

**Rate Base:**  
535,000

**Total Readers:**  
1,284,000

**Circulation Region:**  
Arizona

	1x	2x	4x
<b>4 COLOR</b>			
Full Page	\$10,890	\$10,350	\$9,800
2/3 Page	8,080	7,674	7,272
1/2 Page	6,471	6,148	5,819
1/3 Page	4,222	4,007	3,759
1/6 Page	2,183	2,078	1,961
<b>B&amp;W</b>			
Full Page	\$9,128	\$8,671	\$8,515
2/3 Page	6,383	6,063	5,745
1/2 Page	5,137	4,876	4,622
1/3 Page	3,318	3,148	2,989
1/6 Page	1,753	1,664	1,579

All rates are gross

### DIGITAL REQUIREMENTS

Ad materials will be accepted in the following digital formats: InDesign, Illustrator or Photoshop.

Include all fonts and high resolution images with a list of fonts and graphics. Resolution should be 300 dpi at 100% finished size. All 4-color images should be supplied CYMK.

High resolution PDF files are acceptable.  
Email file to: [natasha.alcala@norcal.aaa.com](mailto:natasha.alcala@norcal.aaa.com)

### PROOF REQUIREMENTS

Laser prints are acceptable.

### CONTACT INFORMATION

All ads sent must include a client name, contact person, phone number, fax number and email address.

### EXTENSIONS

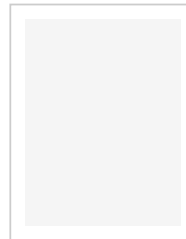
No extensions will be granted without approval. For extensions, contact:  
Natasha Alcala on 925.274.8168,  
or at [natasha.alcala@norcal.aaa.com](mailto:natasha.alcala@norcal.aaa.com)

### SHIPPING INSTRUCTIONS

Via Advertising, Natasha Alcala at  
[natasha.alcala@norcal.aaa.com](mailto:natasha.alcala@norcal.aaa.com)

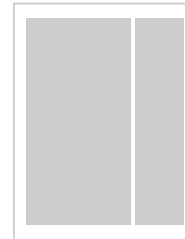
Trim size: 8" x 10.5"  
Bleed size: 8.25" x 10.75"

**Full Page**  
7" x 9.5" (live copy area)  
8.25" x 10.75" (bleed)



**2/3 Page Vertical**  
4.625" wide x 9.5" tall

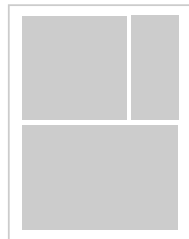
**1/3 Page Vertical**  
2.25" wide x 9.5" tall



**1/3 Square**  
4.625" wide x 4.625" tall

**1/6 Page Vertical**  
2.25" wide x 4.625" tall

**1/2 Page Horizontal**  
7" wide x 4.625" tall



**Spring 2018**  
In-Home February 21-24  
Close: 1/3/18  
Material: 1/9/18

**Fall 2018**  
In-Home August 21-24  
Close: 7/2/18  
Material: 7/9/18

**Summer 2018**  
In-Home May 5-9  
Close: 3/1/18  
Material: 3/8/18

**Winter 2019**  
In-Home December 20-23  
Close: 11/1/18  
Material: 11/7/18