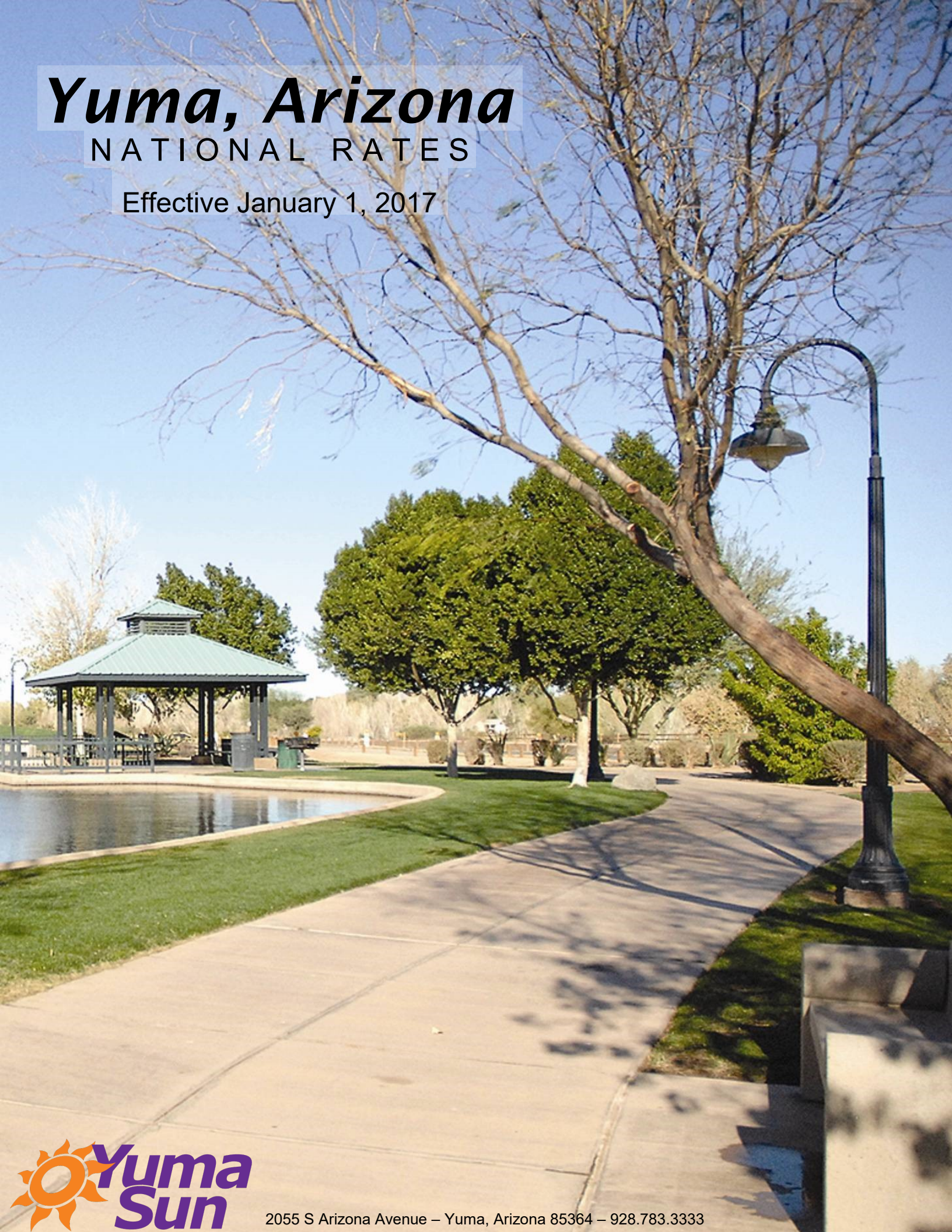


Yuma, Arizona

NATIONAL RATES

Effective January 1, 2017

Yuma Sun

2055 S Arizona Avenue – Yuma, Arizona 85364 – 928.783.3333

Demographics

Located on the borders of the California and Mexico, Yuma is midpoint between San Diego, CA and Phoenix, AZ and serves as a shopping destination for Mexican citizens from San Luis, Rio Colorado as well as Calexico & Mexicali.

