

delivering
Yuma
to your
front door

Yuma Sun / Yuma Sun Marketplace

National Rates & Specifications

(Effective 6/01/09)

Schedule & Deadline							
Yuma Sun							
Publication Day	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Deadline	Wed - 5PM	Thurs - 5PM	Thurs - 5PM	Fri - 5PM	Mon - 5PM	Tues - 5PM	Tues - 5PM
Yuma Sun Marketplace							
Publication Day				Wednesday			
Deadline				Thursday			

ROP - DOLLAR VOLUME CONTRACT RATES						
Annual Expenditure	ROP Rates				Courtesy Rates	
	Daily	Combo*	Sunday	Combo*	Bajo El Sol	Super Shopper
Open Rate	\$30.01	\$42.51	\$34.23	\$46.73	N/A	N/A
\$3,500	\$24.01	\$35.26	\$27.36	\$38.61	N/A	13 X Rate
\$6,500	\$23.44	\$34.38	\$26.73	\$37.67	N/A	26 X rate
\$10,000	\$23.03	\$33.66	\$26.26	\$36.89		
\$20,000	\$22.70	\$33.01	\$24.84	\$35.15		
\$30,000	\$21.79	\$31.79	\$24.09	\$34.09	N/A	48 X Rate
\$50,000	\$20.51	\$30.20	\$23.38	\$33.07		
\$75,000	\$19.57	\$28.61	\$22.31	\$31.35		
\$100,000	\$18.78	\$27.53	\$21.40	\$30.15		
\$150,000	\$17.72	\$25.85	\$20.21	\$28.34		

* Includes Yuma Sun and Yuma Sun Marketplace

Color - Yuma Sun	1 Color	Contract	Non-Contract
		\$241	\$261
Color - Marketplace	Full Color	\$592	\$797
	Full Color	Add \$75.00	Add \$75.00

Color subject to availability

Guaranteed position	Add 25% to price of ad. Subject to availability
	Yuma Sun Marketplace front page limited to half-page ad. (4 column or 6 column only)

Pick up into Bajo El Sol	Add \$10.35 per column inch; Color add 35%.
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BANNERS / SKY BOX

Location	Description	Specifications	Rates	
			Daily	Sunday
Sky Box	Top of Front Page - Sunday (Color)	2.5" X 2.5"	N/A	\$399
Front Page	Bottom of Section A - Front Page (Color)	9.889" X 1.5"	\$315	\$399
Section Fronts	Bottom of Sports/Business/Desert Life (Color)	9.889" X 1.5"	\$249	\$309
Weather Banner	Top of Weather Page (Color)	9.889" X 1.5"	\$199	\$239
Sports Stats	Top of Sports Statistics (B/W)	9.889" X 1.5"	\$159	\$199

SPECIFICATIONS

Column Width	Columns	Width	Columns	Width	Columns	Width
	1	1	1.556"	3	4.889"	5
2	2	3.222"	4	6.556"	6	9.889"

Full Page Depth: 21" / Full Page Specs: 9.889" X 21" / Double Truck: 20.778" X 21"

Artwork (pictures, logos, etc) and "camera ready" ads may be emailed to us directly at: ads@yumasun.com.

Files need to be composite Hi-Res PDF files (CMYK if color, Grayscale if not). All fonts and art to be embedded in your file.

An FTP site is available for large files. Please contact our Graphic Arts professionals at (928) 539-6800 for information on uploading to the FTP site, or with any other electronic file submission questions you may have.



Rates are 15% commissionable.