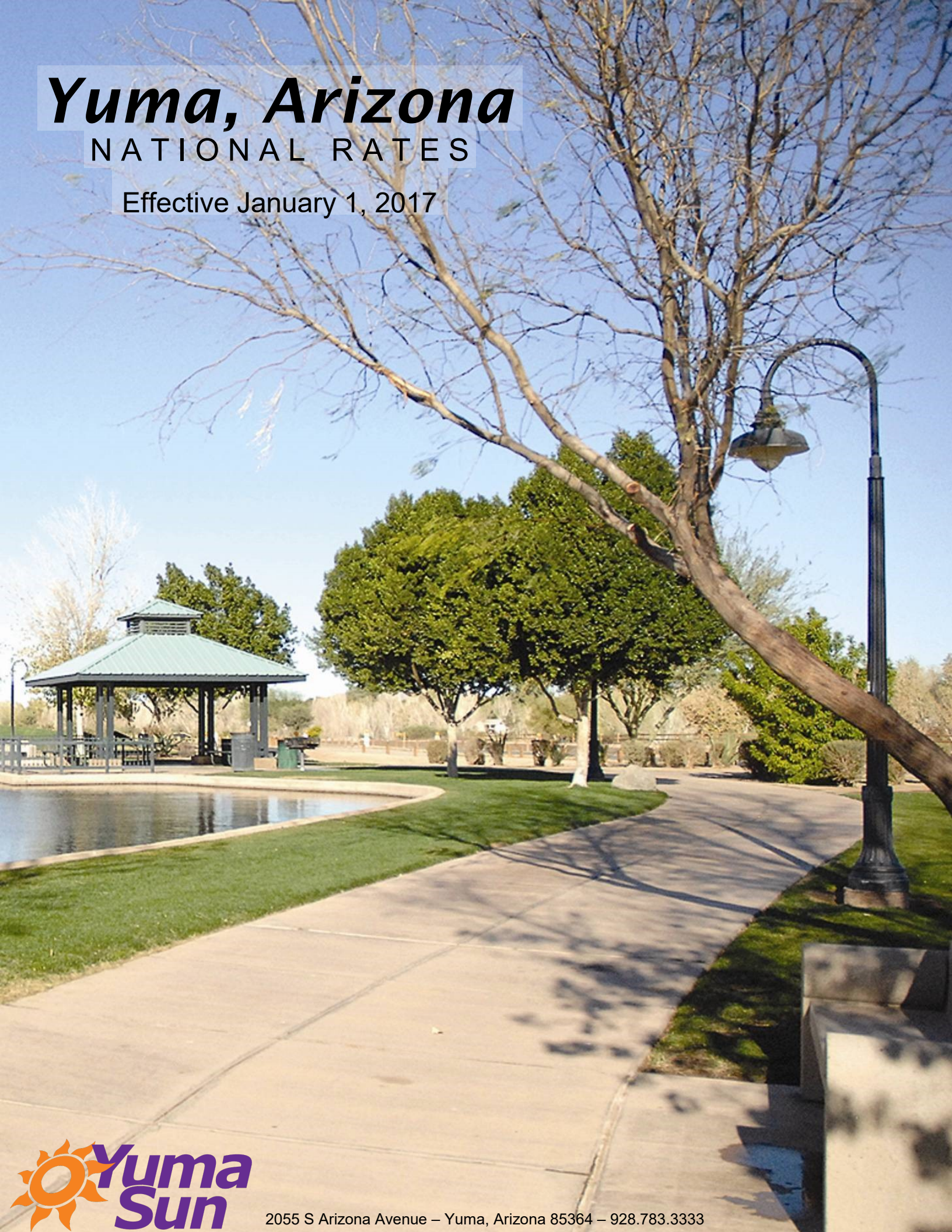


# ***Yuma, Arizona***

NATIONAL RATES

Effective January 1, 2017



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

**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

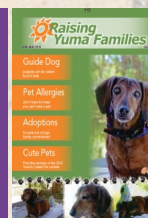
- Banner Advertising
- Targeted Display
- Mobile Advertising
- Rich Media
- Wallpaper
- Video Advertising
- Email Marketing
- Contesting

## 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"	<b>Deadlines</b>		
2 Column.....	3.2222"	<b>Publications</b>	<b>Publish Date</b>	<b>Deadline</b>
3 Column.....	4.8889"	Yuma Sun	Monday	Thursday – 5pm
4 Column.....	6.5556"	Yuma Sun	Tuesday	Thursday – 5pm
5 Column.....	8.2222"	Yuma Sun	Wednesday	Friday – 5pm
6 Column.....	9.8889"	Yuma Sun	Thursday	Monday – 5pm
Double Truck.....	20.75"	Yuma Sun	Friday	Tuesday – 5pm
<b>File Formats Required by Sun Media</b>		Yuma Sun	Saturday	Wednesday – 5pm
• 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.		Yuma Sun	Sunday	Wednesday – 5pm
• We do not accept files in other formats such as MS Publisher, Word, CorelDraw, Paint, Printshop, etc.		Marketplace	Wednesday	Wednesday – 5pm
• Composite hi-resolution (minimum 300 dpi) pdf file, grayscale if B&W, CYMK if color.		Bajo El Sol	Friday	Monday – 5pm
• All fonts must be outlined/embedded.		This Week!	Friday	Wednesday – 5pm
• 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.		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	1 <sup>st</sup> Sat. Mthly	2 <sup>nd</sup> Thursday – 5pm
		Raising Yuma Families	1 <sup>st</sup> Sat. Mthly	2 <sup>nd</sup> Friday – 5pm
		Southwest Living	3 <sup>rd</sup> Sat. Mthly	3 <sup>rd</sup> 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

<b>Outpost</b>	<b>1 Issue</b>	<b>10 Issues</b>	<b>20 Issues</b>	<b>Add Color</b>
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
<b>Desert Flightline</b>	<b>1 Issue</b>	<b>10 Issues</b>	<b>20 Issues</b>	<b>Add Color</b>
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
<b>Military Combo</b>	<b>1 Issue</b>	<b>10 Issue</b>	<b>20 Issue</b>	<b>Add Color</b>
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.**



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