Arizona Power Buy

TWO DIFFERENT UNIVERSITIES, ONE UNIQUE OPPORTUNITY

Arizona Daily Wildcat

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The State Press

ARIZONA DAILY WILDCAT

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Marketing information was drawn from: 2002 Newton Marketing and Research Study (UA), The University of Arizona and Arizona State University Fact Books, The University of Arizona: An Investment in Arizona's and Pima County's Future, Economic and Revenue Impact Analysis, and The Contribution of Arizona State University to the Arizona Economy.
**Arizona Power Buy**

**THE OPPORTUNITY**

The Arizona Power Buy is a program that gives you an opportunity to reach a market that brings an estimated $4 billion to Arizona’s economy annually. The University of Arizona and Arizona State University communities total over 124,000 people (faculty, staff and students). This is a highly targeted, lucrative market. A market that is educated and carries high-earning potential. Simply put, this is a market your business cannot ignore.

**THE PROGRAM**

The Arizona Power Buy allows you to place an ad in the student newspapers at UA and ASU with a one-buy, one-buy simplicity. No medium reaches the university community of UA and ASU as well as The Arizona Daily Wildcat and The State Press. Combining the two gives you access to a powerful market full of long-term potential for your business.

**WHY THE ARIZONA POWER BUY**

100,083 combined enrollment

The cliche is true. The students are the future. Future wage earners in high-income jobs. In addition, today’s students are potentially your future consumers for the next 50-plus years. Now is the time to reach them, as they are formulating their brand decisions on their own for the first time.

- Students have $233.19 (UA) and $188 (ASU) per month in disposable income after rent and utilities are paid.
- Combined students at these two universities have over $20 million per month in disposable income to spend.

**THE COST**

Grayscale

$30 per column inch
$21 per column inch with a 500” contract (250” in each paper)

Color

Full color: $350 per paper
Spot color: $125 per paper

Larger bulk contract rates are available upon request.

**COLUMN SIZES**

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