Yuma's mild winter weather, sunny skies and friendly residents make Yuma a home for over 200,000 people and a destination for many others.

Newcomers: Yuma is the 3rd fastest growing market in the nation. Yuma offers local businesses new buyers every day.

Military: With two large military bases, there is an ever moving family population that will reside in our community for 2-3 years at a time

Visitors: Yuma is the home to over 86,000 winter visitors. The Yuma area also sees visitors from all around who love our recreational areas including the Imperial Sand Dunes, and local rivers and lakes.

Agriculture: If you enjoy a salad in the winter, chances are it was grown right here in Yuma, AZ. We see approximately 41,000 agriculture workers during our winter season.

Agriculture	Military	Tourism
Agriculture contributes about 40% of Yuma's economic base. Over 90% of all bagged lettuce sold in the US from December to March comes from Yuma County. Migrant farm workers come from Salinas CA and Mexico	Yuma is home to the US Army's Yuma Proving Grounds and USMC Air Station The military has two distinct moves times each year $419 million economic impact to the Yuma area	Winter home for over 80,000 winter visitors from October through March Sand Dunes, River Goers and Mexico Visitors add diversity and positive economic impact Thousands of military visitors add to the local economy

The diversity of Yuma's population base shields the community from any one negative economic impact factor.

What Audience Do You Want To Reach?

As a media company , the Yuma Sun and its sister publications are uniquely situated to provide marketing opportunities that match your business goals – from mass-market reach at low cost per thousand to highly – targeted products for our agricultural, senior, military, and Spanish-language populations.

Print Advertising

Yuma Sun
Bajo El Sol
Marketplace
Desert Flightline
The Outpost
Winter Connection
Sunday Select
Direct Mail
Sticky Notes
Flyers

Magazine Advertising

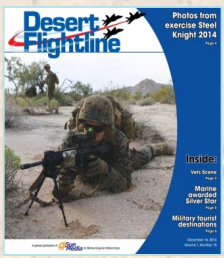
Health Connections
RE Magazine
Southwest Living
Raising Yuma Families
My Yuma Home/Southwest Services

Event Marketing

Winter Visitor Welcome Back Bash
Boomers & Beyond Living Expo
All Region Sports Banquet

Digital Advertising

Banner Advertising
Targeted Display
Mobile Advertising
Rich Media
Wallpaper
Video Advertising
Email Marketing
Contesting

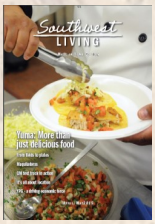


Digital Services

Website Design
Search Engine Optimization
Social Site Setup

Specialty Publications

Visiting In Yuma Guide
Mexico Tourism Guide
Conexion Border Program
Visiting in Yuma Map
River Map
Sand Dunes Map
Hotel Map
Commercial Printing



Display Rates – Ad Specs - Deadlines

Annual Expenditure	Yuma Sun Daily	Yuma Sun Sunday	Yuma Sun / Marketplace Daily	Yuma Sun / Marketplace Sunday	Bajo El Sol
Up to $3,500	$30.01	$34.23	$24.51	$46.73	$17.65
$3,500	$24.01	$27.36	$35.26	$38.61	$15.88
$6,500	$23.44	$26.73	$34.38	$37.67	$15.88
$10,000	$23.03	$26.26	$33.66	$36.89	$14.12
$20,000	$22.70	$24.84	$33.01	$35.15	$14.12
$30,000	$21.79	$24.09	$31.79	$34.09	$12.35
$50,000	$20.51	$23.38	$30.20	$33.07	$12.35
Color: Add $9.41 per column inch – Max $411.76					
Guaranteed Position: add 25%, Subject to availability					
Pick up into Bajo El Sol within 7 days, same ad size, $10.35 per column inch, $9.41 per column inch color (Max $294.11)					
Rates are 15% Commissionable					

