

Welcome
 UA Students &
 Family to campus!
 7,000 freshmen expected



Visitor Guide

Fall/Winter 2012

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. Tucsonans also use the guide to find advance notice of the UA's many cultural and artistic performances. Arizona Student Media publishes the **UA Visitor Guide** twice a year.



REACH OUT. PLACE YOUR FULL-COLOR AD TODAY.

RESERVE SPACE BY JUNE 18, 2012

PRE-PAYMENT DISCOUNT FOR PAYMENT BY **JUNE 4, 2012**
 FAX signed agreements to: **FAX: (520) 621-3094**

Contact: **Milani Hunt/UA Visitor Guide**
 Phone: **(520) 626-8546** • E-mail: **milanih@email.arizona.edu**
 E-mail camera-ready ads by June 29, 2012 to:
visitorads@wildcat.arizona.edu

VISITOR GUIDE ADVERTISING RATES

	Fall/Winter 2012 (1x rate)	Fall/Winter 2012 & Spring 2013 (2x rate)	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"

FALL/WINTER 2012 DEADLINES

- Prepayment June 4
- Payment June 18
- Space Reservation June 18
- Pub-set Ads June 18
- Camera-ready Ads June 29

ADVERTISING INFORMATION

- **Circulation.** 30,000 copies per edition. Plus, a PDF of the current edition is always linked to the UA's main page (www.arizona.edu, click on "Visit the UA," then "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. Select off-campus locations include the Tucson International Airport, the Metropolitan Tucson Convention & Visitors 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 ad by June 4. Receive an additional 3% discount (5% total) for paying for both ads by June 4, 2012 on two-time rate.
- **Online PDF link:** 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) 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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