KAMP Student Radio and UATV Channel 3 provide programming to 5,696 students living on campus. Programming includes a variety of music, news and sports, classic and premium movies, mtvU, and original UA student-produced shows. For advertising information, call Michael Camarillo at (520) 621-8002 or email camarill@email.arizona.edu

Marketing data compiled from research conducted in 2002 by an independent research company (Newton Marketing & Research, Norman, OK); from The 2004-2005 University of Arizona Fact Book; and from The University of Arizona: An Investment in Arizona’s and Pima County’s Future, Economic and Revenue Impact Analysis, 1997-98 by Dr. Albertia Chaney and Dr. Vera K. Pavlakovitch. Spring 2005 Student Monitor Report
CLASSIFIED ADVERTISING

Discounts
20 percent discount for:
• 5 or more consecutive insertions of the same ad during same academic year.
• 20 or more insertions of the same ad during same academic year.

Additional Options
A one-pt border: $1.00 per day.
Underlined words: 10¢ per word.
Italicized words: 10¢ per word.
Bold Words: Three consecutive words may be bold without charge; thereafter, 10¢ per word, or the entire ad may be bold for $2 extra.

Line Ad Deadline: Noon one working day prior to publication. Classified ads submitted through the Wildcat web site (wildcat.arizona.edu) must be received by 11 a.m.

Copy Error: The Wildcat will not be responsible for more than the first incorrect insertion of a classified advertisement.

Cancellations: Classified ads may be cancelled before their expiration dates but there will be no refunds.

Classified Display Rates
Open rate is $11.45 per column inch, per insertion.
Discounts (rates per column inch)
5-9 insertions of same ad ......................$10.30
10-14 insertions of same ad ......................$9.75
15 or more insertions of same ad ......................$9.15

Classified Bulk Contract Rate
Contract must be fulfilled by the end of the current semester.
75 inches or more.............. $9.25 per column inch

Minimum Ad Size:
One column inch.

Classified Display Deadline:
Noon two working days prior to publication.

Crossword Puzzle
Ad must be
2 columns x 1.5 inches.
There are limited spaces available so please reserve early.
Open Rate ... $40.00 / day
5 insertions ... $35.00 / day
10 insertions ... $25.00 / day

Commission & Cash Discount
All Wildcat rates are non-commissionable, net rates. There are no cash discounts.

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. In the event that payment is not made within 30 days after the statement date, a late payment charge of 1.75 percent monthly will be charged. Accounts 60 days past due are subject to collection.
• The Wildcat reserves the right to withdraw or restrict credit privileges.
• University of Arizona departments and student organizations must pre-pay with Interdepartmental Billing Forms, checks, cash or P-Card.

ROP/Display Ad Rates (per column inch)
Open Rate ........................................ $13.00
Recognized Student Groups .................. $8.80
University Departments ...................... $8.80

Bulk Space Contract Rates
Contract must be fulfilled by May 10, 2006
120-249 inches .................................. $10.10
250-499 inches ................................ $9.95
500-799 inches ................................ $9.50
800-1199 inches ............................... $8.95
1200 inches & over ............................ $8.55

Frequency Contract Rates
Contract must be fulfilled by the end of the semester in which the contract is signed:
5-9 insertions (min. 2 col. inches) ......... $10.95
10 insertions (min. 2 col. inches) ......... $10.30
20 insertions (min. 2 col. inches) ......... $9.95

Special Offers
Full Page Discount
• Buy a full page ad at any published rate and purchase an additional full page in one of the next 10 issues at half price. Inches run only count on one full page toward contract fulfillment.

Pick Up Fridays
• Run any ad during the week (Mon.-Thurs.) and get 50% off your ad in Friday’s issue that week.
• Excludes color. Must be the same advertisement.

Introductory Rate (excludes color):
$8.35 per column inch
• Valid for new clients only. This package includes 72-96 column inches for one semester. One free spot color to be scheduled on an ad of your choosing.

