

ARIZONA DRIVER

THE ENTHUSIAST'S GUIDE TO LIFE BEHIND THE WHEEL

***We drive customers
to your business.***

Media Kit 2016
RATES & SPECIFICATIONS

2016-25A

VEHICLES • EQUIPMENT • TECHNOLOGY • PEOPLE • EVENTS • DESTINATIONS • ATTRACTIONS

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Display Advertising Rates

Frequency within 12 months	6x	3x	1x
FULL PAGE	\$ 4270	\$ 5035	\$ 5945
Inside covers (4c).....	5400	6360	7470
Back cover (4c)	6510	7650	8995
2-page spread (4c).....	7715	9080	10675
2/3 PAGE	3635	4275	5035
1/2 PAGE	2975	3505	4125
1/3 PAGE	1985	2340	2750

- **DISPLAY ADVERTISING RATES** are per bimonthly insertion; 3x and 6x contracts will run consecutively within one 6-month or 12-month period.

Ad closing dates

	CONTRACT	MATERIALS	
November-December	2015	Oct 2	Oct 9 2015
January-February	2016	Dec 2	Dec 9 2015
March-April	2016	Jan 29	Feb 5 2016
May-June	2016	Mar 29	Apr 5 2016
July-August	2016	May 27	Jun 3 2016
September-October	2016	Jul 29	Aug 5 2016
November-December	2016	Sept 29	Oct 5 2016
January-February	2017	Nov 29	Dec 2 2016

Custom programs

ADDITIONAL QUANTITIES AND DIRECT MAIL:

You may purchase additional quantities for mailings to customers or prospects, or for on-site distribution or retail sales. Custom list and mailing services are available. Inquire about programs and terms.

CO'OPS / ADVERTORIALS / PROMOTIONAL SECTIONS:

Advertorial sections, co'op ads and other specialty advertising can be accommodated. Terms are negotiable.

CUSTOM PUBLICATIONS:

Customized versions of the magazine can be produced, with modified covers and/or specific pages. Inquire for specific terms.

Web Banner/Listing

Frequency within 12 months (3x minimum)	3x-12x
BANNER AD + TEXT LISTING (per month).....	\$ 600

- **WEB AD RATES** are per month; minimum frequency contract is 3x within one 12-month period; other frequencies available up to 12x within one 12-month period.
- **BANNER AD** is 468x60 pixels, JPG or GIF, file note to exceed 100KB. No Flash.
- **TEXT LISTING** includes business name and URL link.
- **PRINT AND WEB AD COMBO:** A website banner ad and text listing are included at no additional charge with a full-page annual display ad contract.
- Website ads or listings can be updated once per month. Headings, sequence and positions are determined by publisher.

Circulation, policies and information

FREQUENCY:

- *Arizona Driver Magazine* is published bimonthly (every other month, i.e. 6x/year).

CIRCULATION: 25,000

- 25,000 copies are distributed in metro Phoenix and statewide locations with appropriate traffic and demographics. Check with us for current details.

BLEED, COLOR, POSITION:

- All pages are printed in 4-color full bleed.
- Ad positions (other than covers) are run-of-book and at publisher's discretion. Availability of size and position may vary.
- Bleed ads of 2/3 or 1/2 page size must be planned, coordinated and produced to accommodate specific left/right, top/bottom positions (call for sizes/specifications).
- Preferred positions (other than covers at cover rates) may be available with a 15% surcharge, on a first-come first-served basis, if available.

OTHER POLICIES:

- Rates, frequency, offers and other details may be superseded by newer information at any time, which will apply to renewal or new contracts.
- Inappropriate advertising may be refused at publisher's discretion.

SALES TAX: Applicable sales taxes are included in rates shown herein.

Display Advertising Specifications

DIMENSIONS

FULL PAGE.....Trim size	8.375"	x	10.875"
.....Incl. 1/8" bleed =	8.625"	x	11.125"
Text and vital images should be kept a safe distance from trim.			
.....non-bleed	7.25"	x	9.75"

2/3 PAGEnon-bleed size*	4.75"	x	9.75"
1/2 PAGEnon-bleed size*	7.25"	x	4.75"

* 2/3 or 1/2 page bleed ads are possible; call for availability and specifications.

1/3 PAGE Vnon-bleed only	2.25"	x	9.75"
1/3 PAGE SQnon-bleed only	4.75"	x	4.75"

DISPLAY AD MATERIALS SUBMISSIONS

- Provide press quality PDF with all fonts embedded, or EPS/TIFF at 300dpi.
- Materials may be emailed or uploaded via FTP or third-party service. Make certain to email to notify us of your submission method and file name(s).
- Include issue date, your contact info and any other key information, and send to: production@arizonadrivermagazine.com
- Call or email with any production or submission questions.

