S
intermittently, called atrial fi brillation. It’s the most common type of irregular heart rhythm in the United States, according to an ov

t is in a state of change with the

Who you gonna call?

For us

win fa

Mike Christy

/Arizona Daily Wildcat

Dr. Steven D. Knope informs the media in McKale Center on Tuesday that Lute Olson suffered a stroke sometime within the past ye

ar, while Olson’s daughter, Jody Brase, looks on. The stroke was most likely caused from a blood clot that traveled from Olson’s he

art to his brain, Knope said.

Election 2008

UA law students volunteer to create election protection team

STROKE, page A8

O

Arizona Daily Wildcat

WEDNESDAY, OCTOBER 29, 2008

THE INDEPENDENT STUDENT NEWSPAPER OF THE UNIVERSITY

Since 1899, the Arizona Daily Wildcat has provided the campus community with a vital source for news and advertising. One of the country’s largest student-run papers, the Daily Wildcat reaches deep into the dynamic UA market. Our web site, dailywildcat.com, provides continuous news updates and much more 24/7. Also, special issues such as our Restaurant and Bar Guide, Housing Guide, and Career Guide provide you with even more ways you can reach the university community. We are here to help you achieve success. Let the Wildcat be your source to reach the University of Arizona!
ADVERTISING RATES
ALL RATES EFFECTIVE: AUG. 24, 2009 TO MAY 12, 2010

ROP/DISPLAY AD RATES
(all rates are per column inch)

Open Rate*.................................$15.25
Recognized Student Groups &
University Departments.......................$9.70

BULK SPACE & CONTRACT
RATES
Bulk Space Contracts must be fulfilled
by May 12, 2010

150-299 inches.................................$11.65
300-574 inches.................................$11.30
575-874 inches.................................$10.90
875-1,299 inches.................................$10.30
1,300-1,999 inches...............................$9.90
2,000-3,499 inches...............................$9.60
3,500-4,999 inches...............................$9.25
5,000 or more inches.............................$9.00

FREQUENCY CONTRACTS
Contracts must be fulfilled by the end of
the semester in which the contract is signed:
5-9 insertions (min. 2 col. inches)..........$12.55
10-19 insertions (min. 2 col. inches).........$11.75
20 + insertions (min. 2 col. inches).........$11.45

* Except for the open rate, all Wildcat
rates are non-commissionable net rates.
There are no cash discounts.

INSERTS
8 pages or less...............................$79 per thousand
10-16 pages.................................$89 per thousand
18 or more pages.............................Call for rate & approval
Minimum insert size.........................5.5 x 8.5 inches
Maximum insert size.........................11 x 11 inches
Minimum purchase..............................$10,000
Maximum purchase................................$12,000

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:

  Signature Offset, 606 S. Madison Dr., Tempe, AZ  85281
  Attn: Arizona Daily Wildcat Inserts

• Inserts must be received by Signature Offset no later
  than five business days before insertion.

CLASSIFIED RATES

Classified Line Ad Rates
$4.75 for 20 words (or less):
204 each additional word per insertion.
Reach thousands of additional customers by placing your
print ad on Wildcat Online for an additional $2.50 per
order.

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.
ITALICIZED WORDS: 10¢ per word.
UNDERLINED 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.

Classified Line Ad Deadline: Noon one business day
prior to publication. Classified ads submitted through the
Wildcat web site classifieds.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 $11.50 per column inch, per insertion.
Discounts (rates per column inch)
5-9 insertions of same ad .....................$10.40
10-14 insertions of same ad .................$9.85
15 or more insertions of same ad ..........$9.25

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

CLASSIFIED LINE AD DEADLINE: 11am one business day
prior to publication.

Crossword Puzzle/Sudoku
There are two spaces available per day so please reserve
early. Ad size is 2 cols. by 1.5”.
Open Ratemits...............................$55.00/day
5 insertions..........................$50.00/day
10 or more insertions............$40.00/day

ONLINE RATES
The award-winning dailwildcat.com is one of the most read
online college newspapers and reaches 750,000 unique
visitors per month. It provides features including
continuously updated news and weather, poll questions,
photo galleries, online video and the ability to comment
on articles.

