

ARCADIA NEWS

3850 E. Indian School Rd., Suite 1, Phoenix, Arizona 85018 Phone: 602-840-6379 Fax: 602-840-6592
 Advertising e-mail: jennifer@arcadianews.com Web site: www.arcadianews.com

Call Jennifer Sand in our office and ask about our current ad specials!

DEMOGRAPHICS

AGE [AVERAGE: 40]

Our community is filled with families in their prime spending years.

- Under 17 25%
- 18 – 34 15%
- 35-59 37%
- 60+ 23%

INCOME [AVERAGE \$171,355]

Average income is \$171,355 with average family income exceeding \$188,000.

- Up to 50K 16%
- 50K – 150K 36%
- 150K – 500K 34%
- 500K+ 13%

EDUCATION [88% COLLEGE]

88% of Arcadia attended college with 28% earning doctorates, professional or masters degrees.

- High School 12%
- Some College 20%
- Bachelors or Associates 40%
- Doctoral, Professional or Masters ... 28%

EDITORIAL CALENDAR

- JANUARY:** New Years ■ Heath - Fitness - Sports
- FEBRUARY:** Valentine's Day ■ Kitty & Puppy Love
- MARCH:** St. Patrick's Day ■ Gardening & Spring Cleaning
- APRIL:** Easter ■ Summer Camps ■ Kudos for Kids
- MAY:** Mother's Day ■ Tribute to Women
- JUNE:** Father's Day ■ Summer Fun
- JULY:** Independence Day ■ Vacation Ideas
- AUGUST:** School Days ■ Get Ready For Fall
- SEPTEMBER:** Family Health & Safety
- OCTOBER:** Halloween ■ Home Improvement
- NOVEMBER:** Thanksgiving ■ Season of Holidays
- DECEMBER:** Christmas ■ Food & Entertaining



The Arcadia News is proud to announce that your community newspaper has been chosen as a winner of a **2009 SILVER DAVEY AWARD**

THE INTERNATIONAL
DAVEY AWARDS
 Small firms. Big ideas.



DISTRIBUTION

Reach over 50,000 affluent, active Arcadia residents with the Arcadia News.

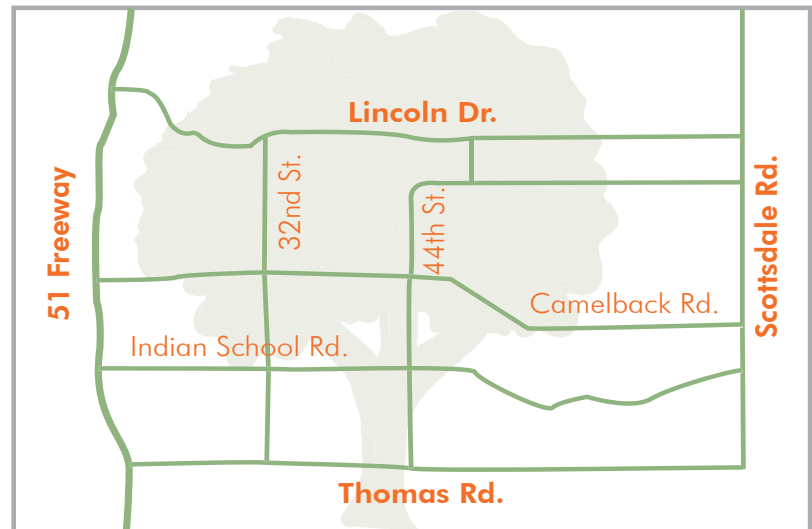
12,500 copies mailed directly

Our circulation consists of 12,500 copies mailed directly to area homes through the U.S. Postal Service, plus an additional...

7,500 copies distributed locally

through racks in area restaurants, retail stores, libraries, apartment complexes, community organizations, and other high traffic areas, for a total of...

20,000 distributed each month!



AWARD WINNING NEIGHBORHOOD NEWS SINCE 1993

DEADLINE

Space reservation deadline is the 15th at Noon of the month prior to publication.*

The deadline for display ads that are camera-ready and are being created outside our office is the 17th at 5pm. Space must be reserved FIRST!

*If the 15th is on a Saturday, the deadline will be Friday the 14th @ Noon; if it is Sunday, deadline will be Monday the 16th @ Noon.

AD SPECIFICATIONS

The Arcadia News operates on a PC platform. Please submit completed ads as a flattened PDF with all fonts embedded, 300 dpi, and if using Adobe Distiller, use Press Quality settings. Contact our graphics department for color ad information.

