**University of Arizona, 615 N. Park Ave. Suite 101 Tucson, Arizona  85721-0087 Fax: (520) 621-3094**

Display Advertising ............................................. 621-1686
Billing Inquiries / Credit ........................................ 621-3558
Classified Advertising ............................................ 621-3425
National Accounts, University Departments, & Recognized Student Organizations ............................. 621-1714
Advertising Manager ............................................. 621-1714
Email ............................................................................. display@wildcat.arizona.edu
Wildcat Online ..................................................... display@wildcat.arizona.edu

**UA Summer Demographics**

Summer Enrollment ...................................................... 15,768
Faculty & Staff .......................................................... 14,484
Total .......................................................................... 31,003

- 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 94.6% of UA undergraduates read the Wildcat.

*Sources: 2007 UA Office of Enrollment data & a research study conducted by Newton Marketing and Research, an independent research company*

**Color Rates**

- One spot color & black ............................................. $140
- Full process color .................................................... $360

**Insert Rates**

- $75 per thousand (1–8 pages)
- $85 per thousand (9+ pages)
- *Inserts are not accepted in the Campus Guide*

**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 Summer Wildcat.
- Visa, MasterCard, American Express and cash 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. The 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 “Advertisement.”

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 claim.

Refunds, Credits or Makegoods: 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.

Proof: One per ad furnished at no charge when requested at least three working days prior to publication.

**Display Advertising Deadlines**

Two working days prior to publication, 3 p.m. (For example, Monday, 3 p.m., for Wednesday issue.)

**Campus Guide Deadline:** July 25th, noon.

**Mechanical Measurements**

Dimensions: Tabloid page is six columns wide by 16 inches deep.

- 1 column ............................................................... 1–9/16” (9½ picas)
- 2 columns ............................................................ 3–5/16” (20 picas)
- 3 columns .............................................................. 5–1/16” (30½ picas)
- 4 columns ............................................................... 6–13/16” (41 picas)
- 5 columns ............................................................... 8–1/2” (51½ picas)
- 6 columns ............................................................... 10–1/4” (62 picas)

**Print/online combo:** Place 48 col. inches or more of print advertising per month and get your online banner ad at 50 percent off.

**Electronic Ads**

- We accept the following file formats: EPS (with fonts converted to outline), TIFF, PDF, JGP.
- FTP your ad to our server (call for information) or send it attached to an email to display@wildcat.arizona.edu (if under 5MB). 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, please use a jump drive or a CD-ROM disk.
- Set halftones at 85 lines per inch.

**Wildcat Online**

Industry standard banner (468x60 pixels):

- 1 or 2 wks ......................................................... $145/wk
- 3 weeks or more ................................................. $108.75/wk

Buttons (120x240 pixels):

- 1 or 2 weeks ....................................................... $155/wk
- 3 weeks or more ................................................ $116.25/wk

Print/online combo: Place 48 col. inches or more of print advertising per month and get your online banner ad at 50 percent off.

**ROP Depth Requirements**

- Minimum ad size is two column inches.
- Any ad exceeding 13 inches in depth will be billed at 16 inches.

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**Circulation (9,000)**

Free distribution from circulation boxes located at key points (on and off campus) and paid mail subscriptions. Campus Guide Circulation is 14,000. (Approx. 9,000 issues distributed locally and 5,000 direct-mailed to incoming freshman students.)
Wildcat Summer Classifieds
CLASSIFIED RATES: Effective June 11, 2008

Regular Classified
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 2008. Ads
   may be cancelled before expiration date but there are
   NO REFUNDS.
2. MASTERCARD, VISA AND AMERICAN EXPRESS
   are accepted. Cash and checks made payable to The
   Arizona Summer Wildcat also 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.

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

Display Classifieds
1. DISPLAY CLASSIFIED RATE: $11.45 per column inch
2. DISCOUNT: a) 3-5 insertions of the same ad:
   $10.30 per column inch.
   b) 6-10 insertions of the same ad:
   $9.75 per column inch.
3. DEADLINES: Size of ad for space reservation by 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. NO REFUNDS will be given for unfulfilled portions of
   weekly or contract advertising.

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