



### Mission

**CITYSunTimes (CST)** is committed to the vitality of the communities we serve through social responsibility and community involvement.

### Who CST Is

**CITYSunTimes** is a monthly community newspaper established in 2002. The complimentary niche market publication serves the expanding Northeast Valley communities of Arizona's Phoenix Metropolitan area. Readers live in Scottsdale, North Phoenix, Carefree, Cave Creek and surrounding areas.

*“Community journalism is intimate, caring, and personal; it reflects the community and tells its stories; and embraces a leadership role. Community journalism is the heartbeat of American journalism, journalism in its natural state.”*

– Jock Lauterer, Author, Publisher and Associate Professor, University of North Carolina, Chapel Hill School Of Journalism

### Who CITYSunTimes Serves

The majority of CST readers are affluent middle- to upper-class families with school-aged children.

### Content

**CITYSunTimes** provides relevant local news and information along with substantive articles spotlighting local businesses, covering home, health & wellness, arts & entertainment, and news and articles of importance to the community.

### Distinct Advertising Benefits

No other community paper is more welcomed into the homes of North Valley residents than **CST**, remaining in homes throughout the month and read cover to cover. **CST** offers advertisers the opportunity of reaching out and touching an audience of affluent homeowners that appreciate quality workmanship, products and services.

**CST** readers are consumers who have the purchasing power to significantly impact your bottom line. **CITYSunTimes'** targeted mailing saturation and 97% pick-up rate assure that your advertisement is seen by up to 90,000 readers per month – giving your ad dollars the greatest return on investment.

### Direct Mail Distribution

25,000 copies are mailed directly to targeted businesses and residents of the 85268, 85254, 85255, 85266, 85260, 85262, 85327, 85331 and 85377 zip codes.

### Rack Distribution [97% Pick-up rate]

Over 10,000 copies are available for free pick-up at over 300 businesses, restaurants, retail stores and libraries in Scottsdale, Phoenix, Carefree, Cave Creek, Anthem, Black Canyon City, New River and Fountain Hills: 85028, 85032, 85050, 85054, 85085, 85086, 85087, 85253, 85254, 85255, 85258, 85259, 85260, 85266, 85268, 85324, 85327, 85331 and 85377 zip codes.

Plus, expanded coverage online at **CITYSunTimes.com**.

### Demographics

#### AGE [Average 42]

Under 19 .....	24%
20-34 .....	15%
35-59 .....	42%
60+ .....	19%

#### GENDER

Female.....	51%
Male.....	49%

#### MARITAL & FAMILY STATUS

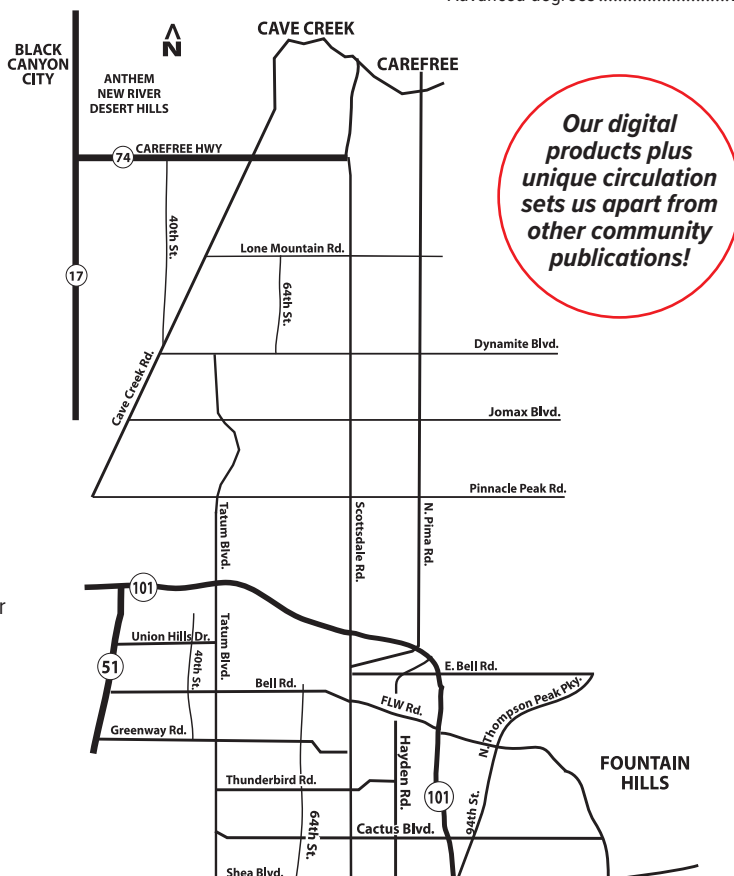
Married.....	88%
Single.....	12%
Children in the home.....	34%

#### ECONOMIC PROFILE

Average HHI .....	\$172,000
Homeowners .....	90%

#### EDUCATION [85% College]

High School .....	13%
Some College .....	25%
Undergraduate .....	41%
Advanced degrees .....	21%



### Display Ad Specifications

- Camera-ready ads must be 300 dpi and submitted in the size contracted for best quality. Formats accepted: PDF's preferred with fonts embedded or flattened layers.
- Color settings should be for NEWSPRINT saturation – black copy is ONLY 100% black.
- Ads submitted in RGB will be converted to CMYK. Colors will vary from screen to print.
- We will not to scan due to loss of quality.
- Submit all camera-ready art to your Account Representative or [jlee@orourkemediagroup.com](mailto:jlee@orourkemediagroup.com).
- **CITYSunTimes (CST)** is not responsible for color or registration errors in camera-ready ads.

