

The Daily Dispatch

Viva! Mexico ■ Valley Vista • La Union

530 11th Street, P.O. Drawer H, Douglas, AZ 85608

(520) 364-3424 • FAX (520) 364-6750

e-mail advertising@douglasdispatch.com

Advertising Rates Effective

June 1, 2008

The Daily Dispatch, established in 1902, is owned and operated by Wick Communications. The Dispatch is published Tuesday through Friday afternoons, and on the weekend.

Douglas, Arizona is on the Mexican border, 118 miles southeast of Tucson. The city was founded in 1901 as a site for a copper smelter. It is an important commercial center for the Sulphur Springs Valley, where agriculture and ranching are the dominant economy, and for northeastern Sonora, Mexico.

The population of Douglas in 2004 was 16,250. The population of Cochise County, Arizona was 112,300. The population of Agua Prieta, Sonora, Mexico, just across the border from Douglas, is an estimated 125,000. Taxable sales receipts in Douglas in 2004 totaled \$128,890,840.

Pre-Printed Inserts

All pre-printed inserts must be properly designed to satisfy postal requirements for periodical rates. Material Deadline: at least three working days prior to the day of distribution. Size: Section must conform to the overall size of the newspaper, with a minimum size of 5" by 7". The charge for pre-prints is \$39 per thousand on a yearly contract basis for The Daily Dispatch, Viva! Mexico and Valley Vista (the Tuesday Total Market Coverage package with a circulation of 26,000). The open rate for pre-prints is \$60 per thousand. The minimum charge is \$180. The commissionable rate is \$70 per thousand. **(Minimum number is 3,000.)**

Classified/Legals

Legal/Public notices.....\$6.85/in.
Legal/Display\$7.00/in.

Legal advertisers will be charged for a minimum of 2 column inches per run.

Classified Retail Advertising rates

(All rates are per column inch)

Open rates for occasional or one-time advertisers
Open and classified display\$6.60

Contract rates are for advertisers who agree to purchase a specific number of inches in a minimum of 13 weeks for a discounted rate. All contracts must be in writing, signed and dated by an authorized representative of The Dispatch.

Classified column inches are: 1 col 7 picas, 2 col 14.1 picas, 3 col 22.8 picas, 4 col. 30.6 picas, 5 col. 38.4 picas, 6 col. 46.2 picas, 7 col 54 picas, 8 col. 61.1 picas, 9 col. 69.9 picas.

Retail Advertising Rates

(All rates are per column inch)

•Open rates for occasional or one-time advertisers	
Open	\$8.35
Classified Display	\$8.35
Commissionable	\$8.35
(open and classified display)	
Civic/nonprofit	\$4.70
(must be approved by the publisher)	

Contract rates are for advertisers who agree to purchase a specific number of inches in a minimum of 13 weeks for a discounted rate. All contracts must be in writing, signed and dated by an authorized representative of The Dispatch.

Weekly Frequency Contract Rates

5"or more	\$6.50
10"or more	\$5.85
25"or more	\$5.55
100"or more	\$5.35
(Net rates; agencies add commission)	

Yearly Bulk Rates

250-999,	\$6.50
1000,2999	\$5.85
3000 and over	\$5.85
(Net rates; agencies add commission)	

Total Market Coverage (TMC) is offered to advertisers at a pick-up rate Tuesday in Viva! Mexico.

Open	\$6.10
Commissionable	\$6.10
Contract	\$3.85

Total Market Coverage (TMC) is offered to advertisers at a pick-up rate Thursday in Valley Vista serving Elfrida, McNeal, Double Adobe, Sunizona and Sunsites, and La Union, our Spanish language publication.

Open	\$6.10
Commissionable	\$6.10
Contract	\$3.85

Color rates available for any size ads. \$100 for one color; \$195 for two colors, \$265 for full process.