Grand Opening
• If your business has just opened in the last 90 days, run any ad during the week (Mon.-Thurs.) and get 50% off your ad in Friday’s issue that week.

Color Rates
Using color on any ad will add impact and energy to catch the reader’s eye, and bring more customers to your business. Research has shown that color can increase readership of your ad by 43%.

Circulation
17,000 daily (Monday-Friday) during Fall and Spring semesters. (See Publication Schedule in this rate card)
Free distribution from approximately 100 circulation boxes located at key points on and off campus, and paid mail subscriptions. Contact the ad manager for more details.

Ad Submission
Ads not designed by the Wildcat need to be submitted electronically through the Internet or on disk. Please use the following guidelines:
• Macintosh file formats: EPS (fonts converted to outline), TIFF, PDF.
• PDF is the preferred format.
• You may FTP your ad to our server (call for information), or send it attached to an e-mail (if under 1MB) to display@wildcat.arizona.edu (you must contact your Wildcat representative to secure ad space with an insertion order before your electronic ad will be processed.) If sending your ad via e-mail, please include your name, company name and contact information, ad run date(s) and the name of your Account Representative. Please also fax the ad copy to 520-621-3094 so we can compare the electronic version with your hard copy.
• If providing your ad on disk, please use a CD-ROM or USB Drive.
• Set halftones at 100 lines per inch.
• Set resolution of graphics to at least 150 dpi.
• We DO NOT accept veloxes, negatives or paper ads.

Guaranteed Placement
Position requests will be honored when possible. Guaranteed position may be purchased in advance for a 15 percent premium over the cost of the ad’s space. Restrictions apply. Contact your representative for details. Position is not guaranteed until it has been secured by your representative.

(520) 621-3425 or (520) 621-7583
classifieds@wildcat.arizona.edu
**Advertising Policy**

**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 resembling news copy must be marked “Advertisement.”

**Ad Design:** The Wildcat offers free ad building and design services by talented UA students, including one proof per ad (if requested at least two working days prior to publication). For extensive design, photography or graphic services, charges may be assessed if necessary. All charges will be discussed before work is performed.

**Copyright:** Advertising that is designed and produced by the Wildcat staff becomes the property of the Wildcat and cannot be reproduced or used without the Wildcat’s consent.

**Back Billing:** Advertisers failing to meet their contract volume at the end of the contract term will be charged the difference between the contract rate and the open rate (or the contract rate for which they qualify) for all advertising for the duration of the contract.

**Refunds, Credits or Makegoods (Retail and Classified Display Ads):** In spite of our best efforts, copy errors occasionally occur in material we typeset for our advertisers. 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.

**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.

**Deadlines**

Advertising space and copy deadline for regular issues is noon Arizona time, two business days prior to publication. Special issues have earlier deadlines; find them in the “Special Issues” section of this rate card.

<table>
<thead>
<tr>
<th>Publication Day</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>Thursday, noon</td>
</tr>
<tr>
<td>Tuesday</td>
<td>Friday, noon</td>
</tr>
<tr>
<td>Wednesday</td>
<td>Monday, noon</td>
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<tr>
<td>Thursday</td>
<td>Tuesday, noon</td>
</tr>
<tr>
<td>Friday</td>
<td>Wednesday, noon</td>
</tr>
</tbody>
</table>

**Mechanical Measurements**

Tabloid page is six columns wide by 16 inches deep. To determine an ad’s total column inches, multiply the number of columns wide by the number of inches deep.

1 column: 1-9/16” (9.5 picas)  
2 columns: 3-5/16” (20 picas)  
3 columns: 5-1/16” (30.5 picas)  
4 columns: 6-13/16” (41 picas)  
5 columns: 8-1/2” (51.5 picas)  
6 columns: 10-1/4” (62 picas)

**ROP Depth Requirements**

Minimum ad size is two column inches. Ads are measured in half-inch increments. No ad may be less than one inch deep. Any ad exceeding 13 inches in depth will be billed at 16 inches.

