### Contact Information

615 N. Park Ave., Suite 101  
Tucson, AZ 85721-0087  
FAX: (520) 621-3094

Display & Online Advertising Sales:  
(520) 621-1686  
email: display@wildcat.arizona.edu

Display Advertising Accounting:  
(520) 621-3558

Classified Sales & Accounting:  
(520) 621-3425, (520) 621-7583  
email: classifieds@wildcat.arizona.edu

Wildcat Online: wildcat.arizona.edu

### Personnel

Mark Woodhams, Director,  
Arizona Student Media (520)621-3408;  
email: woodhams@email.arizona.edu

Mike Spohn, Advertising Manager  
(520)621-1714;  
email: spohn@email.arizona.edu

Holly Brauchli, Sales Manager  
(520)621-5816;  
email: salesmgr@wildcat.arizona.edu

Karen Tortorella-Notari, Classified Advertising Mgr./Accounting Mgr.  
(520)621-5982;  
email: tortorel@email.arizona.edu

National Representatives  
360 Youth, Y2M, MJS Communications,  
Campus Media Group, The Ruxton Group

### Special Advertising Opportunities

#### Go Wild!

Published each Thursday as part of the paper, Go Wild! is the Daily Wildcat's weekly entertainment guide. We offer a special low rate to advertise in Go Wild! Call us to find out how you can be in this dynamic part of each Thursday's Daily Wildcat!

#### RedBlue

RedBlue is the Daily Wildcat's student lifestyle magazine. RedBlue covers everything including music, fashion, health and relationships. RedBlue talks about issues important to college students. RedBlue is published as an insert in the Daily Wildcat monthly. Contact us today for details on rates, ad sizes and dates of this special publication.

#### Arizona Power Buy

Reach the powerful markets of the University of Arizona and Arizona State University in a single buy. This program allows you to place an ad in The Arizona Daily Wildcat at the UA and in the Arizona State Press at ASU. Reach a market of more than 120,000 students, faculty and staff. Contact ad manager Mike Spohn at 520-621-1714 or e-mail spohn@email.arizona.edu for more details about this unique program.

### Classifieds

#### Classified Line Ad Rates

- $4.75 for 20 words (or less);  
  20¢ 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.  
- Underlined words: 10¢ per word.  
- Italicized 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.

#### Line Ad Deadline

Noon one working day prior to publication. Classified ads submitted through the Wildcat web site (wildcat.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 $11.45 per column inch, per insertion.  
- Discounts (rates per column inch)
  - 5-9 insertions of same ad .......... $10.30  
  - 10-14 insertions of same ad .......... $9.75  
  - 15 or more insertions of same ad ...... $9.15

#### Classified Bulk Contract Rate

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

#### Minimum Ad Size

One column inch.

#### Classified Display Deadline

11am one working day prior to publication.

#### Crossword Puzzle/Sudoku Puzzle

Ad must be 2 columns x 1.5 inches.  
There are two spaces available per day so please reserve early.  
Open Rate … $45.00/ day  
5 insertions .... $40.00/day  
10 insertions … $30.00/day

### Other Student Media

KAMP Student Radio and UATV Channel 3 provide programming to 5,696 students living on campus. Programming includes a variety of music, news and sports, classic and premium movies, mtvU, and original UA student-produced shows. For advertising information, call Michael Camarillo at (520) 621-8002 or email camarill@email.arizona.edu
Commission & Cash Discount
All Wildcat rates are non-commissionable, net rates, except for the open rate. There are no cash discounts.

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. In the event that payment is not made within 30 days after the statement date, a late payment charge of 1.75 percent monthly will be charged. Accounts that are 60 days past due are subject to collection agency referral.

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

University of Arizona departments and student organizations must pre-pay with Interdepartmental Billing Forms, checks, cash or P-Card.

ROP/Display Ad Rates (per column inch)
Open Rate* ........................................ $13.65
Recognized Student Groups .................. $8.95
University Departments ....................... $8.95
*comissionable up to 15%

Bulk Space Contract Rates (per column inch)
Contract must be fulfilled by May 9, 2007
120-249 inches .................................. $10.60
250-499 inches .................................. $10.40
500-799 inches .................................. $10.00
800-1199 inches ................................. $9.40
1200 inches & over ............................. $9.00

Frequency Contract Rates
Contract must be fulfilled by the end of the semester in which the contract is signed:
5-9 insertions (min. 2 col. inches) ....... $11.50
10-19 insertions (min. 2 col. inches) .... $10.80
20 insertions (min. 2 col. inches) ......... $10.45

Special Offers
Pick Up Fridays
Run any ad during the week (Mon.-Thurs.) and get 50% off your ad in Friday’s issue that week. Excludes color. Must be the same advertisement.

Introductory Rate (excludes color):
$8.75 per column inch
Valid for new clients only. This package includes 72-96 column inches for one semester. One free spot color to be scheduled on an ad of your choosing.

Grand Opening
If your business has just opened in the last 90 days, buy an ad at our open rate and get one free (equal or smaller size) for up to 30 calendar days. Restrictions apply.

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.

