**UA Demographics**

- **Summer Enrollment**: 18,242
- **Faculty & Staff**: 10,000
- **Total**: 28,242

- Only 25.2% of UA undergraduates read the Arizona Daily Star and only 12.7% read the Tucson Citizen once a week or more; only 24.5% read the Tucson Weekly at least once a month.
- But 84.6% of UA undergraduates read the Arizona Summer Wildcat.

**Circulation (10,000)**

Free distribution from circulation boxes located at key points (on and off campus) and paid mail subscriptions. Campus Guide Circulation is 15,000. (10,000 issues distributed locally and approx. 5,000 direct-mailed to incoming freshman students).

**Display Advertising Deadlines**

- Two working days prior to publication, noon.*
- (For example, Monday, noon, for Wednesday issue.)

  *Special early deadline: 7/20 at 4PM for the Campus Guide

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**Effective June 2006**

| Display Advertising Deadlines | Two working days prior to publication, noon.*
|-------------------------------|--------------------------------------------------
| ◆ The Wildcat reserves the right to withdraw or restrict credit for any reason, or to request revisions, even after an insertion order has been signed. ◆ 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. ◆ The Wildcat reserves the right to withdraw or restrict credit privileges. |

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**Retail Display Rates** (per column inch)

<table>
<thead>
<tr>
<th>Rate</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Rate</td>
<td>1 column: 1-9/16 inches (9-1/2 picas)</td>
</tr>
<tr>
<td>Campus Guide Rate</td>
<td>2 columns: 3-5/16 inches (20 picas)</td>
</tr>
<tr>
<td>Recognized Student Groups</td>
<td>3 columns: 5-1/16 inches (30-1/2 picas)</td>
</tr>
<tr>
<td>University Departments</td>
<td>4 columns: 6-13/16 inches (41 picas)</td>
</tr>
<tr>
<td></td>
<td>5 columns: 8-1/2 inches (51-1/2 picas)</td>
</tr>
<tr>
<td></td>
<td>6 columns: 10-1/4 inches (62 picas)</td>
</tr>
</tbody>
</table>

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**Insert Rates**

- **$69 per thousand**
- *Inserts are no longer available for the Campus Guide*

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**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.
- The Wildcat reserves the right to withdraw or restrict credit privileges.

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. These standards guiding the acceptance of advertising are available by requesting a copy of the Wildcat's official Advertising Acceptability Policy. Advertising simulating news copy must be marked "Paid Advertisement." 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.

**Display Advertising Deadlines**

- Two working days prior to publication, noon.*

  *Special early deadline: 7/20 at 4PM for the Campus Guide

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**Mechanical Measurements**

- Dimensions: Tabloid page is six columns wide by 16 inches deep.
  1 column: 1-9/16 inches (9-1/2 picas)
  2 columns: 3-5/16 inches (20 picas)
  3 columns: 5-1/16 inches (30-1/2 picas)
  4 columns: 6-13/16 inches (41 picas)
  5 columns: 8-1/2 inches (51-1/2 picas)
  6 columns: 10-1/4 inches (62 picas)

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**Electronic Ads**

- We accept the following Macintosh file formats: EPS (with fonts converted to outline), TIFF, JPEG or PDF (embed fonts).
- FTP your ad to our server (call for information) or send it attached to an email to display@wildcat.arizona.edu (if under 1MB). You must contact your Wildcat representative to secure ad space with an insertion order before your electronic ad can be processed.
- If providing your ad on disk, use a ZIP disk, CD ROM or Jump Drive.
- Set halftones at 85 lines per inch.
- Full electronic ad guidelines are available upon request.

**ROP Depth Requirements**

- Minimum ad size is two column inches.
- Any ad exceeding 13 inches in depth will be billed at 16 inches.
1. CLASSIFIED ADVERTISING: $4.75 minimum for 20 words (or less) per insertion. 20¢ each additional word. Twenty percent discount for five or more consecutive insertions of the same ad during Summer 2006. Ads may be cancelled before expiration date but there are NO REFUNDS.

2. CASH, CHECKS, MASTERCARD, VISA AND AMERICAN EXPRESS are accepted.

3. COPY DEADLINE: Noon, one working day prior to publication.

4. COPY ERROR: The Arizona Summer Wildcat will not be responsible for more than the first incorrect insertion of an advertisement.

5. THREE CONSECUTIVE WORDS may be bold without charge, thereafter 10¢ per word.

For a set-up fee of $2.50 per issue, your ad will appear on the Wildcat Online Web site (wildcat.arizona.edu) until the next summer issue publishes.

1. DISPLAY CLASSIFIED RATE: $11.45 per column inch

2. DISCOUNT:
   a) 10 percent discount on 3-5 insertions of the same ad.
   b) 15 percent discount on 6-10 insertions of the same ad.

3. DEADLINES: Size of ad for space reservation by noon two working days prior to publication.

4. COPY ERROR: The Arizona Summer Wildcat will not be responsible for more than the first incorrect insertion of an advertisement.

5. NO REFUNDS will be given for unfulfilled portions of weekly or contract advertising.

Wildcat Summer Classifieds

CLASSIFIED RATES: Effective June 7, 2006

(520) 621-3425 • (520) 621-7583
Fax: (520) 621-3094

The UA’s #1 Source for News and Information
615 N. Park Ave. Suite 101
Tucson, Arizona 85721-0087
wildcat.arizona.edu

Campus Guide: July 26
Early Deadline: July 20, 4PM

=dates of publication