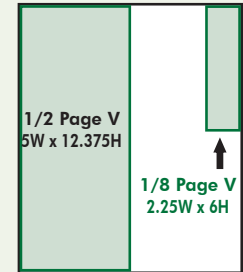
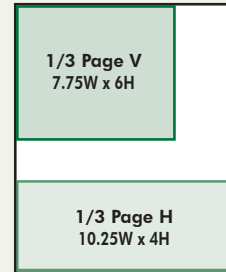
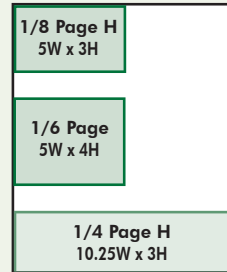
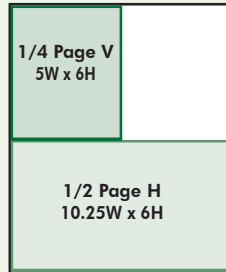
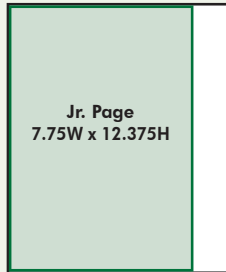
The Arcadia News strongly suggests using pre-flight tools to make sure your file conforms to the commercial printing process. PDF/X-1a is the base profile.

E-mail ads to: ads@arcadianews.com or they can be submitted on a CD, DVD, single floppy, or USB drive.

CONTRACT LENGTH

AD SIZE	CONTRACT LENGTH				
	OPEN Per Month	3X (10% Discount) Per Month	6X (15% Discount) Per Month	12X (20% Discount) Per Month	COLOR Add Amount Per Month
Full Page	\$1270	\$1140	\$1080	\$950	\$400
Jr. Page	\$1030	\$920	\$870	\$765	\$400
1/2 Page	\$840	\$755	\$715	\$670	\$350
1/3 Page	\$640	\$570	\$540	\$480	\$300
1/4 Page	\$470	\$420	\$400	\$375	\$250
1/6 Page	\$350	\$315	\$295	\$260	\$225
1/8 Page	\$290	\$260	\$245	\$230	\$200

CALL JENNIFER AT 602-840-6379 AND ASK ABOUT CURRENT SPECIALS!



NON-DISPLAY ADVERTISING RATES 2010

INSERTS

\$70 per thousand for 12,500 mailed (must do entire mailing).

\$60 per thousand for 20,000 mailed and distributed through racks.

Prices are quoted for one 8.5" x 11.0" 20# bond paper, insert printed on one side, supplied by the customer. Rates for larger pieces available upon request.

INSERTS must be approved for content and delivered with payment to the Arcadia News office by the 18th of the month prior to publication.

DINING GUIDE

A special monthly section for restaurants. Call for details.

HOME SERVICES AD

1.75" wide x 3" tall:
\$60/mo. (black & white only)

BUSINESS CARD AD

3.25" wide x 2" tall:
\$60/mo. (black & white)
\$75/mo. (full color)



LINE CLASSIFIED AD

\$25 for 25 words or less, 25¢ each additional word (max. 100)

DIRECTORY AD

Address and phone number listed in our directory section.
\$60 for 6 months

15TH DEADLINE APPLIES*

*If 15th is on a Saturday, deadline will be Friday the 14th @ Noon;
if 15th is on a Sunday, deadline will be Monday the 16th @ Noon.

PRODUCTION CHARGES

We offer simple typesetting and layout of your ad at no additional charge. Ads that require more than two client modifications after the first proof will be charged a \$100 design fee per additional proof.

SPECIAL PLACEMENT

The Arcadia News has limited position guarantees on a month-by-month basis. Position requests are an additional 30% of the monthly rate. Contact a sales rep for more information.

COLOR - it works!

Make an even greater impact with full color. See rate matrix or ask your rep for details.

Mail your service, business card or classified ad with payment to: Arcadia News 3850 E. Indian School Rd. Phoenix, AZ 85018
Or place your classified order with your credit card online at: www.arcadianews.com

Arcadia News assumes no financial responsibility for changes to contract ads not received in writing before closing. The Publisher reserves the right to reject any advertisement or listing that is not in keeping with the publication's standards. Advertiser assumes full liability for all content of advertisements printed and also for any claims arising from such advertising. The advertiser and/or advertising agency agree to indemnify and protect the Publisher from any claims or actions based on the unauthorized use of any person's name, of any photograph, or of any sketch, map, words, labels, trademarks or other copyrighted matter, or based on libelous statements in connection with advertising purchased according to terms of this rate card. The ordering of space in the publication will be construed as acceptance of all rates and conditions set forth both in this rate card and on the insertion order. On new contracts, the first month's ad must be paid for at the time of contract signing. Subsequent ads are due upon presentation of invoice, and will be considered delinquent 15 days after billing date. Delinquent accounts are subject to a 2% monthly service charge. Credit will only be extended if credit information is supplied. If no credit information is supplied ads are to be paid before print date. No space insertion orders/contracts may be cancelled after issue's closing date. All contract cancellations must be made in writing and will result in rebilling previous ads at the actual earned frequency rate. Unpaid balances will be subject to all costs and expenses including reasonable attorney's fees and fees of collection agencies incurred by Arcadia News.