Available Sizes
Horizontal banner (468x60 pixels)
Vertical banner (120x240 pixels)

RATES: $9 per thousand impressions of your ad served.
Minimum purchase is 10,000 impressions (when planning
your purchase, please note that each ad is viewed on
average 1,500 to 2,000 times per day). To cover a
seven-day period, a package of at least 20,000 impressions
is recommended. A maximum number of impressions can
be delivered each day.

Discounts:
• Buy 20,000 impressions and get 10 percent more free
  (22,000 total)
• Buy 50,000 impressions and get 25 percent more free
  (62,500 total)
• Get 10,000 bonus impressions by placing at least a half
  page of print advertising in the same calendar month
  (63”).

Please note that there are no refunds
given for unused impressions.

Text links rates:
dailwildcat.com
$60 per week (week to week)
$50 per week for a commitment of at least four weeks
$45 per week for a commitment of at least 15 weeks
(one semester)
$40 per week for a commitment of six months (26 weeks)

Text links are also available on
textlinks.arizona.edu
Contact us for details.

CIRCULATION AND
SUBSCRIPTION RATES

• 13,000 daily Monday-Friday during the academic year
  (see the publication calendar in the rate card).
• Distributed free to more than 100 locations including on
  campus and selected local businesses.
• Subscription rates: $175 per year or $90 per semester.
• Contact the Student Media business office at
  520.621.3195 to begin a subscription.
SPECIAL OFFERS

FRONT PAGE AD: $400 INCLUDES FULL COLOR
Great prime exposure on the front cover! Ad space measures 11” wide by 2” tall and is anchored at the bottom of the Daily Wildcat’s front cover. Reserve early! Space is limited and is available on a first-come, first-serve basis.

PICK UP FRIDAYS:
Run any ad at least two days Mon.-Thurs. the same week and get 50% off the Friday insertion (must be the same ad). Discount applies to the space only. Excludes color charges and line ads.

THREE IS NICE!
Place the same ad three or more times in a week and get 10 percent off each one (excludes pick up Fridays). Offer is only valid for contract advertisers.

INTRODUCTORY RATE:
$10.00 per column inch – excludes color. Valid for new clients only. The package includes 90-129 column inches of advertising. Contract must be fulfilled by the end of the semester.

RUN FIVE AND GET THE LAST ONE FREE
Run any ad for five consecutive days and your last ad (the fifth one) is free. Must be the same ad. Excludes color.

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 “Paid Advertisement.”

AD DESIGN: The Wildcat offers free ad building and design services to 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 run during the duration of the contract.

REFUNDS, CREDITS AND MAKE GOODS (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.

MECHANICAL MEASUREMENTS:

Broadsheet page is six columns wide by 21.5 inches deep. To determine an ad’s total column inches, multiply the number of columns wide by the number of inches deep.

1 column: 1-1/16” (10.1 pica) • 2 columns: 3-9/16” (21.2 pica) • 3 columns: 5-3/8” (32.3 pica) • 4 columns: 7-1/4” (43.4 pica) • 5 columns: 9-3/8” (65.4 pica) • 6 columns: 11” (66 pica)

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 18 inches in depth will be billed at 21.5 inches.

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 and confirmed by your representative.

*Prices figured at the 150 inch rate ($11.65 per column inch); lower rates can apply based on contract selected.
**AD SIZES NOT DRAWN TO SCALE.
***A SIX COLUMN AD IS A FULL 11 INCHES WIDE.
COLOR & SPECIAL ISSUES AND SECTIONS

COLOR (subject to availability)

Full Color: $375
Spot Color: $150
Black & White: $375

Using color adds impact and energy to your ad. Research shows that ads with color are noticed on average 43% more than their black and white ads.

MONDAY MEGA MARKETPLACE

- Every Monday
- Business card size (3.5” wide by 2” tall)
- FREE red spot color!
- Prime page 3 placement

$50/week 1-4 issues
$45/week 5-13 issues
$40/week 14-15 issues

WILD LIFE

- The Daily Wildcat’s weekly arts, entertainment and features section.
- Published each Wednesday as students are making weekend plans.
- Special rate: $9.50/column inch (does not count toward fulfillment of a contract)

FOOTBALL PREVIEW
Publishes: September 3
Deadline: August 27

RESTAURANT & BAR GUIDE
FALL
Publishes: September 21
Deadline: September 14
SPRING
Publishes: March 29
Deadline: March 22

