



# MEDIA KIT **[2012]**



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## OVERVIEW

PHOENIX NEW TIMES

**WE'VE  
GOT  
ISSUES.**

Since its founding in 1970, **NEW TIMES** has grown to become the largest newsweekly in Phoenix.



By shining an unwavering light on the important, often controversial issues that shape our lives, cultures and communities, we keep our readers awake and aware. We take on the stories others shy away from. We expose the truth at any cost. In the process, we've raised many eyebrows and ruffled more than a few feathers.

## TODAY'S **PHOENIX NEW TIMES**

Today, **New Times** reaches 538,956\* readers in print and 1,077,163\* unique visitors online for hard hitting, fearless, investigative reporting, arts and culture coverage, the hottest club section, and the most comprehensive restaurant listing available in the city.

\*Media Audit Jan-Feb 2012 & Google Analytics March 2012



ESSENTIAL

# BE BOLD. BE EXPOSED. ADVERTISE.

## **SPEAK**

TO AN EXCLUSIVE AUDIENCE THAT CAN'T BE FOUND THROUGH OTHER MEDIA

## **CO-BRAND**

WITH PHOENIX'S LEADING GUIDE TO ENTERTAINMENT AND CULTURE

## **REACH**

INFLUENTIAL CONSUMERS

## **DRIVE**

SALES THROUGH CUSTOMIZED RETAIL PROGRAMS

## **EXPAND**

YOUR REACH WITH EVENT SPONSORSHIPS AND THEMED ISSUES

## **TARGET**

SAVVY, ACTIVE, AFFLUENT INDIVIDUALS

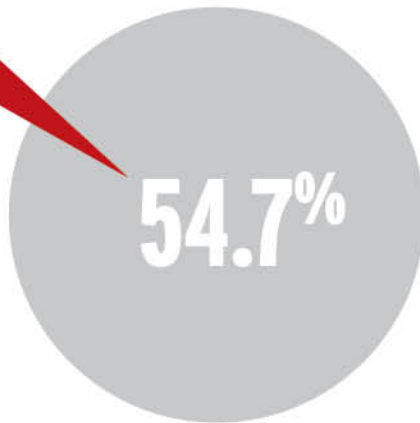




# CULTURE



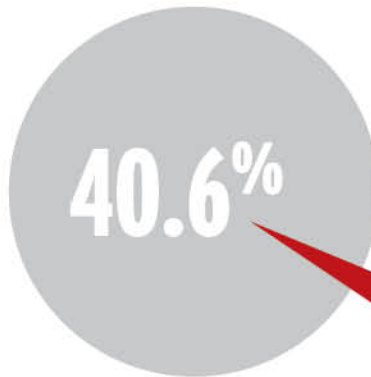
**ACTIVE MOVIE-GOERS**  
58% HAVE ATTENDED A MOVIE IN THE PAST 4 WEEKS



**ACTIVE THEATER-GOERS**  
37.1% HAVE ATTENDED A LIVE THEATER/OPERA/  
SYMPHONY PERFORMANCE IN THE PAST 12 MONTHS



## CULTURALLY ACTIVE & ENGAGED



**ACTIVE CONCERT-GOER**  
36.5% HAVE ATTENDED A LIVE ROCK/POP/COUNTRY  
MUSIC CONCERT IN THE PAST 12 MONTHS



**ACTIVE CLUB-GOERS**  
42.3% HAVE ATTENDED A BAR IN THE  
PAST 12 MONTHS



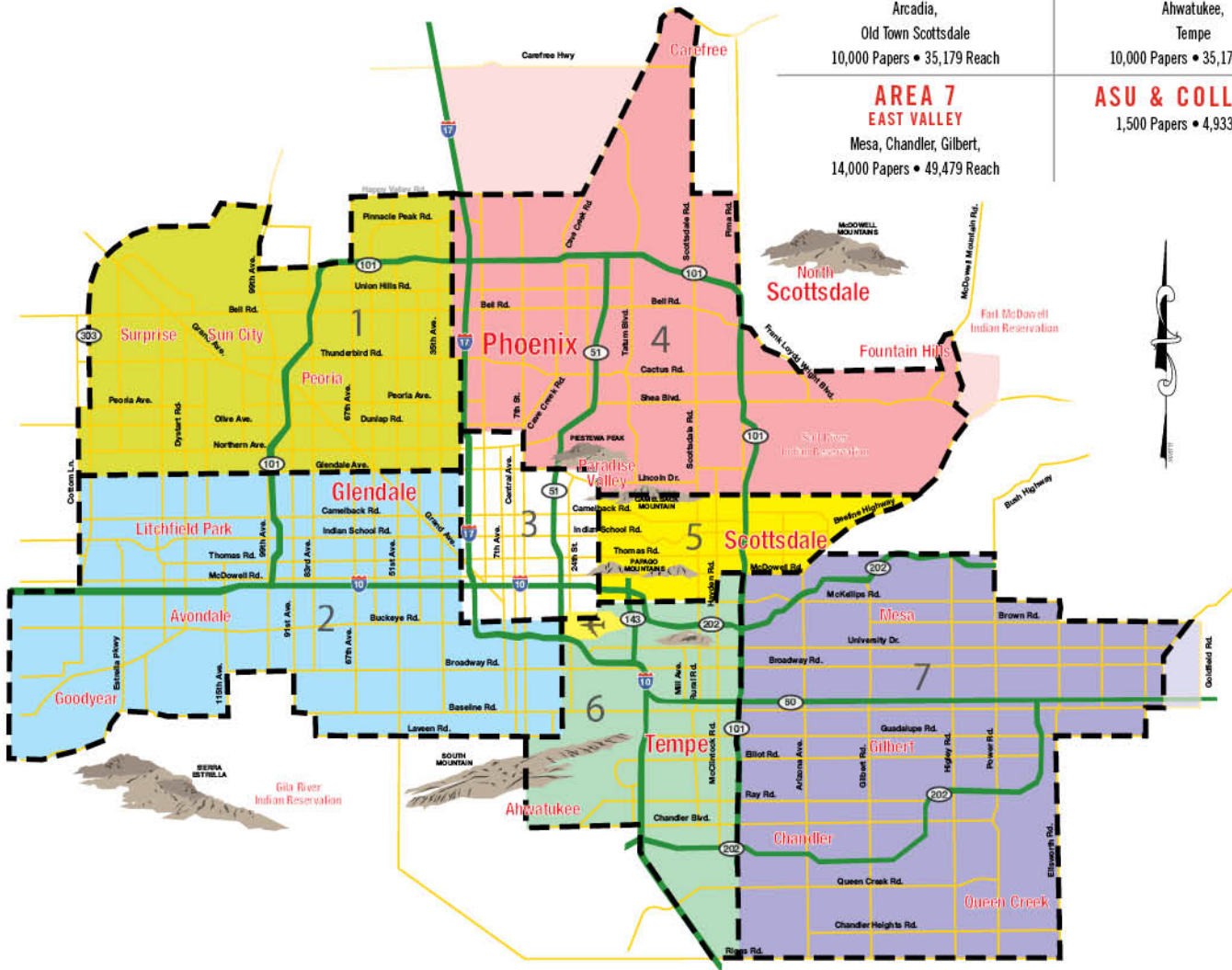
Source: Jan-Feb 2012 Media Audit



# CIRCULATION 2012

**WEEKLY COPIES**  
**85,000**

**THE RIGHT PLACE**  
**THE RIGHT TIME**



**AREA 1**  
**NW VALLEY**  
 Glendale, Peoria,  
 Sun City  
 9,500 Papers • 33,534 Reach

**AREA 2**  
**SW VALLEY**  
 South & West Phoenix,  
 Litchfield Park, Avondale, Goodyear  
 11,000 Papers • 38,468 Reach

**AREA 3**  
**DOWNTOWN**  
 Central Phoenix  
 18,000 Papers • 60,346 Reach

**AREA 4**  
**NE VALLEY**  
 North Phoenix, Paradise Valley,  
 North Scottsdale  
 11,000 Papers • 38,468 Reach

**AREA 5**  
**EAST CENTRAL VALLEY**  
 Arcadia,  
 Old Town Scottsdale  
 10,000 Papers • 35,179 Reach

**AREA 6**  
**SE VALLEY**  
 Ahwatukee,  
 Tempe  
 10,000 Papers • 35,179 Reach

**AREA 7**  
**EAST VALLEY**  
 Mesa, Chandler, Gilbert,  
 14,000 Papers • 49,479 Reach

**ASU & COLLEGES**  
 1,500 Papers • 4,933 Reach

Circulation refers to the number of papers printed, and readership identifies the number of people reading the paper. Readership figures are higher than circulation numbers because more than one person reads each issue of the **Phoenix New Times**. This is important when evaluating the paper. **Phoenix New Times** boasts a 98% pick up rate.

**Phoenix new Times** is distributed in more than 2,800 high-traffic locations. These locations include highly visible street boxes, grocery stores, college campuses, convenience stores, restaurants, bars, various retail locations and public transportation.

Source: Audit Bureau of Circulation



REACH

# PRINT & ONLINE

Build frequency and reach an additional, exclusive audience when utilizing both print and online.

**93%** NON-DUPLICATION BETWEEN PRINT AND ONLINE

## PRINT

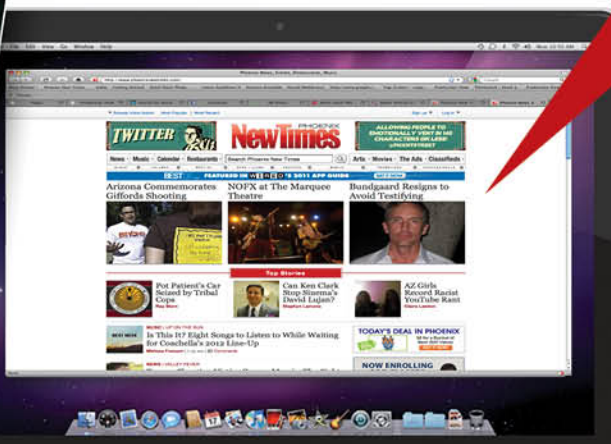
501,230 EXCLUSIVE READERS

538,956 TOTAL READERS

## ONLINE

1,077,163 UNIQUE VISITORS

1,414,468 TOTAL VISITORS



**1,953,424**

**TOTAL REACH BY ADVERTISING  
PRINT & ONLINE**

**1,578,393**

**TOTAL NON-DUPLICATED REACH  
PRINT & ONLINE**



## STREET TEAM

# ENTHUSIASTIC HANDS-ON

Our Street Team program centers around an enthusiastic hands-on event staff whose goal is to increase awareness of client products and our publication. The Street Team generates excitement at weekly events around Phoenix, including clubs, concerts, festivals, sporting events, movie screenings and other special events. They interact with audiences via giveaways, games and client tie-ins.

### **New Times Street Team visits a minimum of 350 Events in a 12 month timeframe (52 wks)**

- Special Events (all over town, various - parties, fairs, etc...)
- Concerts - 90% of all LIVE NATION and Luckyman Concerts per year (est. 354,000 people)
- Weekly Bar/Club Promotions - Covering hot locations; 4-6 locations per week, peak traffic times (minimum of 208 per year).
- Sporting and Other Events - 80/year

### **BENEFITS**

- Distribution of client's promotional items
- Online event listing on Street Team page on phoenixnewtimes.com and New Times Facebook page
- Logo and address inclusion on 1/2 page 4-color Street Team calendar ad in weekly issue (pending available space)
- Post event pictures on Street Team page on phoenixnewtimes.com and New Times Facebook page

### **OPTIONS** (Ask your Account Executive for Details)

- Venue Visit
- Co-Promotion
- Exclusive Promotion







# SPECIAL ISSUE CALENDAR 2012

## JANUARY

Collegiate Coupon Book	1/12
Resolution Guide	1/19
Career Guide	1/26

## FEBRUARY

Valentine's Top Gift Picks	2/2 + 2/9
DRINK	2/16

## MARCH

Quick PHX	3/1
Spring Training Guide	3/1
St. Patrick's Day Guide	3/8 + 3/15

## APRIL

420 Guide	4/12
E.A.T.	4/19
Cinco de Drinko Guide	4/26

## MAY

Cinco de Drinko Guide	5/3
Mother's Day Brunch	5/3
Mother's Day Top Gift Picks	5/3 + 5/10
Hot Jobs	5/17

## JUNE

Summer Guide	6/7
Father's Day Brunch	6/7
Father's Day Top Gift Picks	6/7 + 6/14
Local First Directory	6/28

## AUGUST

Collegiate Coupon Book	8/23
Back to School Guide	8/30

## SEPTEMBER

Best of Phoenix	9/27
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## OCTOBER

Halloween Guide	10/18 + 10/25
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## NOVEMBER

Shine	11/1
Employment Showcase	11/8
Holiday Guide	11/22
Holiday Top Gift Picks	11/22 + 11/29

## DECEMBER

Holiday Top Gift Picks	12/6 + 12/13 + 12/20
New Year's Guide	12/20 + 12/27
Bowl Guide	12/27

### JANUARY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

### FEBRUARY

S	M	T	W	T	F	S
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	1	2	3

### MARCH

S	M	T	W	T	F	S
26	27	28	29	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

### APRIL

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

### MAY

S	M	T	W	T	F	S
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

### JUNE

S	M	T	W	T	F	S
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

### JULY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

### AUGUST

S	M	T	W	T	F	S
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

### SEPTEMBER

S	M	T	W	T	F	S
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6

### OCTOBER

S	M	T	W	T	F	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

### NOVEMBER

S	M	T	W	T	F	S
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1

### DECEMBER

S	M	T	W	T	F	S
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5





# EVENT CALENDAR



## SoundCheck

Phoenix rocks. Plain and simple. To make sure the citizens of this fine city don't forget that fact, New Times is bringing 40 local acts together for a two day music festival.

