

Mails directly to UA Parents & Incoming UA Freshmen. Available online.



Parent & Family Programs

# PARENTS & FAMILY

SPRING 2017 MAGAZINE

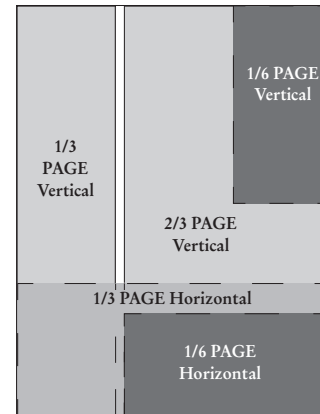


Space Close/Payment Due/PubSet Ads Due ..... MARCH 10  
 Camera-ready Ads Due .....MARCH 22



### ADVERTISING INFORMATION

- **Circulation.** Mailing to 18,500 households.
- **Distribution.** Targeted mailing to special niche demographic: in April 2017 mailed to UA Parents Plus members (parents of currently enrolled UA Students); subsequent mailing in May 2017 to parents of incoming UA freshmen. Distributed during summer orientation.
- **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 March 3, 2017.
- **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.
- **On-line:** [visitorguide.arizona.edu](http://visitorguide.arizona.edu)



### SPRING 2017 RATES

- **Full Page** .....\$1200  
 With Margins: 7.25" x 9.5"  
 Bleed: before trim 8.5"x11";  
 after trim: 8.25"x10.75"
- **2/3 Page**.....\$900  
 Vertical: 4.75"x9.5"  
 Horizontal: 7.25"x6.25"
- **1/2 Page** .....\$750  
 Vertical: 4.75"x7.0625"  
 Horizontal: 7.25"x4.6875"
- **1/3 Page** ..... \$475  
 Square: 4.75"x4.6875"  
 Vertical: 2.25"x9.5"  
 Horizontal: 7.25"x3.0625"
- **1/6 Page** .....\$275  
 Vertical: 2.25"x4.6875"  
 Horizontal: 4.75"x2.25"

## RESERVE SPACE BY MARCH 10, 2017

PRE-PAYMENT DISCOUNT BY MARCH 3, 2017 • EMAIL SIGNED AGREEMENTS TO: [milanih@email.arizona.edu](mailto:milanih@email.arizona.edu)

FAX SIGNED AGREEMENTS TO: FAX (520) 621-3094

CONTACT: Milani Hunt • Phone (520) 626-8546 • [milanih@email.arizona.edu](mailto:milanih@email.arizona.edu)

**GET CONNECTED TO UA PARENTS. INCREASE YOUR VISIBILITY. PLACE YOUR FULL-COLOR AD TODAY.**

ARIZONA STUDENT MEDIA 615 N. Park Ave., Rm. 101 • Tucson AZ 85721-0087 • Bookkeeping: (520) 621-5982 • Email (for scheduled electronic ads only): [milanih@email.arizona.edu](mailto:milanih@email.arizona.edu)