



ADVERTISING RATES

Effective August 28, 2012

Publications include:

- Casa Grande Dispatch
- Tri-Valley Dispatch
- Coolidge Examiner
- Eloy Enterprise
- Florence Reminder & Blade-Tribune
- Arizona City Independent/Edition
- Pinal Real Estate Buyers' Guide



Grow your business online with TriValleyCentral.com

With over 5,000 visitors daily and 115,220 different people, or unique visitors, coming to the site each month, TriValleyCentral.com is the perfect way to market your business online. According to recent market research, our visitors are generally young, affluent consumers looking to purchase products and services from local merchants.

ONLINE ADVERTISING RATES

Effective August 28, 2012

PRICING



TriValleyCentral.com ROS (Run of site) Ads

ROS ads appear on every page of the site, rotating in their respective positions.

A) Top Leaderboard: 728x90
Minimum of 100,000 impressions/mo.
12 mo.: \$3.5 cpm – \$350/mo.

B) Page Curl
Minimum of 90,000 impressions/mo.
12 mo.: \$3 cpm – \$270/mo.

C) Top Box: 300x250
Minimum of 100,000 impressions/mo.
12 mo.: \$4 cpm – \$400/mo.

D) Top Rectangle: 200x90
Minimum of 80,000 impressions/mo.
12 mo.: \$3 cpm – \$240/mo.

E) Half Page #1: 300x600
Minimum of 90,000 impressions/mo.
12 mo.: \$3.5 cpm – \$315/mo.

F) Half Page #2: 300x600
Minimum of 75,000 impressions/mo.
12 mo.: \$3 cpm – \$225/mo.

G) Bottom Leaderboard: 728x90
Minimum of 70,000 impressions/mo.
12 mo.: \$3 cpm – \$210/mo.

H) Bottom Rectangle: 200x90
Minimum of 72,000 impressions/mo.
12 mo.: \$1.75 cpm – \$126/mo.

All ROS rates based on minimum impressions listed and 12-month contracts. Add \$1 cpm to monthly price for 3- to 11-month contracts. Open rate of \$6 cpm applies to 1- to 3-month commitment and \$10 cpm rate applies to ads running 1 month.

Political ROS ads

All political ads must adhere to CGVNI's political guidelines pricing –
5,000-24,999 impressions: \$10 cpm;
25,000+ impressions: \$7cpm

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The screenshot shows the Casa Grande Dispatch website interface. At the top, there are navigation links for Home, News, Sports, and Classifieds. Below the navigation is a featured story titled "Vekol Valley Deaths: Protestors, political rivals blast Babeu for comments". To the right of the featured story is a weather widget for Coolidge, Arizona, showing a high of 88°F and a low of 68°F. Below the featured story are several smaller news items, including "Spartans' hot streak continues" and "Eight red flags that could get you audited". On the right side of the page, there are several advertisements, including one for Ford cars with the text "SHOW LOW FORD BIG... BIGGER... BIGGEST" and another for ACE Cleaners. At the bottom of the page, there is a calendar for July 2012 and an online poll.

Sponsorship Positions

Targeted positions are exclusive with the exception on the Maricopa and Classified page sponsors.

• Publication Sponsor:

Includes:

A) Exclusive ad on publication homepage: 468x125

B) In story ads within that publication: 300x250

Available for the following publications:

- Casa Grande Dispatch: \$150
- Eloy Enterprise: \$75
- Coolidge Examiner: \$75
- Florence Reminder & Blade-Tribune: \$75
- Arizona City Independent/Edition: \$75
- Tri-Valley Dispatch: \$75

• Section Sponsor:

Includes:

A) Exclusive ad on publication homepage: 468x125

B) In story ads within that publication: 300x250

Available for the following sections:

- Obituaries: \$175/mo.
- Opinion: \$175/mo.
- Courts/Police: \$175/mo.
- Calendar: \$100/mo.

• Newsletter Sponsor:

Exclusive position on TriValleyCentral.com newsletter.

Delivered to over 1,000 inboxes daily. Not shown.

- \$120/mo. 468x60

• Weather Sponsor:

C) Advertiser's linked logo or business name on

continually-updated weather forecast. Appears on top of screen on every page of website.

- \$150/mo.

All sponsorship rates based on 12-month contracts. Add 25% to contract rate for open monthly rate for non-contract advertisers.

The screenshot shows a news article titled "Independence Day blast for all" from the Casa Grande Dispatch. The article is dated Friday, July 13, 2012, at 3:40 pm. It reports on a fireworks display at Kinross Park in Coolidge, Arizona. The article includes a photo of fireworks exploding in the night sky. A yellow and black striped graphic with a white circle containing the letter 'B' is overlaid on the article, indicating a sponsorship position. Below the article, there is a calendar for July 2012 and an online poll.

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Classified Positions

A) Classified Page Sponsorship:

\$125/mo.

A unique opportunity to target your message to consumers looking to buy products or services online. Two ads share position.

• Click Classifieds & Show and Sell

For only an additional \$5, have your classified ad or Show and Sell ad appear prominently on our website in a keyword-searchable database.

Ad will appear only for same amount of time it runs in the newspaper.

For Click Classified ads, additional picture or logo is included online.