Event Date: February 10 - 11 2012  
 Event Description: Music Concert, 40 Bands, 2 Nights  
 Demo of Audience: Music Lovers, 21-35yrs  
 Attendance: 200



## Artopia

A night of art, food, fashion, drinks, music and more. Experience all that Phoenix has to offer when it comes to painting, sketching, mixed media sculpture, dance, theater and arts.

Event Date: April 7th, 2012  
 Event Description: Art Event, Fashion Event  
 Demo of Audience: Art, Music & Food Lovers 25-40yrs  
 Attendance: 500



## Summer Guide Party

When temps rise, we launch the New Times Summer Guide, our annual guide to what's cool about summer in Phoenix. We do it in style, lounging on a patio as the sun comes down.

Event Date: June 7th, 2012  
 Event Description: Issue Release Party  
 Demo of Audience: New Times Clients & Readers 21-35yrs  
 Attendance: 400



## Battle Of The Bands

25 local bands compete over 5 weeks. Winning band from the prelims compete in a final battle to earn a spot playing at the Warped Tour on June 28th.

Event Date: May 12th - June 16th, 2012  
 Event Description: Bands Battle for Warped Tour Prize  
 Demo of Audience: Music Lovers 21-40yrs  
 Attendance: 150



## Back To School Party

Poker Bar Crawl at Tempe Marketplace. Get a drink at each bar in exchange for a playing card. Turn your hand in at the last venue & the best hand wins!

Event Date: August 24th, 2012  
 Event Description: Back To School Kick-Off  
 Demo of Audience: College Students & Readers 21-28yrs  
 Attendance: 300



## Best Of Phoenix® A'Fare

The New Times Best of Phoenix® A'Fare is one of the premier food and wine events in the Valley, showcasing 25 to 30 of New Times Best of Phoenix® restaurant winners.

Event Date: October 6th, 2012  
 Event Description: Art, Food & Music Event  
 Demo of Audience: Foodies & Art Lovers 21-45yrs  
 Attendance: 2,500

EVENT DATE	EVENT TITLE	DESCRIPTION OF EVENT	DEMO OF AUDIENCE	# OF AUDIENCE
March	Great Amer. BBQ & Beer Fest	BBQ festival, 50 teams, music, in Chandler	Foodies and Music Lovers, Community, 25 to 45 yrs	12,000
March 29 - April 5	Phoenix Film Festival	Over 40 local films	Movie lovers, adults 25 - 50 yrs	1,500
April 7	New Times Artopia	Art event, fashion event	Hipsters, Art types, Music lovers and Foodies, 25 - 40 yrs	500
April 13-15	McDowell Mtn Music Festival	Large scale music festival in Scottsdale	Music Lovers, 21 to 45 yrs	3,500
April 27	Martinis and Masterpieces	Art event centered around social cocktails	Movers and Opinion makers of PHX, adults, 35 - 60 yrs	300
May 12 - June 16	Battle of the Bands	Music event, winner plays at Warped Tour	Music Lovers, 21 to 45 yrs	200/each event
June 14	Summer Guide Party	Issue release party at El Santo	New Times Clients and Readers, 21 to 35 yrs	400
August 24	Back to School Party	Pub Crawl at Tempe Marketplace Venues	College Students, Readers, 21-28 years of age	300
September - December	ASU Concert Series	Music concert at ASU campus	College Students, 19-25 yrs	2,000
October 3-6	Phoenix Fashion Week	Art event, fashion event	Hipsters, Art types, Music lovers and Foodies, 25 - 40 yrs	2,500
October 6	Best of A'Fare (Best of Party)	Art, food and music event	Foodies and Art Lovers, 21 - 45 years of age	2,500
October 20 & 21	Arizona Taco Festival	Large scale festival with music, samples & spirits	Huge Taco Festival in Scottsdale. Biggest in state.	10,000
November 3, 10, 17, 24	NovemBEER	Small craft beer festival (sampling event)	Craft Beer Events, at a local brewery, 21 to 55 yrs	200/ each event
November 4	Phoenix 10K	10k race with tons of vendors	10k Race through the streets of PHX	10,000
November 10	Chow Bella's Pie Social	Pie making contest	Foodies, Community Pie contest, Female, 30 - 45 yrs	250
December 7	Web Awards	Party to celebrate the best web sites in PHX	Techies, 21 to 40 yrs	300
Monthly	First Fridays	Art event with over 100 artists	Art Event in streets of PHX, Hipsters, 21 - 35 yrs	2,500
Date TBA	Rugged Maniac	Mud run with active people/runners	Active Lifestyle People, 25 to 35 yrs	4,500



# SOCIAL MEDIA

## STAY CONNECTED

The New Times Facebook, MySpace, FourSquare and Twitter pages interact daily with its followers and fans, posting up-to-the-minute blogs on the latest Phoenix happenings in music, food, news and more. With subscriber numbers growing daily, the New Times's Social Networking Platform is the ideal go-to source for trends, news and more.

- Over 41,000+ Followers on all New Times promotional social media accounts. (Facebook, Twitter, FourSquare, and Myspace.)
- Each account is updated daily with content, links, giveaways, coupon deals and more

### FOLLOW US!

Facebook.com/PhoenixNewTimes



Twitter.com/PhxNTStreet



Myspace.com/NewTimesPhoenix



FourSquare.com/PhxNTStreet

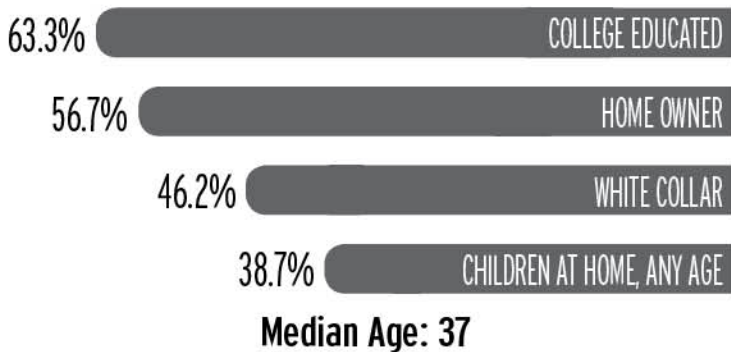




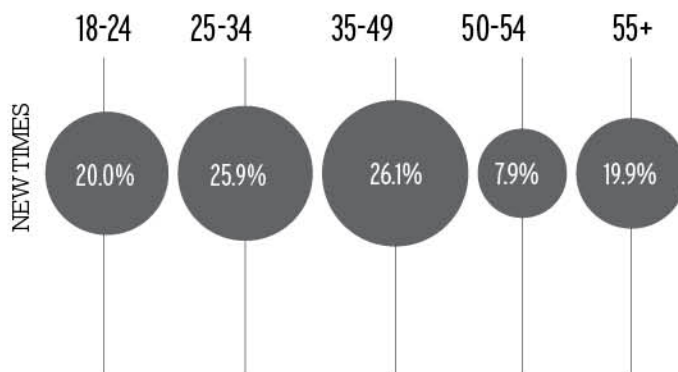
# READER PROFILE

# WHO'S LOOKING?

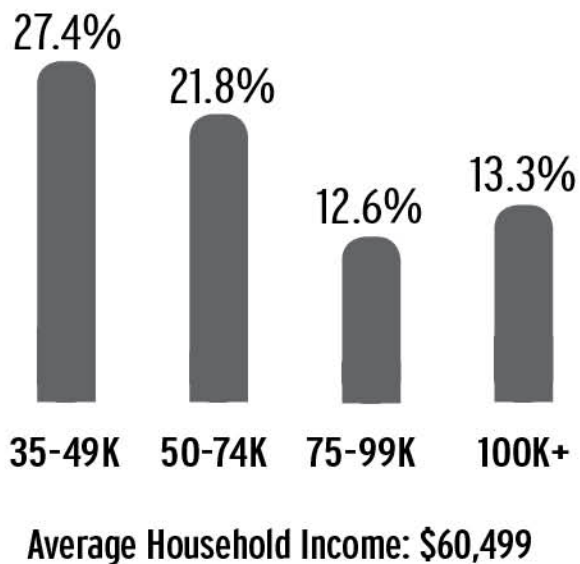
## PROFILE



## AGE GROUP



## HOUSEHOLD INCOME



## DEMOGRAPHIC GENDER



## MARITAL STATUS



Source: Jan-Feb 2012 Media Audit





# MARKET COMPARISON

Rank	Media	Cume Persons	Cume Rating	0	16	32	48
1	AZ REPUBLIC***SUNDAY	1,208,539	42.5				
2	AZ REPUBLIC***WEEKDAY	1,116,629	39.2				
3	<b>PHOENIX NEW TIMES</b>	<b>538,956</b>	<b>18.9</b>				
4	KZZP-FM	430,934	15.1				
5	KZON-FM	348,157	12.2				
6	PHOENIX MAGAZINE	343,025	12.1				
7	KESZ-FM	264,256	9.3				
8	KKFR-FM	255,236	9.0				
9	KUPD-FM	251,646	8.8				
10	KJZZ-FM	245,348	8.6				
11	AZ WEEKLY	235,214	8.3				
12	KOOL-FM	230,534	8.1				
13	KMLE-FM	223,683	7.9				
14	KNIX-FM	214,418	7.5				
15	KTAR-FM	202,324	7.1				
16	KDKB-FM	201,760	7.1				
17	KMXP-FM	188,914	6.6				
18	EAST VALLEY TRIBUNE	173,225	6.1				
19	KPKX-FM	151,816	5.3				
20	KSLX-FM	134,737	4.7				



# PRINT PRODUCTION REQUIREMENTS

## DEADLINES

New Times publishes every Thursday. Space reservations and electronic ads must be received by **3 P.M.** the preceding Friday.

### ACCEPTABLE FILE FORMATS

- Adobe Acrobat .pdf file, high-resolution with all fonts embedded, and CMYK color
- Adobe Photoshop files (.psd, .jpeg, .eps or .tif), 150dpi minimum, 300dpi preferred
- Adobe Illustrator files, saved as an .eps, fonts converted to outline
- Adobe CS5.5 or older

New Times is produced on a Macintosh platform, and is unable to support Windows or PC-based documents. We cannot accept files in PageMaker, Corel Draw, Freehand, Microsoft Publisher, PowerPoint or Word. If you are creating your ads in these or other unsupported programs, contact your account executive.

NOTE: New Times' format discourages the use of "reverses" and "screens." It is impossible to guarantee their quality and their use is not advised.