Ad design and production

NO AD? NO PROBLEM. Our advertising staff can work with you to develop custom ad materials or even your whole campaign. Call for more information.

Arizona Driver Magazine

sales@arizonadrivermagazine.com

Main office: 480-948-0200

www.arizonadrivermagazine.com

PO Box 13387, Scottsdale AZ 85267

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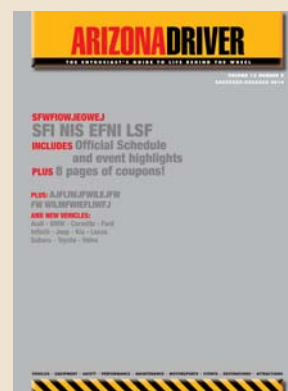
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Anchor Sponsor Program

When available, you can anchor an entire issue, with benefits extending throughout the year, including: branding exposure, product sales, outlet for co'op dollars (with cost offset), coupon incremental income, plus ability to transfer some event content into here from other expensive in-house publications, plus possibility of retailing the magazines to self-liquidate or make a profit.

Brand-building Issue	VALUES
2pp inside editorial and/or ads	\$ 8540
Web banner & link (2 mos)	1600
Brand-building Issue	
2pp inside editorial and/or ads	8540
Web banner & link (2 mos)	1600
LEAD-UP Issue: two prior	
Inside cover ad	5400
4pp inside editorial (and/or ads or co'op ads)	17,080
Web banner & link (2 mos)	1600
LEAD-UP Issue: one prior	
Inside cover ad	5400
4pp inside editorial (and/or ads or co'op ads)	17,080
Web banner & link (2 mos)	1600
ANCHOR Issue	
Front cover feature	
(photo, headline, inclusions mention)	9600
Back cover ad	6510
8pp inside editorial (and/or ads or co'op ads)	34,160
Web banner & link (2 mos)	1600
Plus potential distribution draw value	+
Plus potential retail (25m at \$5)	*125,000
FOLLOWUP Issue	
Inside cover ad	5400
4pp inside editorial (and/or ads or co'op ads)	17,080
Web banner & link (2 mos)	1600
Total value print pages	\$ 134,790
Total value web banners + links	9600
Total value print+web	\$ 144,390
ANCHOR SPONSOR PROGRAM COST:	\$ 88,000
(Savings value:	56,390)
Example: potential resale of half your pages as co'op:	(42,700)
Balance out-of-pocket after co'op example:	\$ 45,300
Potential retail of anchor issue	*(125,000)
Potential profit w retail mags and sample co'op:	(\$ 79,700)
Plus potential distribution draw value	+



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Group Ad Page Rates

Join an available category or we can work with you to create a new one. Team up with partners, neighbors, colleagues or competitors, for increased impact and savings. Inquire for more information, samples and examples.

Frequency within 12 months (annual contract only) 6x

4 PER PAGE: 3.5" x 4.5"..... PER AD PER ISSUE: \$ 1700

6 PER PAGE: 2.25" x 4.5"..... PER AD PER ISSUE: 1250

• **GROUP AD PAGE RATES** are per bimonthly insertion; available on a 6x annual contract basis only and will run consecutively within one 12-month period.

Group Ad Pages: Individual Ad Specs

DIMENSIONS

Each ad, 4 per page..... 3.5" x 4.5"

(sample combo of 2 on 4-per-pg) 7.25" x 4.5"

Each ad, 6 per page..... 2.25" x 4.5"

(sample combo of 2 on 6-per-pg) 4.75" x 4.5"

Note: Each page has a title banner; ads are non-bleed. With multi-page buys, we can work with you on lead full-page or half-page bleed ads with or without title banners.

AD MATERIALS SUBMISSIONS

- Provide press quality PDF with all fonts embedded, or EPS/TIFF at 300dpi.
- Materials may be emailed or submitted via FTP or third-party service. Make certain to email to notify us of your submission method and file name(s).
- Include issue date, your contact info and any other key information, and send to: production@arizonadrivermagazine.com
- Call or email with any production or submission questions.

Ad design and production

NO AD? NO PROBLEM. Our advertising staff can work with you to develop custom ad materials or even your whole campaign. Call for more information.

Combinations, policies and information

- **DISPLAY AND GROUP AD COMBOS:** Individual purchaser of a one-year contract can combine group page ads with full page ads, e.g. run one smaller group ad for three issues and a full-page ad for the other three, each at its respective 6x rate.
- Publisher reserves the right to not accept single Group Ad Page ads if there are not enough others to form a suitable category.
- Group Ad Pages are not available in cover positions.

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*From
0 to 60
at the turn
of a page.*