Color Rates
Using color on any ad will add impact and energy to catch the reader’s eye, and bring more customers to your business. Research has shown that color can increase readership of your ad by 43%.

$350 Full Color
$135 Spot Color

Circulation
15,000 daily (Monday-Friday) during Fall and Spring semesters. (See Publication Schedule in this rate card) Free distribution from approximately 100 circulation boxes located at key points on and off campus, and paid mail subscriptions. Contact the ad manager for more details.

Ad Submission
Ads not designed by the Wildcat need to be submitted electronically through the Internet or on disk. Please use the following guidelines:

Macintosh file formats: EPS (fonts converted to outline), TIFF, PDF.

PDF is the preferred format.

You may FTP your ad to our server (call for information), or send it attached to an e-mail (if under 1MB) to display@wildcat.arizona.edu (You must contact your Wildcat representative to secure ad space with an insertion order before your electronic ad will be processed.) If sending your ad via e-mail, please include your name, company name and contact information, ad run date(s) and the name of your Account Representative. Please also fax the ad copy to 520-621-3094 so we can compare the electronic version with your hard copy.

If providing your ad on disk, please use a CD or USB Drive.

Set halftones at 100 lines per inch.

Set resolution of graphics to at least 150 dpi.

We DO NOT accept veloxes, negatives or paper ads.

Spot Color

Grand Opening

Pick Up Fridays

Introductory Rate

Guaranteed Placement

Color Rates

Circulation

Ad Submission

Special Offers
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 “Advertisement.”

Ad Design: The Wildcat offers free ad building and design services by 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 for the duration of the contract.

Refunds, Credits or Makegoods (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.

Deadlines

Advertising space and copy deadline for regular issues is noon Arizona time, two business days prior to publication. Special issues have earlier deadlines; find them in the “Special Issues” section of this rate card.

<table>
<thead>
<tr>
<th>Publication Day</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>Thursday, noon</td>
</tr>
<tr>
<td>Tuesday</td>
<td>Friday, noon</td>
</tr>
<tr>
<td>Wednesday</td>
<td>Monday, noon</td>
</tr>
<tr>
<td>Thursday</td>
<td>Tuesday, noon</td>
</tr>
<tr>
<td>Friday</td>
<td>Wednesday, noon</td>
</tr>
</tbody>
</table>

Mechanical Measurements

Tabloid page is six columns wide by 16 inches deep. To determine an ad’s total column inches, multiply the number of columns wide by the number of inches deep.

1 column: 1-9/16” (9.5 picas)
2 columns: 3-5/16” (20 picas)
3 columns: 5-1/16” (30.5 picas)
4 columns: 6-13/16” (41 picas)
5 columns: 8-1/2” (51.5 picas)
6 columns: 10-1/4” (62 picas)

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 13 inches in depth will be billed at 16 inches.

<table>
<thead>
<tr>
<th>1 column inch</th>
<th>1”</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-9/16”</td>
<td>12 column inches</td>
</tr>
<tr>
<td>2x2</td>
<td>x $13.65</td>
</tr>
<tr>
<td>$163.80*</td>
<td>2x6</td>
</tr>
<tr>
<td>4 column inches</td>
<td>x $13.65</td>
</tr>
<tr>
<td>2x1</td>
<td>1 x 4</td>
</tr>
<tr>
<td>3x4</td>
<td>2x1</td>
</tr>
</tbody>
</table>

*Prices figured using open rate
Inserts
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 publication.

Print and Online Combo:
Place the equivalent of at least a half page (48 column inches) of print advertising in the Wildcat and get your online banner ad (either size) at half price!

Wildcat Daily Digest:
Advertise your banner ad in an e-mail filled with the day’s top news, entertainment and sports headlines sent to more than 500 subscribers. Rate: $75 per week or $275 per month (save 10%).

Wildcat Online Fast Facts
Wildcat Online provides special news and sports coverage even during breaks when the print Wildcat is not publishing.

8 pages or less..........................$73 per thousand
10-16 pages..............................$83 per thousand
18 or more pages......Call for rate & approval
Minimum insert size..................5.5 x 8.5 inches
Maximum insert size.................8.5 x 11 inches
Minimum purchase.................10,000
Maximum purchase...............15,000

Wildcat Online
The Wildcat Online includes all the editorial content of the regular Wildcat and more. The interactive, ever-changing world of the internet lets us offer features impossible in print, such as chat boards, poll questions, continuously updated weather, and color photo specials. The award-winning Wildcat Online is one of the most read online college papers in the country and reaches more than 750,000 readers each month.

Banner Ad Design Services
The Wildcat Online can design your ad, if you will not be providing us with one. We will also create for free a very simple web page if needed, although we can’t design a complete website. If you already have a web site, we can link to it directly from the banner.

Deadlines
Three days if Wildcat Online designs your banner ad. Four days if we also create your web page. Camera-ready banners require only one day.