### REQUIREMENTS

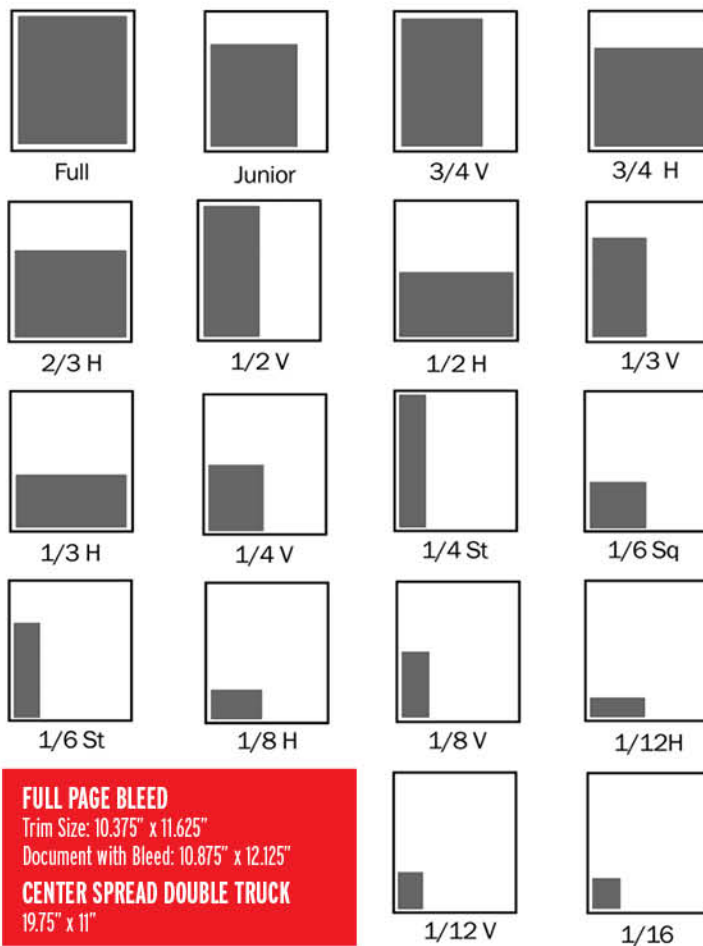
- Ads must be produced to specific page sizes (i.e.: 1/4, 1/3, 1/2)
- Minimum resolution of 150dpi for photos, 300dpi for line art
- Black-and-white ads must be saved as grayscale or line art
- All color ads must be converted to CMYK. No RGB
- New Times does not accept responsibility for the printing quality of digitally provided ads

### ELECTRONIC AD SUBMISSION

- E-mail your account executive
- FTP client software: Host: ftp.phoenixnewtimes.com  
User: anonymous  
Password: (leave this blank)  
Directory: production/nti\_papers/phoenix\_newtimes  
There will be a folder for all VVMedia papers  
Open the folder named "ftp. phoenixnewtimes.com"

### SIZES

Full Page	9" x 11.13"
3/4 Vertical	6.71" x 11.13"
3/4 Horizontal	9" x 8.30"
2/3 Horizontal	9" x 7.36"
Junior	6.71" x 8.30"
1/2 Vertical	4.42" x 11.13"
1/2 Horizontal	9" x 5.48"
1/3 Vertical	4.42" x 7.36"
1/3 Horizontal	9" x 3.60"
1/4 Vertical	4.42" x 5.48"
1/4 Horizontal	9" x 2.66"
1/4 Strip	2.13" x 11.13"
1/6 Square	4.42" x 3.60"
1/6 Strip	2.13" x 7.36"
1/8 Vertical	2.13" x 5.48"
1/8 Horizontal	4.42" x 2.66"
1/12 Vertical	2.13" x 3.60"
1/12 Horizontal	4.42" x 1.72"
1/16 Vertical	2.13" x 2.66"
<b>*CLASSIFIED ONLY</b>	
1/24	2.13" x 1.69"
1/32	2.13" x 1.72"
1/48	1.026" x 1.6944"





# BELLY BANDS

# MAXIMUM EXPOSURE

## ON THE COVER OF NEW TIMES

Improve your product's image in the minds of consumers with a Belly Band on the cover of New Times. This is a guaranteed way that every reader will see you.

- Dominant coverage of the local market
- Innovative way to focus attention on your product or service
- Create the buzz you need

### DETAILS

- Size of each side: 10.375"(w) x 5.375"(h)
- .25" Bleed
- 4-sided Full color gloss
- Files should be sent separately, labeled as: OutsideFront.pdf, InsideFront.pdf, OutsideBack.pdf, InsideBack.pdf
- 60 lb #5

### YOUR BENEFITS

- 300dpi High-Quality, Heat Set Printing
- Full Bleed Options
- Able to display detailed images

### RATES

1x .....	\$10,000/wk
4x.....	\$9,000/wk
8x.....	\$8,000/wk
12x .....	\$7,000/wk

\*Note: All rates inclusive of printing + wrapping. All rates are net.





# COVER POST-IT

# THE FIRST THING

## OUR READERS SEE

Full Color Post-it notes on the Cover of **New Times** are a high impact creative unit that are sure to be seen by readers. This is also a great tool for people to retain your ad campaign on their fridge, computer monitor, in their car, and more.

### DETAILS

- Includes printing and application on 85,000 copies
- Specs: 3"x3" Full Color (.125" bleed)

### RATE

# \$10,000



POST - IT





# AD INDEX

# INCREASE YOUR EXPOSURE

## HOME PAGE FLIPPER

Secure the first position on the Ad Index home page category

## CATEGORY FLIPPER

\$30 per week to secure the first position in your business category (Entertainment, Retail, Back Page, Restaurants, Services)

## SPECIAL ISSUES

\$50 flat to secure the first position in an annual special issue.  
\$15 flat for seasonal special issues.



## DIRECT TRAFFIC FROM MULTIPLE PAGE PLACEMENTS

Your business will be listed on thousands of pages on phoenixnewtimes.com, in a premium spot, that will translate to views on your site, driving your online business.



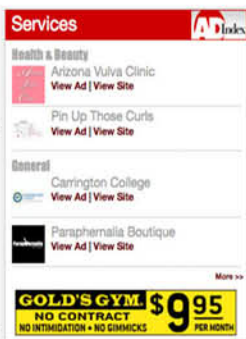
In one click, readers will be taken to an interactive mini web page for your business that features your most recent ads, plus any special issue ads. Any coverage on phoenixnewtimes.com relating to your business is integrated on this page (reviews, awards, event listings, coupons, etc.).

## TOWER LISTING

Special towers directing readers to the Ad Index run through phoenixnewtimes.com. Your business will be listed in your category tower providing readers with a quick link to your print ads and your web site.

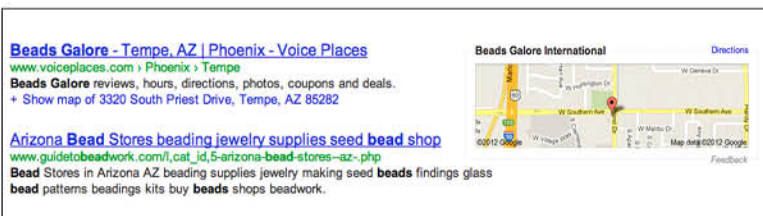
## TOWER SPONSOR

Brand your business by sponsoring the Ad Index Tower for \$50 per week. Sponsorship includes a 160 x 50 image area and a direct link to your web site.



## AD INDEX DRIVES TRAFFIC TO YOUR SITE

Your business search ranking is the most important part of your online presence. The higher you rank, in search engines such as Google, the traffic to your online presence grows exponentially.





# ONLINE STATS

## MONTHLY TRAFFIC STATS

Unique Visitors	1,077,163
Visits	1,414,468
Pageviews	3,727,236
Average Pages/Visit	2.64
Average Time on Site	2:52

## MONTHLY PAGEVIEWS BY SECTION

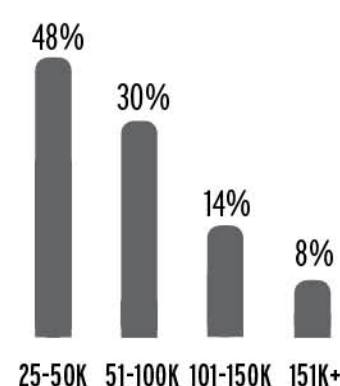
Home	240,948
News	1,091,200
Calendar	55,768
Music	487,377
Restaurants	424,551
Art	397,051
Film	24,913
Best Of	86,121
Promotions	46,411
Classified	683,065

### DEVICES

Mobile	863,072
New Times App	60,223
Happy Hour App	104,916
Best Of App	24,376



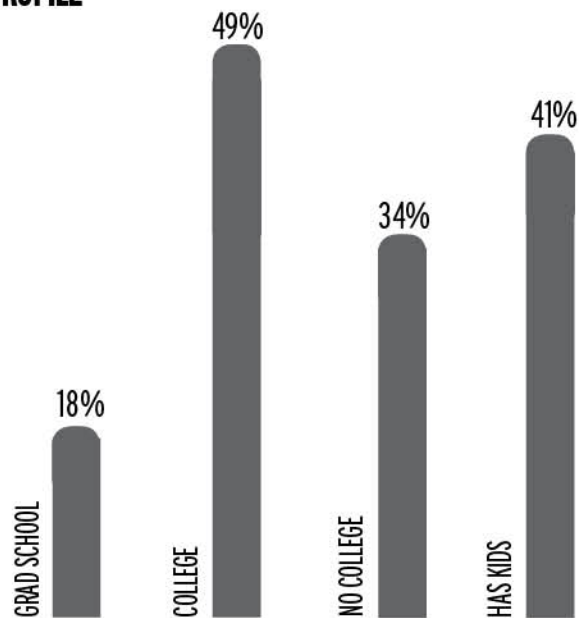
### HOUSEHOLD INCOME



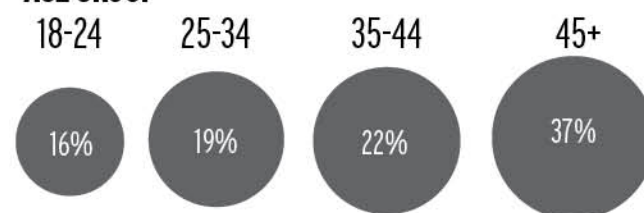
### DEMOGRAPHIC GENDER



### PROFILE



### AGE GROUP





# LOCAL WEBSITE COMPARISON

Rank	Media	Cume Persons	Cume Rating	0	16	32	48
1	PHOENIXNEWTIMES.COM	1,077,163	34.2				
2	ABC15.COM	474,151	16.7				
3	MYFOXPHOENIX.COM	382,568	13.4				
4	AZFAMILY.COM	363,625	12.8				
5	12NEWS.COM	326,117	11.5				
6	KPHO.COM	206,743	7.3				
7	PHO_BUS_JOURNAL.COM	153,185	5.4				
8	EASTVALLEYTRIBUNE.COM	132,697	4.7				
9	MY45.COM	132,467	4.7				
10	CLEARCHANNELRADIO.COM	128,570	4.5				
11	ECOLLEGETIMES.COM	122,356	4.3				
12	SANDUSKYRADIO.COM	91,398	3.2				
13	AZWEEKLYMAGAZINE.COM	78,256	2.8				
14	CBSRADIO.COM	71,865	2.4				
15	BONNEVILLERADIO.COM	56,418	2.0				



## SPECIALTY UNITS

# HIGH IMPACT ONLINE ADVERTISING

New Times offers high impact digital advertising options. These specialty units are a great way to captivate our online readership.

### SITE RESKIN RATES

RUN OF SITE .....	\$1,250/day
HOME .....	\$750/day
NEWS .....	\$750/day
<i>(Each of the above includes 15,000 ROS Banner Impressions)</i>	
ARTS .....	\$300/day
BEST OF .....	\$300/day
CALENDAR .....	\$300/day
MOVIES .....	\$300/day
PROMOTIONS .....	\$300/day
MUSIC (Includes Bars & Clubs pages) .....	\$500/day
<i>(Each of the above includes 7,500 ROS Banner Impressions)</i>	



### CORNER PEEL RATES

1 DAY ..... \$1,250



### SLIDING BILLBOARD RATES

1 DAY ..... \$1,250



### SPECS

**RESKIN:** JPG OR GIF image to fit monitors with a 1280 resolution. Image will need to contain left and right content at 140x750 pixels each (live area). Background color should fade 420x830 pixels. File not more than 50K. *Deadline:* 1 week before start date.

\*Note: Reskins will not appear on slideshow pages. Maximum 3 consecutive days for any specialty unit. No discount for multiple days.

**SLIDING BILLBOARD:** *Pencil Ad:* HTML file 975x30 pixels. File not more than 10K, no animation. *Sliding Billboard:* 975x300. File not more than 50K. Frequency cap - 1 time every 24 hours. *Deadline:* 72 hrs before start date.

**CORNER PEEL:** *Teaser:* HTML file 150x150 pixels. File not more than 10K, no animation. *Peel Back:* 975x800. File not more than 50K. Frequency cap - 1 time every 24 hours. *Deadline:* 1 week before start date.



# ONLINE PRODUCTION REQUIREMENTS

All Village Voice Media sites have moved to a geo-targeting advertising model to improve overall effectiveness of the banner ads on our sites

## STANDARD ONLINE BANNERS

(JPG, GIF) / FLASH (SWF)\*

MAX FILE SIZE: 40k

DPI: 72

ANIMATION: 15 max

LOOPING: 10 second pause between loops required, 3 loops max

DEADLINE: 48 hours before start date

## RICH MEDIA BANNER REQUIREMENTS

(JAVASCRIPT & HTML)

INITIAL DOWNLOAD: 40k

POLITE DOWNLOAD: 100k

DPI: 72

WMODE: transparent

ANIMATION: 15 max

DEADLINE: 72 hours before start date

Specs for additional rich media types will be provided on an as-needed basis. In order to enhance user experience, Village Voice Media does not accept pop-ups, pop-unders, or floating ads.