1 Column..... 1.5556”
2 Column..... 3.2222”
3 Column..... 4.8889”
4 Column..... 6.5556”
5 Column..... 8.2222”
6 Column..... 9.8889”
Double Truck..... 20.75”

File Formats Required by Sun Media

• We suggest you use a page layout program (such as QuarkXpress or InDesign) for best results. If these programs are not available to you, please send the graphic elements used in your design along with a sample of what you want the ad to look like and our designers will build it for you with the required specifications.

• **We do not accept files in other formats such as MS Publisher, Word, CorelDraw, Paint, Printshop, etc.**

• Composite hi-resolution (minimum 300 dpi) pdf file, grayscale if B&W, CYMK if color.

• All fonts must be outlined/embedded.

• PDF documents can best be created by using Adobe Acrobat Distiller. See recommended Acrobat Distiller settings (Note: You should not use the “Acrobat PDFWriter Print Driver” to create your PDF file). If you do not have Adobe Acrobat Distiller, PDF documents can be exported or created from any desktop publishing application.

Deadlines

Publications	Publish Date	Deadline
Yuma Sun	Monday	Thursday – 5pm
Yuma Sun	Tuesday	Thursday – 5pm
Yuma Sun	Wednesday	Friday – 5pm
Yuma Sun	Thursday	Monday – 5pm
Yuma Sun	Friday	Tuesday – 5pm
Yuma Sun	Saturday	Wednesday – 5pm
Yuma Sun	Sunday	Wednesday – 5pm
Marketplace	Wednesday	Wednesday – 5pm
Bajo El Sol	Friday	Monday – 5pm
This Week!	Friday	Wednesday – 5pm
RE Magazine	Saturday	Monday – 5pm
Sunday Wrap	Sunday	2 Fri. before – 5pm
Outpost	Monday	2 Thur. before – 5pm
Desert Flightline	Monday	2 Thur. before – 5pm
My Yuma Home/SWS	1st Sat. Mthly	2nd Thursday – 5pm
Raising Yuma Families	1st Sat. Mthly	2nd Friday – 5pm
Southwest Living	3rd Sat. Mthly	3rd Friday – 5pm

Preprinted Inserts

Pre-Printed Insert Rates - Daily						
Annual Insert Drops / Rate Per Thousand						
Tab Pages	**Open**	**12 to 26**	**27 to 52**	**53 to 78**	**79 to 109**	**110 plus**
Single Sheet	$49.14	$46.77	$43.76	$41.44	$38.87	$35.88
4-10 Pages	$57.17	$55.03	$51.72	$48.44	$46.69	$43.31
12-18 Pages	$69.75	$66.36	$62.19	$58.33	$55.29	$51.13
20-32 Pages	$77.39	$71.95	$67.24	$62.56	$59.36	$54.46
34-48 Pages	$79.53	$73.82	$68.95	$64.14	$60.81	$55.74
50-68 Pages	$81.27	$75.28	$70.28	$65.45	$61.99	$56.76
70 Plus	$82.34	$76.09	$70.95	$66.12	$62.64	$57.40

Pre-Printed Insert Rates - Sunday						
Annual Insert Drops / Rate Per Thousand						
Tab Pages	**Open**	**12 to 26**	**27 to 52**	**53 to 78**	**79 to 109**	**110 plus**
Single Sheet	$50.61	$48.24	$45.08	$42.63	$40.19	$38.25
4-10 Pages	$58.91	$56.63	$53.31	$49.89	$47.94	$44.59
12-18 Pages	$71.89	$68.35	$64.05	$60.05	$57.00	$52.66
20-32 Pages	$79.66	$74.08	$69.22	$64.40	$61.20	$56.12
34-48 Pages	$81.93	$76.09	$71.07	$66.12	$62.64	$57.40
50-68 Pages	$83.67	$77.55	$72.40	$67.44	$63.83	$58.43
70 Plus	$84.75	$78.34	$73.07	$68.09	$64.49	$59.07

Reservation & Delivery Details

Holidays: Sunday rates apply on all major holidays

Zoning: Add $5.88 per thousand. Not available on Sundays or Holidays.

