

**PUBLISHES  
BEGINNING OF  
SPRING SEMESTER**  
Tucson's Peak Tourist Season



# Visitor Guide

## Spring/Summer 2010



The **UA Visitor Guide** connects you with thousands of campus newcomers: guests, visiting alumni, out-of-town family and friends of UA students, faculty and staff, and those attending athletic events, concerts, career fairs and other university-sponsored activities. First published in August 2004, the Guide has grown in popularity and is *the* source connecting visitors to the dynamic UA campus community. Tucsonans also use the guide to find advance notice of the UA's many cultural and artistic performances. The Office of External Relations and Arizona Student Media publishes the **UA Visitor Guide** twice a year.

### REACH OUT. PLACE YOUR FULL-COLOR AD TODAY.

WHERE TO GO • WHAT TO DO • WHERE TO SHOP • WHERE TO DINE

Contact: **Milani Hunt/UA Visitor Guide** • Phone: (520) 626-8546  
E-mail: [milanih@email.arizona.edu](mailto:milanih@email.arizona.edu) • FAX: (520) 621-3094  
E-mail camera-ready ads by December 1, 2009 to:  
[visitorads@wildcat.arizona.edu](mailto:visitorads@wildcat.arizona.edu)

## RESERVE SPACE BY NOVEMBER 17, 2009

PRE-PAYMENT DISCOUNT FOR PAYMENT BY NOVEMBER 3, 2009

### ADVERTISING RATES

	Spring 2010 (1x rate)	Spring 2010 PLUS Fall 2010	Dimensions
• Full Page	\$1750	\$1400 ea. (\$2800 total)	With Margins: 7.25" x 9.5" Bleed: before trim 8.5"x11" after trim: 8.25"x10.75"
• 2/3 Page	\$1285	\$1025 ea. (\$2050 total)	Vertical: 4.75"x9.5" Horizontal: 7.25"x6.25"
• 1/2 Page	\$1000	\$800 ea. (\$1600 total)	Vertical: 4.75"x7.0625" Horizontal: 7.25"x4.6875"
• 1/3 Page	\$700	\$560 ea. (\$1120 total)	Square: 4.75"x4.6875" / Vertical: 2.25"x9.5" Horizontal: 7.25"x3.0625"
• 1/6 Page	\$365	\$295 ea. (\$590 total)	Vertical: 2.25"x4.6875" Horizontal: 4.75"x2.25"

### SPRING 2010 DEADLINES

- |                     |         |
|---------------------|---------|
| • Prepayment        | Nov. 3  |
| • Payment           | Nov. 17 |
| • Space Reservation | Nov. 17 |
| • Pub-set Ads       | Nov. 17 |
| • Camera-ready Ads  | Dec. 1  |



### ADVERTISING INFORMATION

- **Circulation.** 35,000 per edition, plus a heavily visited website. Increase your visibility in print and online. Google "UA Visitor Guide."
- **Distribution.** Campus distribution points include: Information Desk/Memorial Student Union Center, the UA Visitor Center, Admissions, the UA Library and Centennial Hall. The UA Visitor Guide is also distributed through select off-campus locations, including the Tucson International Airport, the Metropolitan Tucson Convention & Visitor's Bureau and major Tucson resorts.
- **Full color.** Available at no charge.
- **Agencies.** All rates are net.
- **Premium positions.** A limited number of positions can be guaranteed for an additional 25%. Ask for details.
- **Prepay Discount.** Receive a 2% discount for paying your Spring 2010 ad by Nov. 3, 2009. Receive an additional 3% discount (5% total) for paying for both ads by Nov. 3, 2009 on the two-time rate.
- **Online PDF link:** [wc.arizona.edu/ads/visitorguide/](http://wc.arizona.edu/ads/visitorguide/)
- **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](mailto:visitorads@wildcat.arizona.edu)) 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.
- **Coupons.** Ad offers OK, but no cut and save coupons.

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