## AD EXPANSION / AUDIO & VIDEO

(JAVASCRIPT & HTML)\*

**EXPANSION ACTIONS:** up to 15 seconds with mouse-over or click, close button required.

**AUDIO:** use initiated only; must have mute button

**VIDEO:** use initiated only; must have stop button

**EXPANSION DIRECTION:** leaderboard & pencil (down only), half page & medium rectangle (left only), skyscraper (right only)

WMODE: transparent

**OTHER INFO:** iframes not accepted, minimum 1 pixel border

DEADLINE: 72 hours before start date

## CLICKTAG CODING FOR FLASH ADS

(SWF FILE FORMAT)

Actionscript 2.0 should be used and assigned to a clickable object such as a button or hitarea. Do not use Actionscript 3.0 as it can be read as a pop-up by certain browsers.

- Associate the (on)release event with that object. When the event occurs it will trigger the script.

- Actionscript to be used is:

```
on(release)
```

```
{  
  getURL(_root.clickTAG, "_blank");  
}
```

- Do not hard code the url as it will cause the ad to not be trackable. All ads should open in a new window.

\*Flash ads and 3rd party expandable ads have additional requirements. Please ask your advertising rep for more information.

SPOTLIGHT 300X100 (2)

PENCIL 975X30

MEDIUM RECTANGLE 300X250

TOP LEADERBOARD 728X90

HALF PAGE 300X600



# NATIONAL BLOGS

## TOPLESS ROBOT

TOPLESSROBOT.COM

Nerd news, humor and self-loathing. Covering the entire world of nerdery from cartoons and toys to video games and anime on: [toplessrobot.com](http://toplessrobot.com)

### PHOENIX DMA

Monthly Pageviews: 34,491

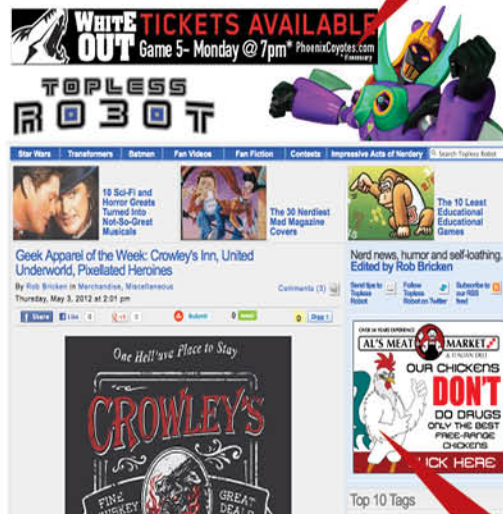
Monthly Uniques: 11,657

### NATIONAL DMA

Monthly Pageviews: 3,100,761

Monthly Uniques: 1,048,000

LEADERBOARD 728X90



RECTANGLE 300X250

LEADERBOARD 728X90



RECTANGLE 300X250

## TOKE OF THE TOWN

Cannabis culture news, views, rumor and humor every day on: [tokeofthetown.com](http://tokeofthetown.com)

### PHOENIX DMA

Monthly Pageviews: 9,154

Monthly Uniques: 5,307

### NATIONAL DMA

Monthly Pageviews: 500,159

Monthly Uniques: 289,996

### RATES

13X ..... \$11 CPM

26X ..... \$10 CPM

### AD POSITIONS

- Leaderboard
- Top Rectangle
- Bottom Rectangle

### SPECS

- TYPES: GIF, JPEG
- SIZE: Less than 40k
- ANIMATION: Allowed

### DEADLINE

48 hours prior to online start date

\*Source: ComScore Demographic Info, March 2012



# ONLINE COUPONS

# DRIVE SPECIAL OFFERS

REACH OVER 1,077,163\* UNIQUE READERS WITH A COUPON ON OUR ONLINE COUPON PAGE

Readers can access the page via the "Classified" drop-down menu bar. All coupons are found in the "Deals" sub category. Coupons are searchable by keyword and category. Coupons feature print, email or social media share functionality.

## RATES

**BASIC COUPONS** (13 week minimum)

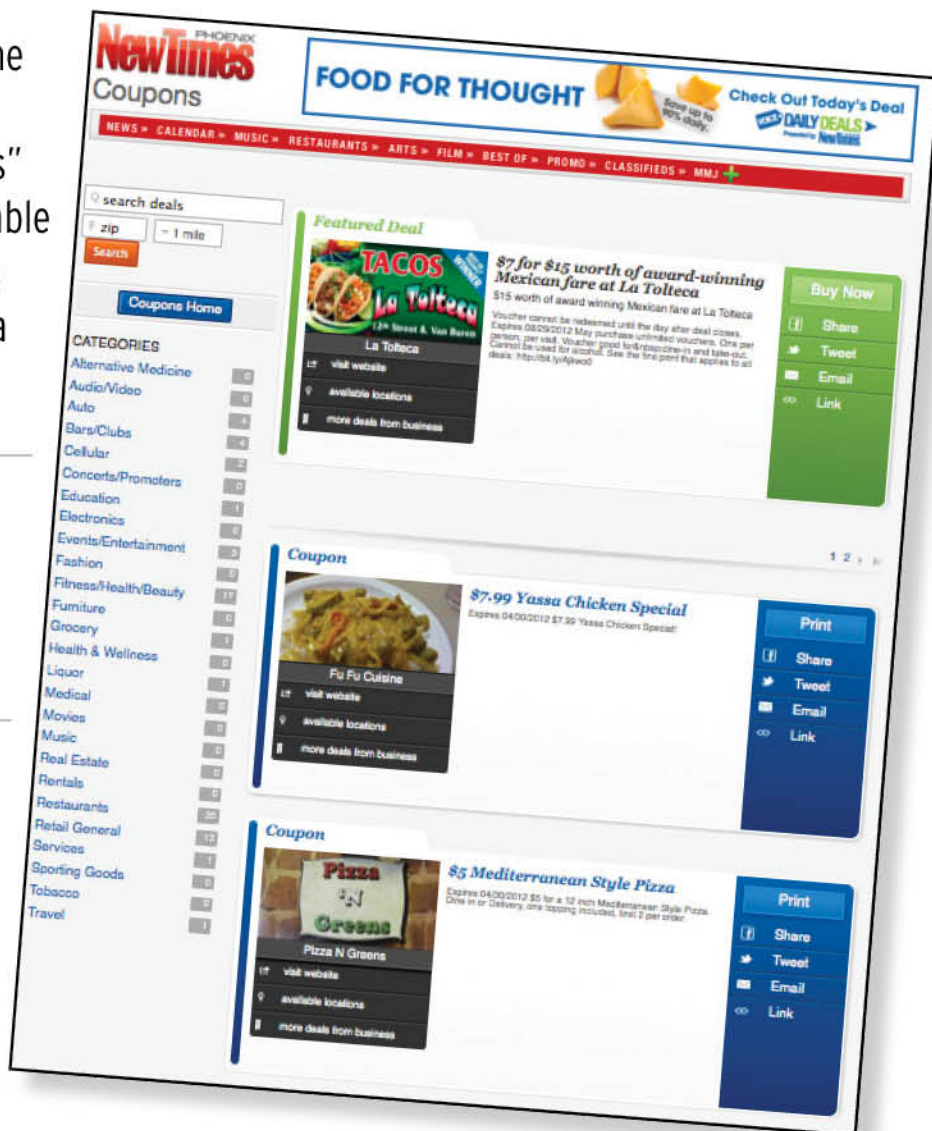
\$10 per week

## SPECS

GRAPHIC: 210 X 105 PIXELS

TITLE: MAX 24 CHARACTERS

DESCRIPTION: 255 CHARACTERS



\*Source: Google Analytics, March 2012



# NEW TIMES MOBILE SITE

## TARGET READERS ON THE GO

BANNER 320X50



**AD DIMENSIONS:** 320 x 50 Pixels, DPI: 72, File Size: 15K max. Format: JPEG or GIF, Looping: 3 loops max, 10 second pause between loops

**INTERSTITIAL DIMENSIONS:** 320 x 480 Pixels, DPI: 72, File Size: 40K max. Format: Java script or HTML tag only, must be client provided. Max display time 10 seconds, must included a close button or skip this ad link. Frequency cap: once a day per unique user every 24 hours. Deadline: 5 business days before start date

### MOBILE SITE

MONTHLY PAGEVIEWS: 921,729

Condensed version of PhoenixNewTimes.com accessible on all web enabled phones through the internet browser.

### RATES

SECTION BANNER.....\$100  
ROS INTERSTITIAL\* .....\$100

\*Before site entry or between sections

### MONTHLY PAGEVIEWS BY SECTION

News: 5% sov	460,204
Arts: 10% sov	83,086
Events: 50% sov	15,548
Food: 16% sov	91,369
Music: 10% sov	100,618
Slideshows: 25% sov	49,962
Movies: 50% sov	6,995
Home: 25% sov	45,653
Best Of: 50% sov	31,249

Source March 2012 Google Analytics





# NEW TIMES APP



## THE VALLEY'S ESSENTIAL GUIDE

Free app provides geo-targeted results without having to open a web browser.

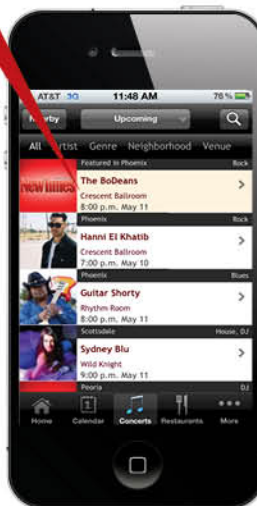
**MONTHLY PAGEVIEWS: 60,127+**



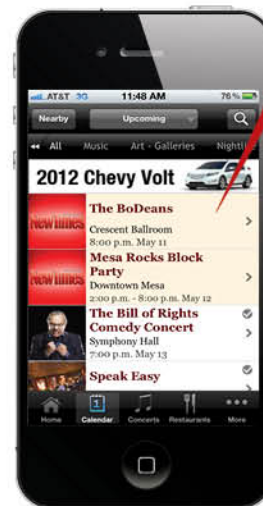
### RATES

LEADERBOARD .....	\$100
INTERSTITIAL .....	\$100
FEATURED EVENT (2) .....	\$75
FEATURED VENUE (2) .....	\$50
SLIDESHOW INTERSTITIAL .....	\$100

### FEATURED EVENT



### FEATURED VENUE



### INTERSTITIAL SECTIONS INCLUDE:

- Arts Blog
- Restaurant
- News Blog
- Clubs
- Restaurant Blog
- Music Blog
- Music
- Slideshow
- Events

### BANNER SECTIONS INCLUDE:

- Restaurants
- Calendar
- Slideshow
- Bars & Clubs
- Concerts
- News • Music

### SPECS

**AD DIMENSIONS:** 320 x 50 Pixels, DPI: 72, File Size: 15K max.

Format: JPEG or GIF, Looping: 3 loops max, 10 sec. pause between loops

**INTERSTITIAL DIMENSIONS:** 300 x 250 Pixels, File Size: 15K max. Format: JPEG or GIF, No animation or looping

**SLIDESHOW INTERSTITIAL DIMENSIONS:** 320 x 480 Pixels, File Size: 15K max. Format: JPEG or GIF, No animation or looping



# HAPPY HOURS APP



## YTD: OVER 1,000,000 DOWNLOADS

- Check out the new map view - just rotate the happy hour list to map your results.
- Shake Update: Shake your phone while viewing happy hour details to have a random happy hour selected for you.
- Optional Feature: Banners can link to phone number, so users can call your business directly.

New Times Happy Hours mobile app locates all of the food and drink specials going on near you. View details such as photos, specials, menus, location, amenities and even what other people have to say. **New Times Happy Hours** is the nation's premier Happy Hour guide in over 100 cities. And it's free to download on the iPhone, Android and Blackberry.

### MAIN SPONSOR

\$750/mo



**OPENING SPLASHPAGE**  
320x50 pixels  
Appears for 2-5 seconds while the application loads. (images not clickable)

### RESULTS TOP LOGO

84x44 pixels



### FEATURED VENUES

POSITIONS 1-2: \$100/wk  
POSITION 3: \$75/wk



**OPENING SPLASH PAGE**  
115x30 pixels  
Appears for 2-5 seconds while the application loads. (not clickable)



### RESULTS PAGE

Appears at the top of the search results page (three positions available)

### RESULTS BANNER

TOP POSITION: \$100/wk (100% SOV)  
2ND POSITION: \$50/wk (33% SOV)

### INTERSTITIAL

\$125/wk (50% SOV)



**INTERSTITIAL**  
300x250 pixels  
This clickable ad appears for 2-5 seconds while a detail page loads (50% share of voice)

### RESULTS BANNER

320x50 pixels

This clickable banner will appear within the Happy Hour results list once per page.



### DETAIL PAGE

\$100/wk

### DETAIL BANNER

300x250 pixels

Banner will appear on all Happy Hour & Place Details pages.