Testimonials
“The Arizona Daily Wildcat has helped Sterling University to reach students to find the perfect apartment. It is our #1 source for news and information in staying connected with the student population. Their exceptional customer service is a plus too!”
Tricia de la Vara
Sterling Housing

“The Arizona Daily Wildcat has helped me introduce my business to each incoming class of students over the last 26 years. I now have former students who have graduated and are living elsewhere, ordering bikes from us!”
Ralph M. Phillips
Fair Wheel Bikes

“The Wildcat has been a tremendous asset for us. It has helped us increase our student base exponentially! We definitely recommend the Wildcat to anyone who wants to increase their business.”
Umesh Patel
Cafe Diva

“I read the Wildcat everyday for the latest information about student life and great deals.”
Elizabeth Holder
UA Senior
### 2006-2007 PUBLICATION SCHEDULE

#### Special Issues, Fall 2006

<table>
<thead>
<tr>
<th>Issue</th>
<th>Deadline</th>
<th>Pub. Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back-to-school Issue</td>
<td>Aug. 17</td>
<td>Aug. 21</td>
</tr>
<tr>
<td>Football Preview</td>
<td>Aug. 24</td>
<td>Aug. 31</td>
</tr>
<tr>
<td>Career Guide</td>
<td>Sept. 11</td>
<td>Sept. 18</td>
</tr>
<tr>
<td>Restaurant &amp; Bar Guide</td>
<td>Sept. 21</td>
<td>Sept. 28</td>
</tr>
<tr>
<td>Graduate School Section</td>
<td>Oct. 11</td>
<td>Oct. 18</td>
</tr>
<tr>
<td>Family Weekend Issue</td>
<td>Oct. 13</td>
<td>Oct. 20</td>
</tr>
<tr>
<td>Homecoming Issue</td>
<td>Nov. 3</td>
<td>Nov. 10</td>
</tr>
<tr>
<td>Basketball Preview</td>
<td>Nov. 9</td>
<td>Nov. 16</td>
</tr>
<tr>
<td>Holiday Gift Guide</td>
<td>Nov. 28</td>
<td>Dec. 5</td>
</tr>
<tr>
<td>Final Fall Issue</td>
<td>Dec. 4</td>
<td>Dec. 6</td>
</tr>
</tbody>
</table>

#### UA Calendar, 2006–2007

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Day of Classes</td>
<td>Aug. 21</td>
</tr>
<tr>
<td>Labor Day</td>
<td>Sept. 4</td>
</tr>
<tr>
<td>Career Fair</td>
<td>Sept. 19-20</td>
</tr>
<tr>
<td>Family Weekend</td>
<td>Oct. 13-15</td>
</tr>
<tr>
<td>Homecoming Weekend</td>
<td>Nov. 10-12</td>
</tr>
<tr>
<td>Veterans Day Holiday</td>
<td>Nov. 13</td>
</tr>
<tr>
<td>Thanksgiving Recess</td>
<td>Nov. 23-26</td>
</tr>
<tr>
<td>Last Day of Classes</td>
<td>Dec. 6</td>
</tr>
<tr>
<td>Dead Day</td>
<td>Dec. 7</td>
</tr>
<tr>
<td>Final Examinations</td>
<td>Dec. 8-15</td>
</tr>
<tr>
<td>Commencement</td>
<td>Dec. 16</td>
</tr>
<tr>
<td>Classes Begin</td>
<td>Jan. 10</td>
</tr>
<tr>
<td>Martin Luther King, Jr. Day</td>
<td>Jan. 15</td>
</tr>
<tr>
<td>Spring Break</td>
<td>March 12-16</td>
</tr>
<tr>
<td>Career Fair</td>
<td>April 3-4</td>
</tr>
<tr>
<td>Classes End</td>
<td>May 2</td>
</tr>
<tr>
<td>Dead Day</td>
<td>May 3</td>
</tr>
<tr>
<td>Final Examinations</td>
<td>May 4-11</td>
</tr>
<tr>
<td>Commencement</td>
<td>May 12</td>
</tr>
</tbody>
</table>

#### Special Issues, Spring 2007

<table>
<thead>
<tr>
<th>Issue</th>
<th>Deadline</th>
<th>Pub. Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Spring Issue</td>
<td>Jan. 8</td>
<td>Jan. 10</td>
</tr>
<tr>
<td>Restaurant &amp; Bar Guide</td>
<td>Feb. 1</td>
<td>Feb. 8</td>
</tr>
<tr>
<td>Housing Guide</td>
<td>Feb. 22</td>
<td>Mar. 1</td>
</tr>
<tr>
<td>Spring Career Fair</td>
<td>Mar. 27</td>
<td>April 2</td>
</tr>
<tr>
<td>Health &amp; Wellness Guide</td>
<td>April 11</td>
<td>April 18</td>
</tr>
<tr>
<td>Final Spring Issue</td>
<td>April 30</td>
<td>May 2</td>
</tr>
<tr>
<td>Commencement Issue</td>
<td>May 3</td>
<td>May 9</td>
</tr>
</tbody>
</table>

### PUBLICATION CALENDAR 2006-2007

- **August**
  - 10
  - 11
  - 12
  - 18
  - 25
  - 31

- **September**
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- **October**
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- **November**
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- **December**
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- **January**
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- **February**
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- **March**
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- **April**
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- **May**
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