/16 inches (41 picas)
5 columns: 8-1/2 inches (51-1/2 picas)
6 columns: 10-1/4 inches (62 picas)

Electronic Ads

- We accept the following file formats: EPS (with fonts converted to outline), TIFF, PDF.
- FTP your ad to our server (call for information) or send it attached to an email to display@wildcat.arizona.edu (if under 1MB). 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.

Retail Display Rates

(per column inch)

Effective June 2007

Open Rate: $8.75
Campus Guide Rate: $11.15
Recognized Student Groups: $7.75
University Departments: $7.75

Frequency Contracts*

4-6 Issues (min. 4 col. inches): $8.25
* Does not include Campus Guide
7-8 Issues (min. 4 col. inches): $8.00
* Does not include Campus Guide
9-10 Issues (min. 4 col. inches): $7.75
Includes Campus Guide

*Must be completed between June 6, 2007 - August 6, 2007

Color Rates

One spot color & black: $135
Full process color: $350

Insert Rates

$73 per thousand

*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 Daily Wildcat.
- Visa, MasterCard, and American Express accepted.
- 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 simulating news copy must be marked "Advertisement." Advertisers are required to provide a proof of ad prior to publication. Refunds, Credits or Makegoods are not given unless an ad is not accepted by the Wildcat, or if a published ad does not meet the standards. Advertisers agree 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.
Wildcat Summer Classifieds
CLASSIFIED RATES: Effective June 6, 2007

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 2007. Ads may be cancelled before expiration date but there are NO REFUNDS.
2. MASTERCARD, VISA AND AMERICAN EXPRESS are 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 (wildcat.arizona.edu) until the next summer issue publishes.

Display Classifieds
1. DISPLAY CLASSIFIED RATE: $11.45 per column inch
2. DISCOUNT:
   a) 10 percent discount on 3-5 insertions of the same ad.
   b) 15 percent discount on 6-10 insertions of the same ad.
3. DEADLINES: Size of ad for space reservation by noon two working days 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.

(520) 621-3425 • (520) 621-7583
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