• Display Ads

Upload your print ad from any of CGVNI's publications to our keyword-searchable database, for one month.

\$15 for contract advertisers; \$20 non-contract advertisers.

B) Page Takeover

A) Have your ad take over our website.

960x30 closed, 960x300 open.

\$100 per day. Not available on contract.

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PRICING

AL & RILEY'S
AIR CONDITIONING & SHEET METAL
RESIDENTIAL • COMMERCIAL
INSTALLATIONS

Keep Your Home Happy.
Call Al & Riley's For All Your Heating And Air Conditioning Needs.
Commercial/Residential • Installations & Repairs
Ice Making Equipment • Heat Pumps • Gas Packs
Air Duct Cleaning • Evaporative Coolers • Parts in 2
Attic Insulation (10 Year Warranties Available)

Financing Available
40 North

Mini Webpages

Don't have a website? Let our team of graphic and web designers build you a mini webpage.

Size requirements:
Maximum file size - 776x1440.jpg @ 72 dpi
Price: \$50/hr. of composition time.

★ Online contract advertisers receive a 10% discount on composition time. These will appear on Display Ads for \$20 per month or \$15 per month for contract advertisers, and can be used as a click-thru for your online ad on your website.

DODGE HENRY BROWN CHRYSLER
Minivan Madness Sale!
PRICES STARTING AT \$17,977 0% APR Financing Available! SELECT NEW MINIVANS \$6,000 OFF MSRP
OVER 50 CHRYSLER & DODGE MINIVANS AVAILABLE!
2010 CHRYSLER TOWN & COUNTRY
CUSTOMER VALUE
- 26 Years of Minivan Leadership and Innovation Safety
- Government Highest Safety Rating Comfort
- Most Innovative Seating System Entertainment
- Dual Screen Family Entertainment System Available
HERE TO BROWSE MINIVAN INVENTORY
See dealer for details.

mUSD IS FOR UNIFIED
6 ELEMENTARY SCHOOLS • 2 MIDDLE SCHOOLS • 1 HIGH SCHOOL

- Enrollment open for full-day Kindergarten
- Blended learning via in-person AND online teaching for 5th-8th grade transitioning
- Online schooling, blended learning and career-related offerings for high school students
- State-of-the-art facilities and programs including jewelry making, dance, graphic design and more!

MUSD: Ensuring all students - at every grade level - achieve their potential in school, career and life via a safe, supportive, challenging, empowering and innovative learning environment.

MARICOPA Unified School District
www.maricopausd.org (520) 568-5100

ONLINE ADVERTISING RATES

Effective August 28, 2012

CONTACT

For More Information

For information about advertising opportunities, please contact your Casa Grande Valley Newspapers Inc. sales representative or a member of our professional Web sales team:

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Co-Publisher/Managing Editor

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Casa Grande Valley Newspapers Inc. Advertising Dept. is located at 408 N. Sacaton St. in Casa Grande. Offices are also located in each of the communities they serve: Arizona City, Coolidge, Eloy, Florence and Maricopa.

- City sales tax of 1.8% will be added to all rates
- Rates are net
- TriValleyCentral.com reserves the right to revise advertising rates upon 30-days written notice and all contracts are subject to this reservation
- TriValleyCentral.com reserves the right to edit and classify all ads and to cancel any ad at any time
- Payment must accompany all orders from accounts which have not established credit with Casa Grande Valley Newspapers Inc.
- TriValleyCentral.com reserves the right to withhold publication of any advertisement. If copy or creative is rejected, any monies paid for the advertisement will be returned and all parties will be released from any contractual obligations

Submission Requirements:

- E-mail creative to your advertising representative
- Banner ads must include a border
- Creative is due 5 business days prior to campaign launch



ONLINE ADVERTISING RATES



Effective July 1, 2014



SanTanValleySentinel.com ROS (Run of site) Ads

ROS ads appear on every page of SanTanValleySentinel.com, rotating in their respective positions with a total of 2 advertisers per position.

A) Top Box: 300x250

12 mo. rate: \$200/mo.
6 mo. rate: \$245/mo.
Open rate: \$288/mo.

B) Top Leaderboard: 728x90

12 mo. rate: \$165/mo.
6 mo. rate: \$196/mo.
Open rate: \$230/mo.

C) Half Page: 300x600

12 mo. rate: \$140/mo.
6 mo. rate: \$170/mo.
Open rate: \$200/mo.

D) Top Rectangle: 200x90

12 mo. rate: \$100/mo.
6 mo. rate: \$122/mo.
Open rate: \$144/mo.

E) Middle Box: 300x250

12 mo. rate: \$121/mo.
6 mo. rate: \$147/mo.
Open rate: \$173/mo.

Other Ad Locations:

Page Takeover: \$50/day
960x30 closed/960x300 open
In story – Min. 2 advertisers in rotation,
300x250: \$100/mo.

Additional ad positions will become available as site develops.

SanTanValleySentinel.com advertisers also running on TriValleyCentral.com and/or CopaMonitor.com will receive a 20% discount on the less expensive of the second and third ads. Sales tax is 1.8%.

Objective and Professional News and Advertising Outlet Covering San Tan Valley
A Division of Casa Grande Valley Newspapers Inc.

News

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Display Department

