

## AHWATUKEE FOOTHILLS NEWS

### Demographics

**ZIP codes** 85044  
85045  
85048

**Total Number of Households** 35,100

**Circulation Penetration** 80%

**Average Age** 34.1

**Average Household Income** \$99,100

**Households with Children** 37%

**Home Ownership** 71%

**Median Home Value** \$305,600

### Get Results

**Circulation** 28,000

**Receivership** 99%

**Readership** 94%

Source: Claritas 2007; Circulation Audit of Circulations 2007



## AHWATUKEE FOOTHILLS NEWS

10631 S. 51st Street  
Suite 1  
Phoenix, AZ 85044  
(480) 898-7900

## DISPLAY ADVERTISING RATES

b/w rates - price is per ad. All rates effective 1/1/2009.  
25% discount when contracting into two or more publications.

### 1/16 Page – 2 col x 2.25"

| Single  | 10x     | 16x     | 26x     | 52x     |
|---------|---------|---------|---------|---------|
| \$96.39 | \$86.76 | \$77.13 | \$72.27 | \$67.45 |

### 1/8 Page – 2 col x 5.25" or 3 col x 3.5"

| Single   | 10x      | 16x      | 26x      | 52x      |
|----------|----------|----------|----------|----------|
| \$224.91 | \$202.44 | \$179.97 | \$168.63 | \$157.40 |

### 1/4 Page – 3 col x 7" or 4 col x 5.25"

| Single   | 10x      | 16x      | 26x      | 52x      |
|----------|----------|----------|----------|----------|
| \$449.82 | \$404.88 | \$359.94 | \$337.26 | \$314.79 |

### 1/2 Page – 6 col x 7" or 3 col x 13.75"

| Single   | 10x      | 16x      | 26x      | 52x      |
|----------|----------|----------|----------|----------|
| \$899.64 | \$809.76 | \$719.88 | \$674.52 | \$629.58 |

### Full Page – 6 col x 13.75"

| Single     | 10x        | 16x        | 26x        | 52x        |
|------------|------------|------------|------------|------------|
| \$1,767.15 | \$1,590.60 | \$1,414.05 | \$1,324.95 | \$1,236.68 |

## CLASSIFIED DISPLAY RATES (per inch, min. 3 column inches)

| open rate | 10x     | 16x     | 26x     | 52x     |
|-----------|---------|---------|---------|---------|
| \$22.00   | \$20.25 | \$17.45 | \$16.85 | \$15.50 |

### Combo – All 3 papers - 73,000 circulation

|         |         |         |         |         |
|---------|---------|---------|---------|---------|
| \$62.00 | \$56.25 | \$50.45 | \$46.85 | \$43.50 |
|---------|---------|---------|---------|---------|

## CLASSIFIED LINE RATES (per line)

| open rate | 4x     | 8x     | 12x    | 30x    | 52x    |
|-----------|--------|--------|--------|--------|--------|
| \$2.65    | \$2.39 | \$2.26 | \$2.12 | \$2.00 | \$1.88 |

### Combo – All 3 papers - 73,000 circulation

|        |        |        |        |        |        |
|--------|--------|--------|--------|--------|--------|
| \$5.15 | \$4.64 | \$4.38 | \$4.12 | \$3.86 | \$3.60 |
|--------|--------|--------|--------|--------|--------|

## PREPRINT PER THOUSANDS RATES

| Size           | 1-5,000 | 5,001-25,000 | 25,001-50,000 | 50,001-100,000 |
|----------------|---------|--------------|---------------|----------------|
| 8.5 x 11       | \$50.00 | \$37.50      | \$35.00       | \$32.50        |
| 4-8 page tab   | \$52.50 | \$40.00      | \$37.50       | \$35.00        |
| 12-16 page tab | \$55.00 | \$42.50      | \$40.00       | \$37.50        |
| 20-24 page tab | \$57.50 | \$45.00      | \$42.50       | \$40.00        |
| 28-32 page tab | \$60.00 | \$47.50      | \$45.00       | \$42.50        |

## PRINT AND DELIVERY RATES

Frequency Discounts: Advertisers may substitute pre-print for their regular ROP ads to fulfill contract agreements & utilize the frequency discount which corresponds to the display agreement.

| 10X | 16x | 26x | 52x |
|-----|-----|-----|-----|
| 5%  | 10% | 15% | 20% |



## COLOR RATES

**1 Color \$100 Process Color \$300**

Advertisers that are placing ads in multiple markets will pay regular rate in the first market then 50% in each additional market.

## GUARANTEED POSITION

Positions Sold & Guaranteed at **+25% Premium rate.**

Must be approved by Publisher in advance.

**These rates are also available by special request...**

**Post-It messages** – Call for specifics.

**Poly bag delivery** – Advertisers must furnish bags according to specifications and deadlines outlined by newspaper.

**Preprinted Supplements** – More details on Ad Specs ratecard.

Deliver pre-prints **5 days prior** to publication date to address below:

**Daily News-Sun**  
10102 Santa Fe Drive  
Sun City, Arizona 85351  
(623) 876-3690