Reservations: 21 Days in Advance

Delivery: 10 days in Advance

Quantity: 2,000 pieces minimum

Sizes: Minimum: 7” x 9” ; Maximum: 12.5” x 11.5”

Weight: Minimum: 60# ; Maximum: 100#

Receiving Hours & Details: Monday-Friday; 8am – 5pm. Inserts must be boxed or strapped on non-refundable pallets. Inserts must be identified by pallet tag (4 copies on each pallet) which lists account name, insert date, number of boxes or skids in shipment. Shipping expenses are the responsibility of the advertiser. We reserve the right to withhold insertion of any preprint not delivered freight paid.

Restacking: Minimum $250 special handling fee for restacking, strapping or broken pallets.

Hand Insertion: $125 per thousand. This includes inserts in Poor condition.

MCAS & Yuma Proving Ground

Reach Yuma County's military personnel & contractors

- Military is Yuma County's second largest industry and is an important contributor to Yuma's economy.
- Marine Corp Air Station, the Yuma Proving Ground and their employees are a powerful buying group.
- **Desert Flightline** (MCAS Yuma) and **Outpost** (YPG) are published on alternate Mondays.
- News is written by base personnel for their specific audiences.
- Both reach families, civilian personnel, contractors and veterans.
- Employees & contractors work, live and shop in Yuma

Outpost	1 Issue	10 Issues	20 Issues	Add Color
Full Page	$292.94	$269.41	$245.88	$117.65
Half Page	$151.77	$140	$128.24	$70.59
Qtr Page	$81.18	$69.41	$63.53	$41.18
1/8 page	$45.88	$38.82	$34.12	$23.53
Desert Flightline	**1 Issue**	**10 Issues**	**20 Issues**	**Add Color**
Full Page	$516.47	$481.18	$469.41	$117.65
Half Page	$281.18	$257.65	$145.88	$70.59
Qtr Page	$163.53	$140	$128.24	$41.18
1/8 Page	$92.94	$81.18	$69.41	$23.53
Military Combo	**1 Issue**	**10 Issue**	**20 Issue**	**Add Color**
Full Page	$775.29	$728.24	$692.94	$235.29
Half Page	$410.59	$375.29	$351.76	$141.18
Qtr Page	$222.35	$187.06	$175.29	$82.35
1/8 Page	$116.47	$104.71	$92.94	$47.06

Bajo El Sol – Spanish Publication

Bajo El Sol is written for Yuma County Spanish readers with news & information especially for them. This weekly publication is read by local Yuman's as well as visitors from Mexico.

- Local News & Information written in Spanish for over 20 years
- Frequency and Package agreements available
- Special monthly Celebration feature is highly read
- Home Delivered in Somerton & San Luis Arizona
- Rack Delivered in Somerton, San Luis Arizona, Yuma & Wellton
- Ads translated at no charge
- Pickup ad from Yuma Sun or RE Magazine at discounted rate