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*Prices figured using open rate*
**Inserts**

The Wildcat accepts one insert per issue. Since reservations are accepted on a first-come, first-served basis, contact your representative to reserve space early.

To place your insert:

- Send at least one complete copy of the insert to the Wildcat ad department for review of acceptability before shipment. (The Wildcat is not responsible for the cost of returning inserts not accepted.)
- After securing your insert date with a Wildcat representative, send inserts to:
  
  Intermountain Color, 606 S. Madison Dr., Tempe, AZ  85281  
  Attn: Arizona Daily Wildcat Inserts
- Inserts must be received by Intermountain Color no later than five business days before publication.

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**Wildcat Online**

The Wildcat Online includes all the editorial content of the regular Wildcat and more. The interactive, ever-changing world of the internet lets us offer features impossible in print, such as chat boards, poll questions, continuously updated weather, and color photo specials. The award-winning Wildcat Online is one of the most read online college papers in the country and reaches more than 650,000 readers each month.

**Banner Ad Design Services**

The Wildcat Online can design your ad, if you will not be providing us with one. We will also create for free a very simple web page if needed, although we can’t design a complete website. If you already have a web site, we can link to it directly from the banner.

**Deadlines**

Three days if Wildcat Online designs your banner ad. Four days if we also create your web page. Camera-ready banners require only one day.

**Print and Online Combo:**

Place the equivalent of at least a half page (48 column inches) of print advertising in the Wildcat and get your online banner ad (either size) at half price!

**Wildcat Daily Digest:**

Advertise your banner ad in an e-mail filled with the day’s top news, entertainment and sports headlines sent to more than 500 subscribers. Rate: $75 per week or $275 per month (save 10%).

**Wildcat Online Fast Facts**

- Wildcat Online provides special news and sports coverage—even during breaks when the print Wildcat is not publishing.
- Wildcat Online gets 1.5 million page views and 650,000 user sessions each month.*
- All ads are put into equal rotation and run throughout the entire site.
- Your ad will be seen 11,000-13,000 times per day.
- 91% of students go online at least once per day.
- 42% of students have read at least 2-3 issues of the Wildcat Online in a one month period.

*Source: May 2005, Web Trends Tracking Software

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**Arizona Power Buy**

Reach the dynamic markets of the University of Arizona and Arizona State University in a single buy. This program allows you to place an ad in The Arizona Daily Wildcat at the UA and Arizona State Press at ASU. Reach a market of more than 120,000 students, faculty and staff. Contact ad manager Mike Spohn at (520) 621-1714 or email spohn@email.arizona.edu for more details about this unique program.

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**Wildcat Online Rates**

<table>
<thead>
<tr>
<th></th>
<th>Wildcat Online Rates</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>468x60 pixels</td>
<td>Horizontal Banner Ad:</td>
<td>Vertical Banner Ad:</td>
</tr>
<tr>
<td>1 or 2 weeks</td>
<td>$130/week</td>
<td>1 or 2 weeks</td>
</tr>
<tr>
<td>3 weeks or more</td>
<td>$97.50/week (25% discount)</td>
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**Testimonials**

**Dan Switter**

Property Manager

Entrada Real Apartments

“As a U of A Student Property, we have found the Arizona Daily Wildcat our #1 marketing tool. Over half our leases are captured from the readers of the Wildcat. If you are trying to hit the same target group we are, there is no better bang for your buck then the Arizona Daily Wildcat.”

**Amy Sun**

Regional Marketing Specialist

RA Sushi Bar

“With the hi-energy, upbeat atmosphere of RA Sushi Bar, the college crowd is an important part of our customer base. The Arizona Daily Wildcat successfully delivers our message to our target market.”

**Liz Stern**

Major: Marketing

Junior

“I read the Wildcat every morning. I find it very enjoyable to read before and between classes, and during, if I can get away with it.”

**Brad Sobczak**

Major: Sociology

Senior

“Every morning on my way to class I pick up the Wildcat to check up on the current events around campus and stay informed about student life.”