CAREER GUIDE
FALL
Publishes: September 21
Deadline: September 14
SPRING
Publishes: March 29
Deadline: March 22

FAMILY WEEKEND
Publishes: October 16
Deadline: October 9

BASKETBALL PREVIEW
Publishes: November 19
Deadline: November 12

HOUSING GUIDE
Publishes: February 23
Deadline: February 16

COMMENCEMENT ISSUE
Publishes: May 12
Deadline: May 7
2009-2010 PUBLICATION SCHEDULE

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<th>AUGUST 2009</th>
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## UA CALENDAR 2009-2010

<table>
<thead>
<tr>
<th>Event</th>
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<tbody>
<tr>
<td>Fall Classes Begin</td>
<td>August 24th</td>
</tr>
<tr>
<td>Labor Day</td>
<td>September 7th</td>
</tr>
<tr>
<td>Career Fair</td>
<td>September 22nd - 23rd</td>
</tr>
<tr>
<td>Family Weekend</td>
<td>October 16th - 18th</td>
</tr>
<tr>
<td>Homecoming Weekend</td>
<td>November 6th - 8th</td>
</tr>
<tr>
<td>Veterans Day Holiday</td>
<td>November 11th</td>
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<tr>
<td>Thanksgiving Recess</td>
<td>November 26th - 29th</td>
</tr>
<tr>
<td>Last Day of Classes</td>
<td>December 9th</td>
</tr>
<tr>
<td>Dead Day</td>
<td>December 10th</td>
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<tr>
<td>Final Examinations</td>
<td>December 11th - 18th</td>
</tr>
<tr>
<td>Commencement</td>
<td>December 19th</td>
</tr>
<tr>
<td>Spring Classes Begin</td>
<td>January 13th</td>
</tr>
<tr>
<td>Martin Luther King, Jr. Day</td>
<td>January 18th</td>
</tr>
<tr>
<td>Spring Break</td>
<td>March 15th - 19th</td>
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<tr>
<td>Career Fair</td>
<td>March 30th - March 31st</td>
</tr>
<tr>
<td>Classes End</td>
<td>May 5th</td>
</tr>
<tr>
<td>Dead Day</td>
<td>May 6th</td>
</tr>
<tr>
<td>Final Examinations</td>
<td>May 7th - 14th</td>
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<tr>
<td>Commencement</td>
<td>May 15th</td>
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## SPECIAL ISSUES, FALL 2009

<table>
<thead>
<tr>
<th>Issue</th>
<th>Deadline</th>
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<tbody>
<tr>
<td>First Daily Issue</td>
<td>August 20th</td>
<td>August 24th</td>
</tr>
<tr>
<td>Football Preview</td>
<td>August 27th</td>
<td>September 3rd</td>
</tr>
<tr>
<td>Career Guide</td>
<td>September 14th</td>
<td>September 21st</td>
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<tr>
<td>Restaurant and Bar Guide</td>
<td>September 24th</td>
<td>October 1st</td>
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<tr>
<td>Family Weekend</td>
<td>October 9th</td>
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<td>Graduate School Section</td>
<td>October 28th</td>
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<tr>
<td>Homecoming Issue</td>
<td>October 30th</td>
<td>November 6th</td>
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<tr>
<td>Basketball Preview</td>
<td>November 12th</td>
<td>November 19th</td>
</tr>
<tr>
<td>Final Fall Issue</td>
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## SPECIAL ISSUES, SPRING 2010

<table>
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<tr>
<th>Issue</th>
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<td>January 11th</td>
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</tr>
<tr>
<td>Restaurant &amp; Bar Guide</td>
<td>February 4th</td>
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<tr>
<td>Housing Guide</td>
<td>February 16th</td>
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<td>Spring Career Fair</td>
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<tr>
<td>Health &amp; Wellness Guide</td>
<td>April 3rd</td>
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<td>Final Spring Issue</td>
<td>May 3rd</td>
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<tr>
<td>Commencement Issue</td>
<td>May 7th</td>
<td>May 12th</td>
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### DEADLINES

Advertising space and copy deadline for regular issues is 3 p.m. Arizona time, two business days prior to publication. As noted on this page, special issues have earlier deadlines.