### CLICK TO CALL SPONSOR

\$50/wk

### CLICK TO CALL SPONSOR

300x250 pixels

Custom "click to call" button appears on all detail pages. This clickable button links to your business's phone number so users can call you directly. This is an exclusive opportunity only available to one client at a time.





# BEST OF APP



**ACCESS "BEST OF..." ON YOUR IPHONE, ANDROID OR VIA DESKTOP AT BESTOF.VOICEPLACES.COM**

**BEST OF** is a location-based app that allows hyper-local discovery of the best attractions a city has to offer. Available in 32 cities nationwide, the app features include: Explore Browse the best across all 32 markets, or just 1 city. Discover Sort by category, location, or popularity. Share Vote, check-in, or share via Facebook and Twitter.

## HOMEPAGE & BROWSE

\$60/wk

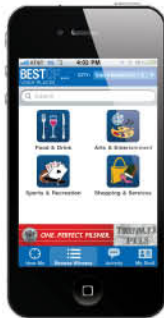


### HOMEPAGE BANNER BROWSE BANNER 320x250 pixels

Banner ad will display on the homepage that shows BEST OF winners from ALL categories.

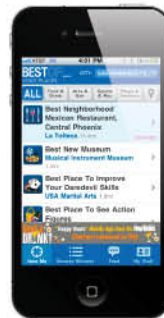
Banner ad will also display on browse winners page.

Ad will be one of two rotating. Ad clicks through to website. 13 week agreements only.



## FEATURED VENUES

\$25-\$75/wk



### FEATURED SPOT

The Featured Venue is the first listing in each category. Featured venue displays on both the website and the app.

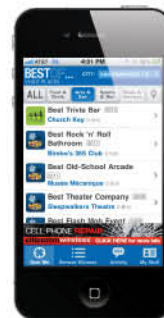
One featured venue per category price per week, 13 week agreements only

ALL .....	\$75
FOOD & DRINK .....	\$40
ARTS & ENTERTAINMENT .....	\$40
SPORTS & RECREATION .....	\$25
SHOPS & SERVICES .....	\$25

Must be a past winner with data in the BEST OF app to be able to purchase.

## CATEGORY PAGES

\$35/wk

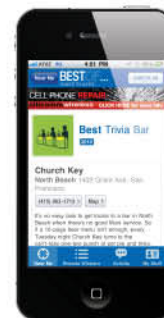


### CATEGORY BANNER DETAILS BANNER 320x250 pixels

Banner is available for purchase by category. It will display on the results and detail pages for one of the following categories:

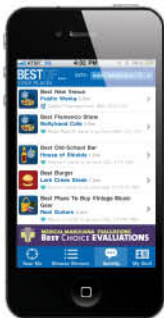
- Food & Drink
- Arts & Entertainment
- Sports & Recreation
- Shops & Services

Ad will be one of three rotating per section. Ad clicks through to website. 13 week agreements only.



## FEED PAGE

\$35/wk



### FEED PAGE BANNER 320x250 pixels

The feed displays recent BEST OF activity for your city.

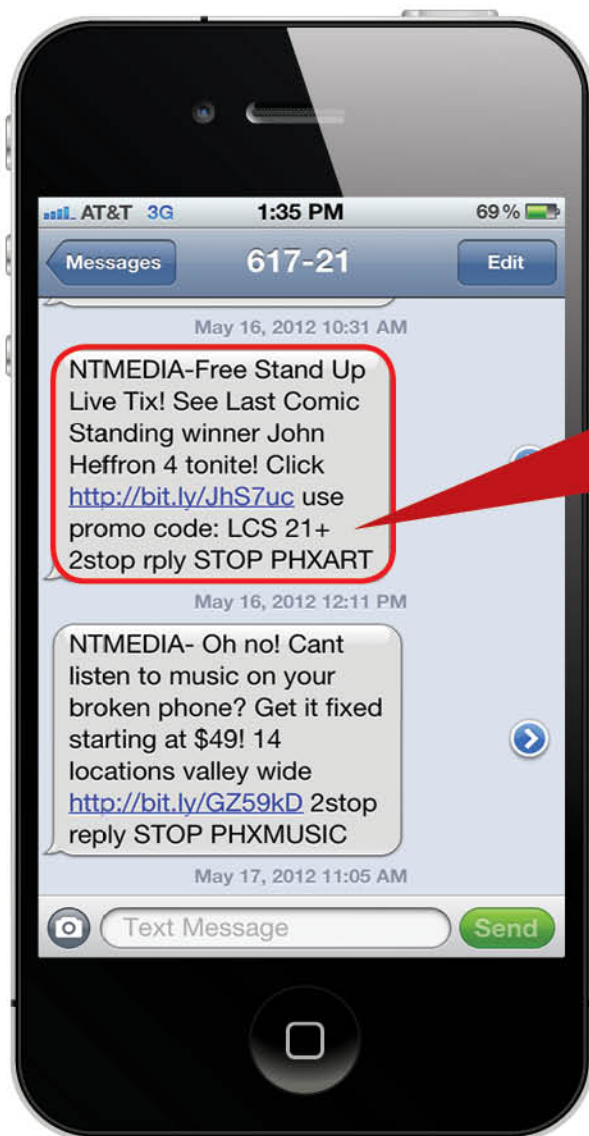
Banner ad displays on bottom of feed page.

Ad will be one of two rotating. Ad clicks through to website. 13 week agreements only.



# SMS TEXT MESSAGE

## TARGET CONSUMERS VIA **TEXT ALERTS**



### HIGHLIGHTS

- Immediate call to action
- Reach consumers on the go
- Customers can refer back for multiple impressions
- 84% of Americans use wireless as their main communication tool
- Qualified recipients. All of our SMS receivers are double opt-in subscribers. Therefore, they have an active interest in our SMS content.

**RATE: \$250**

### SMS SUBSCRIBERS

After Dark .....	916+
Art .....	1,384+
Clubs .....	2,362+
Deals .....	893+
Film .....	2,497+
Food .....	3,113+
Happy Hours.....	1,600+
Insiders .....	3,428+
Jobs .....	120+
Music .....	2,896+

**REQUIREMENTS:** Text message must be 120 Characters or less.

**DEADLINE:** 48 hours prior to send date.



# MOBILE WEBSITE

## CONVERT YOUR WEBSITE

Let New Times take your existing website and translate it into an easy to read, mobile-friendly website. Mobile websites are designed for an on the go user. They allow the page to upload quickly and the user to navigate through your main sections.

**BEFORE**

Website on a Mobile Device



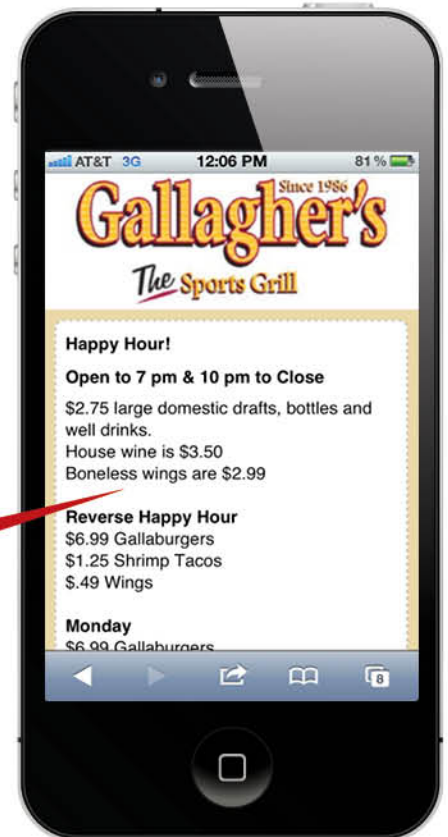
**AFTER**

Mobile Website Home Page



**AFTER**

Mobile Website Locations Page



### RATE

\$1,250 for the mobile website for one year  
(Includes 13 weeks of mobile banner ads.)



# EMAIL NEWSLETTERS

## ADVENTURES

SUBSCRIBERS 250+  
SEND DATE ANY DAY



## ARTS & THEATRE

SUBSCRIBERS 2,100+  
SEND DATE EVERY OTHER WED



## BEST OF

SUBSCRIBERS 9,282+  
SEND DATE MON OR FRI



## CAREER & EDUCATION

SUBSCRIBERS 3,912+  
SEND DATE EVERY OTHER WED



## CHRONICALS

SUBSCRIBERS 419+  
SEND DATE ANY DAY



## COUPON

SUBSCRIBERS 3,641+  
SEND DATE MONDAYS



## DINING

SUBSCRIBERS 7,315+  
SEND DATE WEDNESDAYS



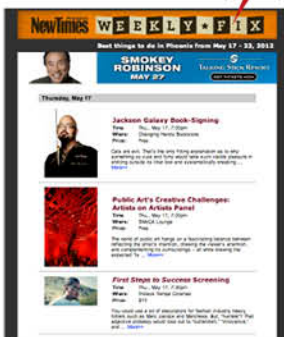
## EDITORIAL

SUBSCRIBERS 10,852+  
SEND DATE THURSDAYS



## EVENTS

SUBSCRIBERS 5,959+  
SEND DATE WEDNESDAYS



## LIVING ROOM

SUBSCRIBERS 1,948+  
SEND DATE ANY DAY



## MUSIC

SUBSCRIBERS 8,346+  
SEND DATE THURSDAYS



## PROMOTIONS

SUBSCRIBERS 18,942+  
SEND DATE THURSDAYS





# EXCLUSIVE EMAIL BLASTS

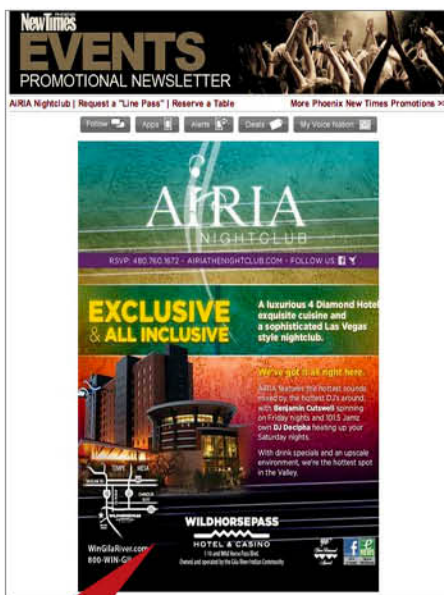
# PROMOTE YOUR BUSINESS

WITH AN EXCLUSIVE EMAIL TO ONE OF OUR TARGETED LISTS

## LAYOUT OPTIONS:



IMAGE WITH ENTRY FORM



SINGLE IMAGE



IMAGE WITH TEXT

## RATES

ADVENTURES (SUBSCRIBERS 250+).....	\$200	DINING (SUBSCRIBERS 7,315+).....	\$450
ARTS & THEATRE (SUBSCRIBERS 2,100+) .....	\$400	EVENTS (SUBSCRIBERS 5,959+) .....	\$500
BEST OF (SUBSCRIBERS 9,282+).....	\$350	LIVING ROOM (SUBSCRIBERS 1,948+) .....	\$300
CAREER & EDUCATION (SUBSCRIBERS 3,912+).....	\$500	MUSIC (SUBSCRIBERS 8,346+).....	\$550
CHRONICALS (SUBSCRIBERS 419+) .....	\$250	PROMOTIONS (SUBSCRIBERS 18,942+).....	\$1,000

## SPECS

TYPES: JPEG      SUBJECT LINE: 35 characters      REQUIREMENTS: 2-3 links required  
 IMAGE: 500 x 650      TEXT: 200+ words      DEADLINE: 1 week prior to send date



# PROMOTIONS NEWSLETTER

## ENHANCE YOUR CAMPAIGN

### PROMOTE YOUR BUSINESS

As cyberspace becomes an increasingly powerful resource, phoenixnewtimes.com continues to stay ahead of the trend. With a number of niche email marketing opportunities, we can create a custom program to help you reach a lucrative online audience often missed by print advertising alone. Reach over 18,942+ subscribers who are interested in promotions and give-aways from local companies like yours.

### RATES

TOP LEADERBOARD .....	\$300
FEATURED EVENT .....	\$250
CONTENT .....	\$150
BOTTOM LEADERBOARD .....	\$150

### SPECS

TYPES: GIF, JPEG  
SIZE: Less than 20k  
ANIMATION: Not Allowed

### DEADLINE

One week prior to Thursday (11AM) send date.

### PROMOTIONS EXCLUSIVE

COST: \$1,000  
SPECS: Image 500x650. TEXT: 200+ words.  
DEADLINE: One week prior to send date

TOP LEADERBOARD 728X90

CONTENT 200X200 IMAGE & 75 WORDS

FEATURED EVENT 515X150

BOTTOM LEADERBOARD 728X90





# EDITORIAL NEWSLETTER

# FROM PRINT

## TO YOUR EMAIL

Our weekly feature stories, movie reviews, calendar picks and more - minus the newsprint and sent directly to your inbox.