Pickup rates available for Viva, Valley Vista and La Union

Deadlines

Weekend	.5 p.m. Thursday
Tuesday	.5 p.m. Friday
Wednesday	.5 p.m. Monday
Thursday	5 p.m. Tuesday
Friday	.5 p.m. Wednesday

Classified liners deadline is Noon the day before publication. Viva! Mexico deadline is 5 p.m. Thursday.

La Union	Noon Friday
Valley Vista	Noon Monday

Specials

Tuesday - Food, Health and Fitness; TMC

Wednesday - Business Review

Thursday - Education; Business

Friday - Entertainment, TV Guide

Weekend - Color Comics, USAWeekend, SE

Magazine, Expanded Classified Section, Real Estate, Church

Special sections include the Down Through the Years (merchant anniversaries) and Visitor's Guide in January; Valentine's Day in February; the annual Business and Services Directory in March; Easter in April; Cinco de Mayo, Mother's Day and Graduation in May; Father's Day in June; Independence Day in July; Back to School in August; Cochise County Fair in September; Halloween in October; Veterans' Day and Thanksgiving in November; and Christmas and New Year's promotions in December. We also publish a high school sports calendar three times a year and special sections or page for all Mexican holidays. Ask your ad representative for details. The Visitor's Guide is printed quarterly as is the Real Estate Guide, both which begin in January.

Tuesday's Total Market Coverage (Daily Dispatch plus Viva! Mexico and Thursday's Valley Vista) is the best investment for your advertising dollar. It reaches more than 140,000 homes in Southeastern Arizona and Northeastern Sonora, Mexico.

Mechanical Measurements

6 column format	.21 1/2 inches deep
One column:	1.66 inches
Two column:	3.6 inches
Three column:	5.5 inches
Four column:	7.3 inches
Five column:	9.4 inches
Six column:	11.2 inches
Six column format:	.21 1/2 inches deep
Columns to a page:	6
Depth of column:	.21 1/2 inches
Column inches to page:	129

*Ads ordered in excess of 19 inches in depth will be set full column depth and billed for 21 1/2 inches.

*Double truck ads will be charged at 13 columns.

Payment

Thank you for prompt payment. Payment is due in the advance for all advertising unless credit has been established. All accounts are payable by the 15th of the month following insertion. All past due accounts will be subject to suspension of advertising unless arrangements for payment are made at our accounting office. Frequency contract rates apply only if full payment is made by the last day of the month following service. Open rates will be applied to all delinquent accounts and interest at 1 1/2% with a minimum \$1 charge.

Requests for special advertising positions will be given every consideration. For a 25 percent special charge, we will guarantee position.

General policies

The newspaper agrees to furnish one checking proof of advertisements exceeding 20 column inches to advertisers on request. All checking proofs must be returned to the ad department by the ad deadline established by the newspaper sales representative. Proof to advertiser is for the purpose of correcting errors, but not for additions or changes in original copy.

Advertisers are asked to check the ad the first day it appears for any errors. A telephone call between 8 a.m. and 9 a.m. on the first day after the ad appears will allow a correction on the second insertion. No claims will be allowed for more than one incorrect insertion. Advertisers canceling advertising before publication date will be charged 1/2 the cost of the ad for production make-up.

The Daily Dispatch will not be bound by any verbal agreements, promises, waivers, understanding or conditions of any nature that are not contained on this rate card. Publisher's Liability for Error: The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The publisher's liability for other errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement. Indemnification: The advertiser and/or advertising agency agrees to defend and indemnify the publisher against and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the advertiser's advertisement.

Personnel

Editor and Publisher: Larry Blaskey

publisher@douglasdispatch.com • Cell (520) 220-8775

advertising@douglasdispatch.com

Composing Supervisor: Michelle Garcia

composing@douglasdispatch.com

Member

National Newspaper Association
Inland Press Association
Arizona Newspaper Association
Associated Press
Wick Newspaper Group

Larry Blaskey, Editor and Publisher

publisher@douglasdispatch.com

cell: 520•220•8775 PH: 520•364•3424 Ext. 102