### Design and Production

Simple typesetting and layout assistance is available at no charge as a courtesy to those Advertisers requiring that support. Advertiser is paying for the cost of insertion, not for design work. Ads requiring more than two (2) client modifications after the first proof will be charged an additional fee. **CST** reserves the right to charge a modest design fee for ads not provided camera-ready and contracted to run one time only. **HELPFUL TIP:** When you receive a proof of your ad, it is highly recommended that you print out the PDF "Actual Size" to see how it will look in print.

### Creative Rights

All design concepts created by **CST**, whether preliminary or final, are copyright© protected property of **CST**. Please approve use with other publications, printers, websites or other.

### Inserts

- \$75 per thousand for 25,000 mailed. Must include entire quantity for selected zip code(s).
- Minimum 6,000 pieces, please provide 100 pieces over quantity to be inserted.
- Prices quoted are for one 8.5" x 11" 20# bond sheet. Rates for printing and/or larger size or multi-page inserts are available upon request. Contact your Account Representative.
- Payment in full due in advance at time of reservation.
- Inserts must be approved for content and delivered to Valley Newspapers by the 18th of the month prior to publication date.
- Please call for additional details: 480.922.8732.

### Payment Information

A 2.3% city sales tax is applied to all advertisements. Advertisements must be paid for in advance of publication and should accompany your ad and billing information. Credit cards will be charged on the 15th of each month preceding publication. On special promotions, initial payment of more than one month may be required. **CITYServices** ads contracted for three (3) to six (6) months must be prepaid in full; those contracted for twelve (12) months may be paid in six-month increments. Publisher reserves the right to refuse to publish any advertisement.

### Advertising Deadline

Deadline for space reservations and ad materials is the **15th of the month**. Submit to your Account Representative or [jlee@orourkemediagroup.com](mailto:jlee@orourkemediagroup.com).

### Rates

SIZE	Full	3X	6X	12X
<b>Full Page</b>	\$1,500	\$1,250	\$1,100	\$1,000
<b>Half Page</b>	\$1,050	\$875	\$770	\$700
<b>1/4 Page</b>	\$450	\$375	\$330	\$300
<b>1/8 Page</b>	\$375	\$313	\$275	\$250
<b>1/3 Page</b>	\$900	\$750	\$660	\$600
<b>1/12 Page</b>	\$300	\$250	\$220	\$200
<b>CS-Single</b>	\$113	\$94	\$83	\$75
<b>CS-Double</b>	\$225	\$188	\$165	\$150
<b>Cover-Block</b>	\$600	\$500	\$440	\$400

### Dimensions

Cover Block .....	5" (w) x 1.33" (h)
Back Cover .....	10.25" wide (w) x 11" high (h)
Full Page .....	9.75" (w) x 11" (h)
Half Page Vertical .....	4.75" (w) x 11" (h)
Half Page Horizontal .....	9.75" (w) x 5.33" (h)
Third Page Vertical .....	4.75" (w) x 7.25" (h)
Third Page Horizontal .....	9.75" (w) x 3.5" (h)
Quarter Page Vertical .....	4.75" (w) x 5.33" (h)
Quarter Page Horizontal .....	9.75" (w) x 2.25" (h)
Eighth Page Vertical .....	2.25" (w) x 5.33" (h)
Eighth Page Horizontal .....	4.75" (w) x 2.5" (h)
Twelfth Page (one size) .....	2.25" (w) x 3.5" (h)
CITYServices (CS) Single .....	1.75" (w) x 1.75" (h)
CITYServices (CS) Double Hor .....	3.75" (w) x 1.75" (h)
CITYServices (CS) Double Vert .....	1.75" (w) x 3.75" (h)

Learn more about our sponsored content programs, pairing the CST audience with the Google Display Network and our full suite of Digital Advertising Solution at [www.orourkemediagroup.com](http://www.orourkemediagroup.com).

### About Us

O'Rourke Media Group is a fast-growing company that owns and operates hyper-local, community newspapers, websites, niche publications and a full-service digital agency. We are family-owned and have a strong belief that every community can benefit from a well-run, properly resourced, local newspaper and website. We now operate in eight states and 28 markets with 41 publications and hyper-local websites. We started from ground zero in December 2018, totally bootstrapped, confident and with an entrepreneurial mindset.



**Local Website Ads**  
\$10 per 1,000 impressions

**SIDEBAR**  
Desktop & Mobile 300 x 250

**LEADERBOARD**  
Desktop 720x90 | Mobile 320x50