OUR EDITORIAL NEWSLETTER HITS THE IN-BOXES OF **10,852+ SUBSCRIBERS** EVERY THURSDAY

## RATES

TOP LEADERBOARD .....	\$300
MEDIUM RECTANGLE .....	\$200
BOTTOM LEADERBOARD .....	\$150
COUPONS.....	\$25 each

## SPECS

- TYPES: GIF, JPEG
- SIZE: Less than 20k
- ANIMATION: Not Allowed

## DEADLINE

Images, links and event information required one week prior to Thursday (9PM) send date.

The screenshot shows the Phoenix New Times website interface. At the top, there's a navigation bar with 'News', 'Music', 'Movies', 'Arts', 'Food', and 'Events'. Below that is a featured article titled 'Where Music & Chicken Meet' with a date of 'APRIL 7, 2012 11:00 AM - 6:00 PM'. A red callout box points to the 'TOP LEADERBOARD 728X90' ad spot. Below the main article is a 'Calendar' section with a list of events for Sunday through Wednesday. Another red callout box points to a 'MEDIUM RECTANGLE 300X250' ad spot. Further down is a 'FREE Stuff' section with various offers like 'Win a One Night Stay in Vegas to See Morrissey!' and 'Win a \$20 Lunch from Kokopelli!'. There are also 'Slideshows' and 'Coupons' sections. A red callout box points to a 'COUPONS (3)' ad spot. At the bottom, there's a 'Classifieds' section and a 'BOTTOM LEADERBOARD 728X90' ad spot. The website footer includes 'CRAIG FERGUSON LIVE' and 'WILDHORSEPASS HOTEL & CASINO'.



# MUSIC NEWSLETTER

# THE MUSIC SCENE

EVERYTHING LOCAL

**NEW TIMES** sends out a music email blast once a week on Thursdays to over 8,369+ subscribers. Keep your thumb on the local music scene with music features, additional online music listings and show picks. The Music Newsletter will include original content from our Up On The Sun music blog and twitter feed, concert information, promotions and events, & much more.

## RATES

TOP LEADERBOARD .....	\$300
CONTENT RECTANGLE .....	\$300
MEDIUM RECTANGLE .....	\$300
BOTTOM LEADERBOARD .....	\$150
EVENT LISTING (2 AVAIL.) .....	\$75

## SPECS

**TYPES:** GIF, JPEG  
**SIZE:** Less than 20k  
**ANIMATION:** Not Allowed

## DEADLINE

One week prior to Thursday (1PM) send date.

## MUSIC EXCLUSIVE

**COST:** \$550  
**SPECS:** Image 500x650. **TEXT:** 200+ words.  
**DEADLINE:** One week prior to send date

TOP LEADERBOARD 728X90



MUSIC HOME | TOP PICKS | CONCERT CALENDAR | SUBMIT EVENT | ENTERTAINMENT ADS

Week of FEB 23  
**Boys and Frogs Aren't Afraid of the Close-Ups**  
There's no quicker way to alienate listeners than to be so pretentious as to describe a band as an "experience," "lifestyle," or "state of mind." Still, despite the groans the following statement may elicit, there's no way to get around it: Boys and Frogs is more than a band; it's a sensory experience. Given such an introduction, you'd probably conclude that the band members are totally up their own asses — the sort of people who look down their collective nose at those who don't see m... [Read More >>](#)



Courtesy of Boys and Frogs

Advertisement

**APRIL IS STD AWARENESS MONTH**

**BRICK & MORTAR** 1710 MISSION ST. SAN FRANCISCO, CA 94103

FRIDAY 10/28  
FRIDAY NO BUNNY WITH TY SEGAL

SATURDAY 10/29  
THE NUMMERS, HE'S MY BROTHER SHE'S MY SISTER PLUS THE BOY WHITE SIXTIES

SUNDAY 10/30  
SOPHIE HUNGER

CONTENT RECTANGLE 400X200

MEDIUM RECTANGLE 300X250

Chatting with Fun's Nate Ruess at Zia Records

**Big Brain Awards 2012: Cash For Creatives**  
February 23, 2012  
Hope those thinking caps aren't too snug: Phoenix New Times' Big Brain Awards are back. The annual awards designed to recognize innovative artists in the fields of design, visual art, fashion, perform... [Read More >>](#)

**Hello Nasty! @ Pussycat Lounge**  
February 22, 2012  
It seems like Old Town Scottsdale would be pretty busy on a holiday weekend, but against all odds, it wasn't. For once parking was easy to find and Shoeman was eerily quiet, but once you turned the co... [Read More >>](#)

**Meet Sareena Dominguez**  
February 22, 2012  
Ambition goes a long way — just ask Sareena Dominguez, who signed with River Jones Music Label a scant six months ago, is releasing her debut in the spring, and is currently booking her first tour —... [Read More >>](#)

Connect

Follow | Apps | Alerts | Deals

**Upcoming Shows**

THU 02/23 8pm  
**Todd Wolfe Band** at **Hot Owl Sports Grill & Club** **Rice**

FRI 02/24 8pm  
**Keith Sweat** at **Fort McDowell Casino**

SAT 02/25 1pm  
**Pat Benatar, & Neil Giraldo** at **Trilogy at Encanterra**

SUN 02/26 8pm  
**Rewind Reggae Sundays feat. Syrrow, DJ Jon Dread, & DJ Hancorelli** at **The Sail Inn**

MON 02/27  
**Cursive** at **Crescent Ballroom**

WED 11/16 10pm  
**SubConscious** at **Bar Smith**

LOOK AS GOOD AS YOU FEEL  
FEEL AS GOOD AS YOU LOOK

All surgeons board certified by the American Board of Plastic Surgery

EVENT LISTING

**Featured Events**

FRI 02/24 8:30pm  
**Stephen Malkmus and the Jicks** at **Crescent Ballroom**

FRI 02/24 8pm  
**Shurman (CD release show)** at **910 Live**



BOTTOM LEADERBOARD 728X90



# EVENTS NEWSLETTER

# WEEKLY FIX

## THINGS TO DO IN PHOENIX THIS WEEK

Be an exclusive sponsor of our Weekly Fix. Its a great way to feature your event, concert, CD release, movie premiere, grand opening or happy hour specials... the possibilities are endless!

OUR WEEKLY FIX HITS THE IN-BOXES OF **5,959+ SUBSCRIBERS** EVERY WEDNESDAY

### RATES

LEADERBOARD (5 available)..... \$200/each

### SPECS

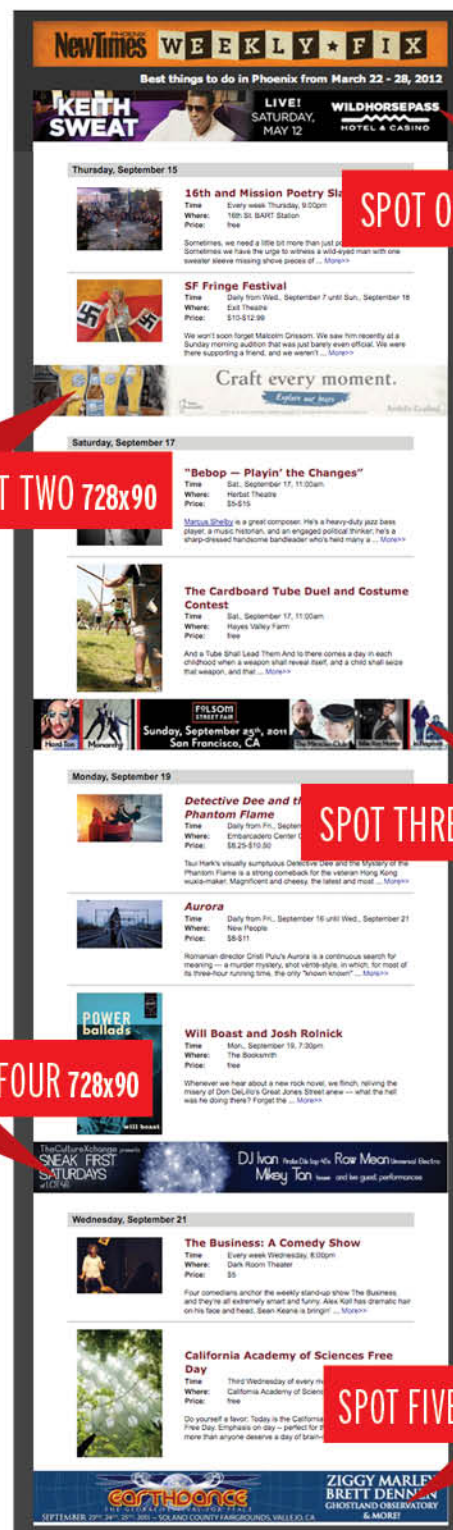
- TYPES: GIF, JPEG
- SIZE: Less than 20k
- ANIMATION: Not Allowed

### DEADLINE

One week prior to Wednesday (9AM) send date.

### EVENTS EXCLUSIVE

- COST: \$500
- SPECS: Image 500x650. TEXT: 200+ words.
- DEADLINE: One week prior to send date



SPOT ONE 728x90

SPOT TWO 728x90

SPOT THREE 728x90

SPOT FOUR 728x90

SPOT FIVE 728x90



# DINING NEWSLETTER

# MEAL TICKET

SENT EVERY WEDNESDAY TO 7,315+ SUBSCRIBERS

## SECTIONS INCLUDE

### MAIN COURSE

The latest news in Phoenix dining

### WHAT'S COOKING

Seasonal menus from Valley restaurants

### TIDBITS

Everything you need to know

### THIS WEEK'S FOOD EVENTS

Food events not to miss this week

## RATES

TOP LEADERBOARD .....	\$300
BOTTOM LEADERBOARD .....	\$175
TOP RECTANGLE .....	\$300
BOTTOM RECTANGLE .....	\$225
SKYSCRAPER .....	\$225
COUPON 1.....	\$50
COUPONS 2-4 .....	\$25 each

## SPECS

TYPES: GIF, JPEG

SIZE: Less than 20k

ANIMATION: Not Allowed

## DEADLINE

One week prior to Wednesday (1PM) send date.

## DINING EXCLUSIVE

COST: \$450

SPECS: Image 500x650. TEXT: 200+ words.

DEADLINE: One week prior to send date

TOP LEADERBOARD 728X90

## MEAL TICKET

Scottsdale Culinary Festival  
Six days of food, wine & music April 17-22, 2012

### MAIN COURSE



### TOP RECTANGLE 300X250

The Daily Meal Chooses Two Arizona Foods Worth the Trip  
Without an official state food, Arizonans are still debating what it should be - and if the state needs one at all. To fuel the fire, the bloggers over at The Daily Meal have helped to single out two top contenders, the Sonoran hot dog and Navajo American fry bread, both of which were named on their list of 20 American Foods You Have to Travel To. These two dishes were singled out for being "so tied to (Arizona) that trying to recreate them or generate a passion behind them anywhere else would be a fool's errand."

We recommend celebrating these Arizona specialties by enjoying them as much and as often as possible. Check out [5 top breads](#), recent winner of the James Beard Foundation America's Classics award, and check down those [Indian tacos](#) with one of our top favorite [Sonoran hot dogs](#).

### COCONUT MACAROONS FOR PASSOVER

Everyone loves a [Passover](#) recipe for whipping up a batch of from the egg your loved ones will love. We've got you covered with these tasty cookies, and please remember to make these Passover-friendly ones when you're out of the house.

### COUPON 1

### WHAT'S COOKIN'

### Robert Foley Wine Dinner at Vincent

Vincent on Camelback will be hosting three special dinners in April, the first on Tuesday, April 10 at 6:30 p.m. The evening will feature Robert Foley Winery, a boutique winery located in Naag Country. There will be four courses with wine pairings in addition to a tasting served during reception. Courses include Duck Confit with mushroomy Red Wine Sauce, paired with the Foley's signature Griffin Red Blend, and a White and Dark Checkerboard Chocolate House Cake, paired with Petite Sirah. The dinner is \$115 per person; for reservations, call 602-224-0225.

### Easter Brunch

The April food and wine festivals, like Scottsdale Culinary Festival and AZ Wine and Dine, are taking place later in the month, leaving this upcoming weekend to be all about holidays. Celebrate Easter or at least enjoy an appetizer to celebrate the day you gave up 40 days or just 40 minutes of this year.

### OLIV TOLLING ROOM USA

As the most of this year, we've compiled two lists of Easter brunches in the Valley, including several that offer bunny- and egg-themed children's activities. Several places were named [Top 100 Restaurants](#), and we've added [cups just minute strategies](#) for anyone who's still undecided. Highlights include [Zuzu at Union Valley](#), serving affordable & a corn special like smoked salmon quiche (\$14) alongside a Bloody Mary Bar, and [The Farm at South Mountain](#), offering a buffet of freshly baked pastries, farm fresh salads, and more served outdoors.