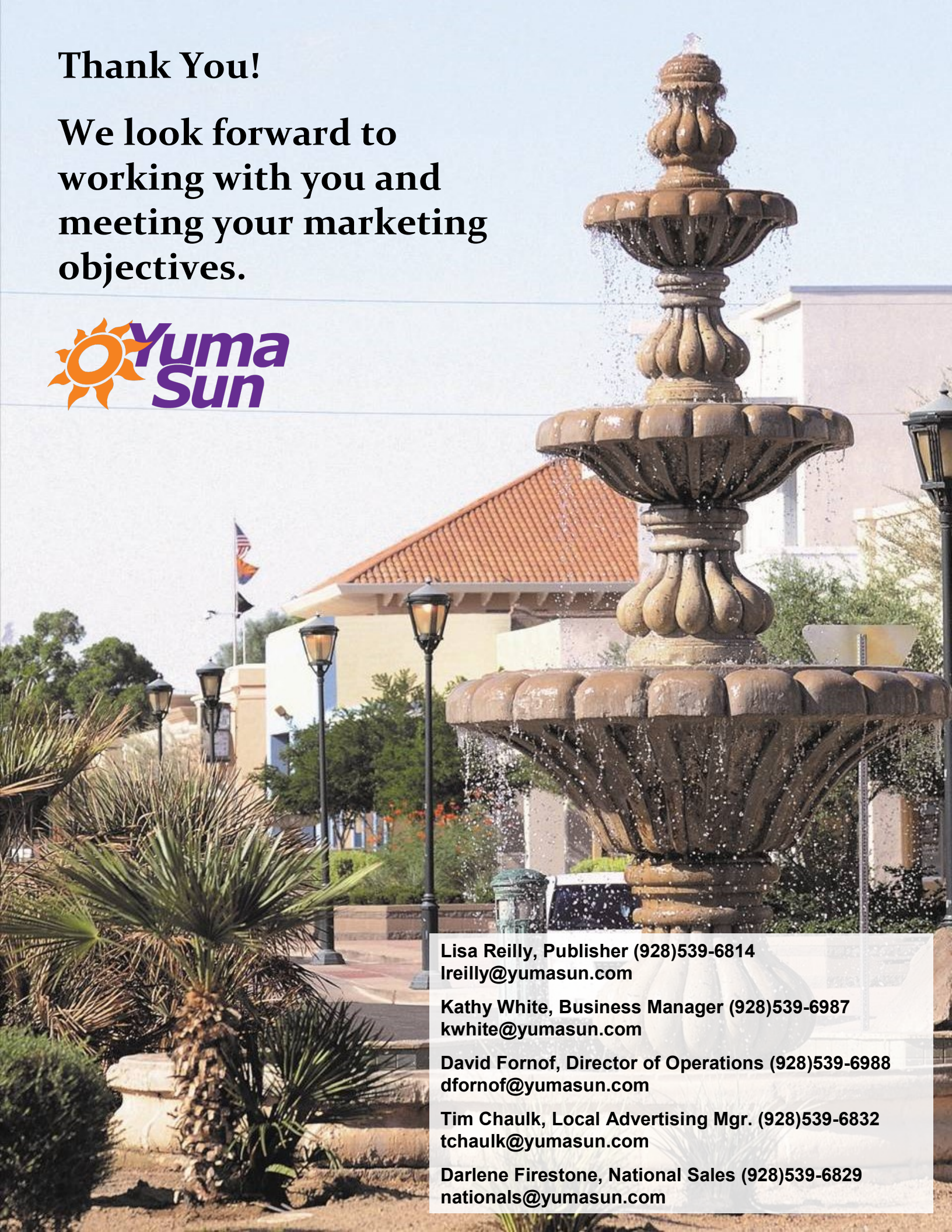
Yuma County Population				
	Total Population	**Hispanic Population**	**% Hispanic**	**Occupied Households**
Yuma County	203,247	124,184	61.1%	64,767
Yuma City	91,923	50,374	54.8%	30,714
Somerton	14,994	14,379	95.9%	3,791
San Luis	21,180	20,905	98.7%	6,953
Foothills	26,265	5,279	20.1%	12,006

Ad Size	Size	Dimensions	Per Ad	Color Rate
Full page	6 x 21	9.889" x 21"	$2,223.53	$411.77
Half Page	6 x 10.50	9.889" x 10.50"	$1,111.77	$411.77
Qtr Page	3 x 10.50	4.889" x 10.50"	$555.88	$296.47
1/8 Page	3 x 5.25	4.889" x 5.25"	$277.94	$148.24

Thank You!

We look forward to working with you and meeting your marketing objectives.

Yuma Sun



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