### TIDBITS

### BOTTOM LEADERBOARD 728X90

We don't want to cause any fights by naming any one sushi restaurant as top dog over all other notable sushi restaurants, but we've put together a list of [sushi favorites](#) for you to enjoy. Presented in no specific order, how do you stand proud? A pack of [Yasu Sushi Bistro](#), while also succumbing to your opinion to meet at his favorite, [Sushi Sui](#), instead.

### SKYSCRAPER 160X600

### WHAT'S COOKIN'

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### THIS WEEK'S EVENTS

### Picket Fences

First Thursday of every month from Thursday, November 3 until Thursday, April 5, 7:00pm-9:00pm. A recent study by finance website [Burdle](#) found that Scottsdale residents are some of the most successful, spending more money on average per month. [Read more >](#)

### Epicurious

Fri., April 6, 7:00pm [Read more >](#)

### Easter with Child Crisis Center

Sun., April 8, 9:00am-12:00pm [Read more >](#)

### Red mango

### #1 RATED SMOOTHIE/ FROZEN YOGURT IN THE NATION

- Zagat's 2011

### 3rd Annual Tequilazona

Sat., April 14, 4:00pm-9:00pm [Read more >](#)

### Zombie Research Society BBQ

Sat., April 14, 12:00pm [Read more >](#)

### Glada De Laurentis Book Signing

Sun., April 29, 11:30am [Read more >](#)

### COUPON 2-4

### COUPON 1

### COUPON 2-4

### COUPON 1

### COUPON 2-4

### COUPON 1

### COUPON 2-4

### COUPON 1

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### COUPON 1

### COUPON 2-4

### COUPON 1

### COUPON 2-4



# COUPON NEWSLETTER

# TOP DEALS

## FROM NEW TIMES' BEST

Our top deals of the week from some the best New Times hot spots including restaurants, spas, gyms, entertainment, retail and more! Print them out, email them, Tweet them, or Facebook them straight from this newsletter.

OUR COUPON NEWSLETTER HITS THE IN-BOXES OF **3,641+ SUBSCRIBERS** EVERY MONDAY

## RATES

Include a coupon listing on phoenixnewtimes.com coupon page

TOP LEADERBOARD .....	\$100
FEATURED COUPON .....	\$75
COUPON SPOT 1 .....	\$50
COUPON SPOT 2 .....	\$50
COUPON SPOT 3 .....	\$50
COUPON SPOT 4/5 .....	\$50
BOTTOM LEADERBOARD .....	\$75

## SPECS

**FEATURED COUPON:** Only one sold per email, includes 445 x 550 pixel image, and 120 words of text

**COUPON SPOTS:** 210x105 image, 235 characters max for text

**TYPES:** GIF, JPEG **SIZE:** Less than 20k

**ANIMATION:** Not Allowed

## DEADLINE

Images, links and event information required one week prior to Monday (1PM) send date.

TOP LEADERBOARD 728X90

**New Times Coupons of the Week**

I was couponing before TLC!  
CLICK HERE TO SEE OUR DEALS

All Natural • Fat Free • Gluten Free

**Red Mango**  
Rated #1 in the nation - Zagat  
Best Smoothie / Frozen Yogurt

**1/2 OFF ANY SMOOTHIE**  
EXP: 5-3-12

420 S. Mill Ave. • Tempe • 480.966.9664

15% Off All Repairs  
Bring your phone in for a quick diagnosis and we'll let you know what you're dealing with and it's free of charge!! We also have many used phones on sale! Be sure to let us know what you need/want, we'll get you the best phone that suits you! Feel free to call us as well with any questions or concerns you may have.  
Website: <http://quickfixcellular.com/>

**Quick Fix Cellular**  
15% Off All Repairs  
15% Discount off all repairs when you bring in this coupon or mention New Times!  
expires 12/28/11

**Chico's Tacos Grill**  
Free Burrito w/ purchase of one at regular price. Not valid w/ any other offers.  
expires 12/01/11

**Lionel Flores Stylist**  
\$75 Holiday Special!  
\$75 Highlights, Cut and Style. Call Lionel Flores @ 602-561-8080  
expires 12/31/11

**Dance Starz AZ**  
\$30 Private Lessons (2)  
Get Two private 40-minute lessons for only \$30!  
expires 12/31/11

**Chompie's**  
Click Here for Thanksgiving Menu & FREE PIE OFFER!

FEATURED COUPON 445X500

COUPONS SPOTS

BOTTOM LEADERBOARD 728X90



# BEST OF PHOENIX® NEWSLETTER

# CELEBRATE YOUR AWARD

WITH AN EXCLUSIVE EMAIL

Celebrate your Best Of Phoenix® Win with an exclusive e-mail blast sent to over 9,282+ readers! Phoenix New Times has been publishing it's Best Of Phoenix® issue for 34 years. It's a big, bad issue with tons of street credit. A Best Of Phoenix® Award is something to be proud of and now it's your time to brag about it.

## LAYOUT OPTIONS



IMAGE WITH AWARD COPY



IMAGE WITH AWARD COPY & ENTRY FORM

**RATE** ..... \$350

## REQUIREMENTS

- Must be a Best Of Phoenix Editorial Choice Winner and must feature award.
- Limit 2 per week can be sent Monday through Friday.
- Can purchase up to 12 times per year.

UPDATED MAY 2012

## SPECS

**TYPES:** GIF, JPEG  
**SIZE:** Image 500x650. **TEXT:** 200+ words.  
**ANIMATION:** Not Allowed

## DEADLINE

One week prior to send date.



# ARTS & THEATRE NEWSLETTER

## THE ARTS SCENE

Weekly information keeping you in the know when it comes to Phoenix's arts and theater scene. Tell 2,100+ readers about your upcoming performances, exhibitions, openings and special events.

### RATES

TOP LEADERBOARD .....	\$300
FEATURED EVENT .....	\$250
CONTENT .....	\$150
BOTTOM LEADERBOARD .....	\$150

### SPECS

TYPES: GIF, JPEG  
SIZE: Less than 20k  
ANIMATION: Not Allowed

### DEADLINE

One week prior to Wednesday (9PM) send date.

### ARTS & THEATRE EXCLUSIVE

COST: \$400  
SPECS: Image 500x650. TEXT: 200+ words.  
DEADLINE: One week prior to send date

TOP LEADERBOARD 728X90

**THE REVIEW** New Times ARTS & THEATRE PROMOTIONAL NEWSLETTER

**I was couponing before TLC!**  
CLICK HERE TO SEE OUR DEALS

**scene-stealing!**  
**JEFFREY TAMBOR: PERFORMING YOUR LIFE**  
Sat, March 24, 8 p.m.

**FEATURED EVENT 515X150**

**CONTENT 200X200 IMAGE & 75 WORDS**

**CHANDLER JAZZ FESTIVAL**

**Cheaper by the Dozen**

**STREET TEAM**

**Need a DRINK?**

**FOOD FOR THOUGHT**

**BATTLE OF THE BANDS** SATURDAY, MAY 19

BOTTOM LEADERBOARD 728X90



# CAREER & EDUCATION NEWSLETTER

# THE JOB MARKET

Reach 3,912+ readers interested in new job openings, educational opportunities and more. Fill all your positions with a newsletter designated to readers who are thirsty for a new career.

## RATES

TOP LEADERBOARD .....	\$300
FEATURED EVENT .....	\$250
CONTENT .....	\$150
BOTTOM LEADERBOARD .....	\$150

## SPECS

TYPES: GIF, JPEG  
SIZE: Less than 20k  
ANIMATION: Not Allowed

## DEADLINE

One week prior to Wednesday (9PM) send date.

## CAREER & EDUCATION EXCLUSIVE

COST: \$400  
SPECS: Image 500x650. TEXT: 200+ words.  
DEADLINE: One week prior to send date

TOP LEADERBOARD 728X90

The screenshot shows the NewTimes Career & Education Guide interface. At the top, it says "NewTimes Career & Education Guide". Below that, there are featured offers and exclusive offers. One featured offer is for "scene-stealing! JEFFREY TAMBOR: PERFORMING YOUR LIFE" on Saturday, March 24, 8 p.m. Another featured offer is for "Allen School Health Service". There are also job listings for "Telemarketers needed - Experience preferred" and "Call center in Chandler to hire & fill 95 seats ASAP!". A featured event is highlighted with a red callout: "FEATURED EVENT 515X150". At the bottom, there is a "BATTLE OF THE BANDS" event on Saturday, May 19, presented by NewTimes.

FEATURED EVENT 515X150

CONTENT 200X200 IMAGE & 75 WORDS

The thumbnail shows a newsletter titled "MY CAREER CREATE YOUR OWN PATH". It features a cyclist on a road bike and a job listing for an "Arizona department of education hiring state board executive assistant". The newsletter also includes a section for "TEST YOUR PROFESSIONAL IMAGE" and a "Call Us at 602-288-8282" for more information.

TOP LEADERBOARD 728X90

BOTTOM LEADERBOARD 728X90

Expand your message in an online career and education marketplace. [www.phoenixnewtimes.com/jobs](http://www.phoenixnewtimes.com/jobs)

## JOBS PAGE RATES

TILE .....	\$50
TOP LEADERBOARD .....	\$200

TILE 312X199







# ADVENTURES NEWSLETTER

# ADVENTURES IN ARIZONA

EVERYTHING ADVENTUROUS & OUTDOORS

Our readers like to hike, golf, camp, ski, boat, wakeboard, and snowboard. They love the outdoors, especially when it includes any form of action sports.

Reach over 250+ subscribers with your exclusive message.

**RATE: \$200**

## SPECS

TYPE: JPEG

SIZE: Image 500x650

TEXT: 200+ words

## DEADLINE

One week prior to send date.





# CHRONICALS NEWSLETTER

# CANNABIS HEADQUARTERS

ALL OF YOUR MEDICAL MARIJUANA NEEDS IN ONE PLACE

From doctors and hydroponics shops to clubs, collectives and dispensaries, send exclusive cannabis-related updates and offers to over 419+ subscribers.

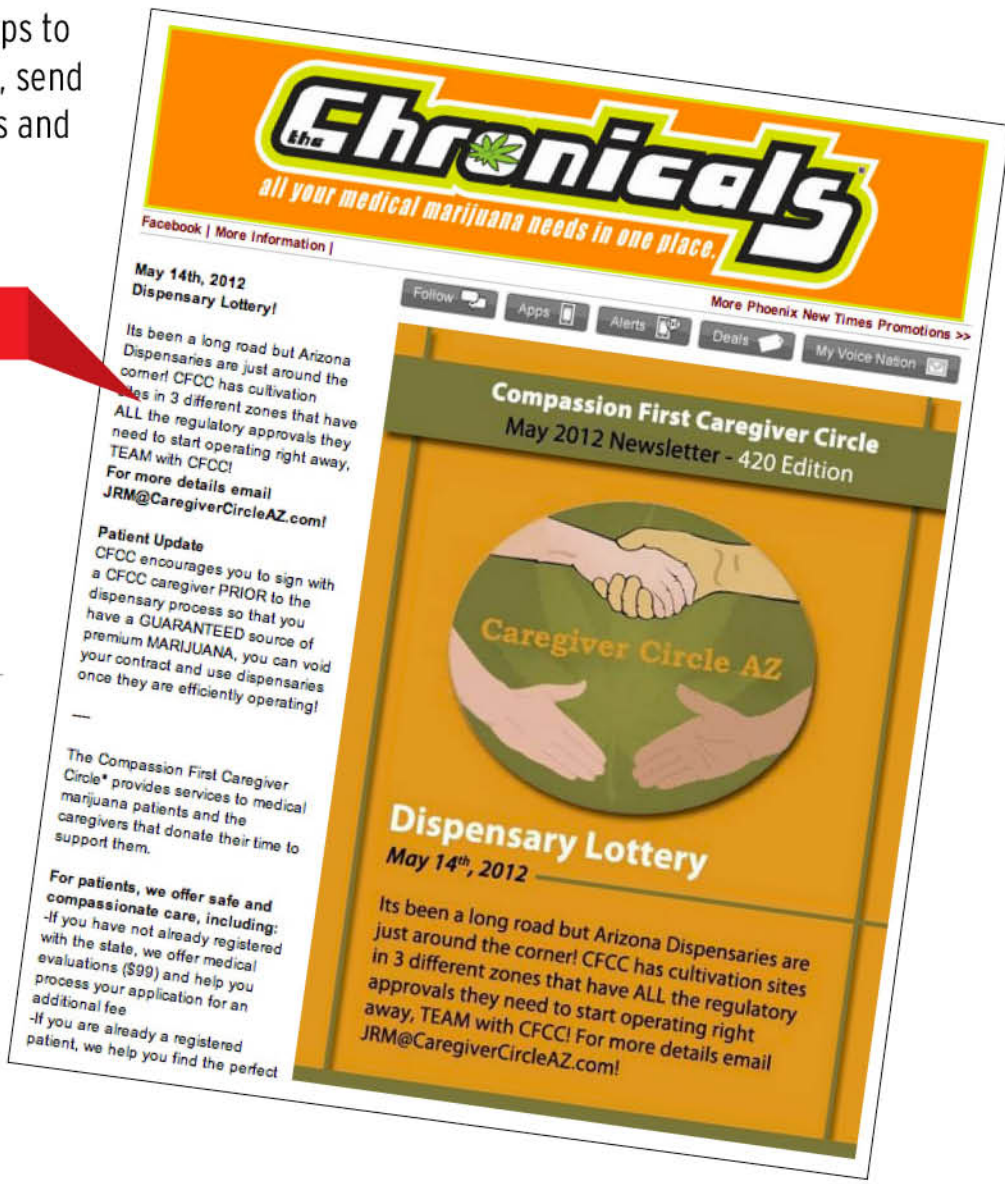
**RATE: \$250**

## SPECS

TYPE: JPEG  
SIZE: Image 500x650  
TEXT: 200+ words

## DEADLINE

One week prior to send date.





# EMAIL SCHEDULE 2012

## JANUARY

Spring College Coupon	1/10
Resolution Guide	1/18

## FEBRUARY

Valentine's	2/1 + 2/8
AZ Cocktail Week	2/15 + 2/27
Quick PHX & Spring Training	2/29

## MARCH

St. Patrick's	3/7 + 3/14
---------------	------------

## APRIL

E.A.T.	4/18
420 Guide	4/17
Cinco de Mayo	4/25 + 5/2

## MAY

Cinco de Mayo	5/2
Mother's Day	5/9
Memorial Day	5/25

## JUNE

Summer Guide	6/6
Father's Day	6/13
Local First	6/20 + 6/27

## JULY

Best of Reader's Poll Nominate Me #1	7/25
--------------------------------------	------

## AUGUST

Best of Reader's Poll Nominate Me #2	8/8
Fall College Coupon	8/22
Back to School Guide	8/29

## SEPTEMBER

Best of Reader's Poll Vote 4 Me	9/12
---------------------------------	------

## OCTOBER

202 Best of Winner's E-mail	10/3
Halloween	10/17 + 10/24
SHINE	10/31

## NOVEMBER

Holiday Guide	11/21 + 11/28
---------------	---------------

## DECEMBER

Holiday Guide	12/5 + 12/12 + 12/19
New Year's Guide	12/26

## WEEKLY EMAIL SCHEDULE

Coupon Email	Monday 1 PM	Career & Education	Wednesday 9PM
Special/Holiday Blasts	Wednesday 9AM	Editorial	Thursday 9AM
Events	Wednesday 9AM	Promotional	Thursday 11AM
Dining	Wednesday 1PM	Music	Thursday 1PM
Art & Theater	Wednesday 9PM	Best Of	Monday or Friday

### JANUARY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

### FEBRUARY

S	M	T	W	T	F	S
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	1	2	3

### MARCH

S	M	T	W	T	F	S
26	27	28	29	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

### APRIL

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

### MAY

S	M	T	W	T	F	S
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

### JUNE

S	M	T	W	T	F	S
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

### JULY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

### AUGUST

S	M	T	W	T	F	S
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

### SEPTEMBER

S	M	T	W	T	F	S
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6

### OCTOBER

S	M	T	W	T	F	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

### NOVEMBER

S	M	T	W	T	F	S
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1

### DECEMBER

S	M	T	W	T	F	S
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5



# URBANSPOON.COM



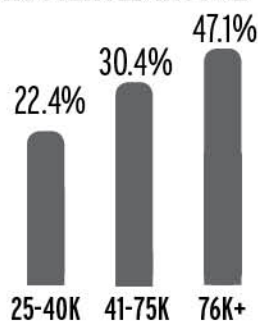
Urbanspoon is a leading online local restaurant guide that aggregates restaurant reviews from across the web, from newspapers, professional food critics to bloggers and diners. Available online or via its popular iPhone application, Urbanspoon provides reviews for restaurants throughout the United States, Canada, the United Kingdom and Australia. Urbanspoon presents reviews not just by users, but also pulls together the opinions of trusted local sources. Includes reviews from newspaper critics and food bloggers to help diners find a great place to eat.

## DATA

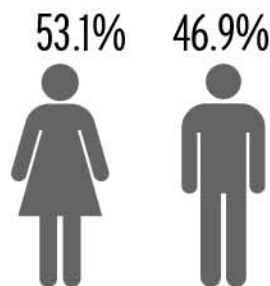
NATIONAL MONTHLY PAGE VIEWS.....	<b>40,541,154</b>
NATIONAL MONTHLY IMPRESSIONS.....	<b>129,985,561</b>
PHOENIX MONTHLY UNIQUE USERS.....	<b>43,859</b>
PHOENIX MONTHLY PAGE VIEWS.....	<b>499,957</b>

## PHOENIX AUDIENCE

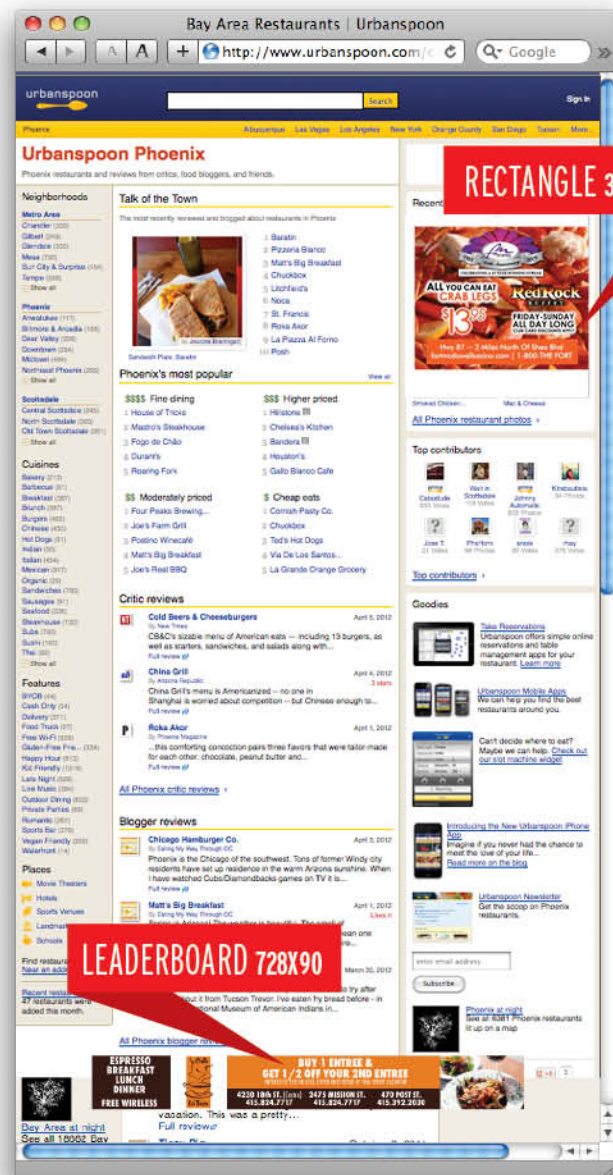
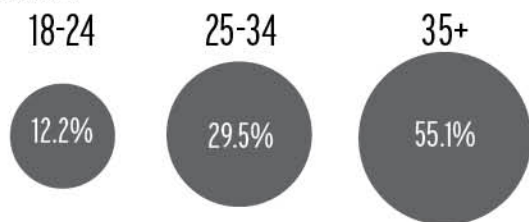
### HOUSEHOLD INCOME



### DEMOGRAPHIC GENDER



### AGE GROUP



RECTANGLE 300X250

LEADERBOARD 728X90

## RATES

Minimum 10,000 impressions per week. Combination of leaderboard and rectangle ads.

4X.....	<b>\$15 CPM</b>
8X.....	<b>\$13 CPM</b>
13X.....	<b>\$11 CPM</b>
26X.....	<b>\$10 CPM</b>

## SPECS

TYPES: GIF, JPEG, HTML, DHTML, Javascript/jscript, Flash  
 SIZE: 60K standard, Flash 60K RICH MEDIA: Add \$2 CPM  
 DAY PARTING: Add \$2 CPM DATE OMISSIONS: Min. \$15 CPM

Source: ComScore Demographic Info & Google Analytics, March 2012



# CHECKOUTMYINK.COM

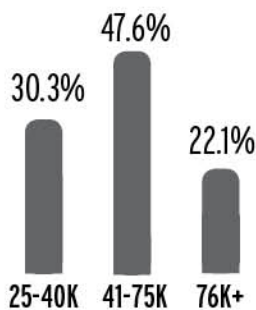
A free tattoo-centric, community-driven web site that offers the world a chance to stock, share and flaunt their tattoos. It's a tattoo reference search engine. Also, an effective way for tattoo artists and shops to market themselves to increase traffic right back to their respected business.

## DATA

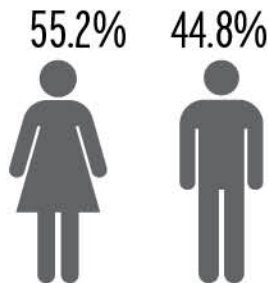
NATIONAL MONTHLY PAGE VIEWS.....	<b>2,177,677</b>
NATIONAL MONTHLY IMPRESSIONS.....	<b>6,533,031</b>
PHOENIX MONTHLY PAGE VIEWS.....	<b>36,307</b>
PHOENIX MONTHLY IMPRESSIONS.....	<b>108,922</b>

## AUDIENCE

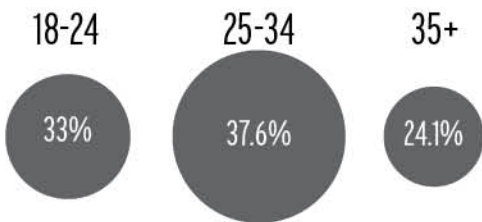
### HOUSEHOLD INCOME



### DEMOGRAPHIC GENDER



### AGE GROUP



## RATES

Minimum 5,000 impressions per week. All sizes.

4X.....	<b>\$15 CPM</b>
8X.....	<b>\$13 CPM</b>
13X.....	<b>\$11 CPM</b>
26X.....	<b>\$10 CPM</b>

Source: ComScore Demographic Info & Google Analytics, March 2012

UPDATED MAY 2012

**LEADERBOARD 728X90**

The screenshot displays the checkoutmyink.com website with several ad placements highlighted by red callouts:

- LEADERBOARD 728X90:** Located at the top of the page, above the main navigation.
- RECTANGLE 300X250:** Located on the right side of the page, next to the 'FRESHEST TATTOOS' section.
- SKYSCRAPER 160X600:** Located at the bottom right of the page, next to the 'LATEST TATTOO PICTURES' section.

The website content includes a search bar, navigation menu (HOME, FRESH, CATEGORIES, MEMBERS, SHOPS, FORUM, UPLOAD), and sections for 'FRESHEST TATTOOS' (340,617 Tattoos in Gallery) and 'LATEST TATTOO PICTURES' (tattoos from last 90 days). A 'BRICK & MORTAR' advertisement is also visible.

## SPECS

TYPES: GIF, JPEG, HTML, DHTML, Javascript/jscript, Flash  
 SIZE: 60K standard, Flash 60K RICH MEDIA: Add \$2 CPM  
 DAY PARTING: Add \$2 CPM DATE OMISSIONS: Min. \$15 CPM



# VOICE DAILY DEALS

# OVERVIEW

## EFFICIENT, MEASURABLE, RISK FREE PROMOTION

## WHY BUSINESSES SHOULD USE VOICE DAILY DEALS

### DETAILS

- Offer to run at minimum 50% off price. Better offer = more sales.
- Client will receive 50% of revenue for goods sold.
- No credit card fee or referral fees will be deducted from payout!

### BENEFITS

- No Cost Marketing. No money out of your pocket.
- Guaranteed Foot Traffic
- Industry averages only 80% return rate
- Promotional Support from Voice Daily Deals & New Times

### PAYMENT

- New Times will cut a check for 50% of the gross revenue sold
- 60% paid in 10 days, 20% paid in 30 days & 20% paid at exp date.
- OR Client has option to receive 75% of revenue for goods sold as a credit against the cost of advertising in New Times media outlets. (Campaign to be discussed and created with your AE)

### OTHER NOTES

- Email marketing sent to 30,000 Voice Daily Deal local subscribers
- Presence on PhoenixNewTimes.com day of deal
- Social Media promotion of each deal
- Print ad support possibility

