

# The Foothills Focus

The North Valley's only WEEKLY Newspaper!

Serving Anthem, New River, Cave Creek, Desert Hills, Carefree, Tramonto and Black Canyon City since 2002!

## Who We Are

The Foothills Focus is the ONLY weekly publication dedicated to bringing local news and information to the residents and businesses of the northwest and northeast Valley communities.

Many businesses with an interest in establishing and growing their presence in these burgeoning communities find The Foothills Focus to be a very effective advertising tool.

We are committed to bringing our readers the latest in community news, events, sports and local opinion in an easy-to-read and informative format.

Visit us online at [TheFoothillsFocus.com](http://TheFoothillsFocus.com)  
"Like" our Facebook page for local news



# Circulation

The Foothills Focus is distributed in the following ZIP Codes:

**85024, 85027, 85050, 85085,  
85086, 85087, 85324, 85331,  
and 85377**

in the communities of: Anthem, Black Canyon City, Cave Creek, Carefree, Desert Hills, Diamond Creek Estates, Dove Valley Estates, Dove Valley Ranch, Mountain Gate, New River, North Phoenix, North Scottsdale, Tramonto, Tatum Ranch, Tatum Highlands, and Vistancia



## Ad Placement

### Closing Dates

The Foothills Focus is a weekly publication with distribution every Wednesday.

### Ad Space Reservation Dates

Ad space reservations are due the Wednesday before each publication date.

### Ad Artwork Deadline

Supplied artwork must be provided by close of business on the Wednesday prior to publication date.

### Billing

Unless otherwise arranged, all ads are billed in advance on a monthly basis. For your convenience, we accept VISA, MasterCard and American Express.

## Submitting Your Ad

Ads may be submitted electronically via email: [FoothillsFocus@qwestoffice.net](mailto:FoothillsFocus@qwestoffice.net)

Or, if you need an ad, we also offer professional, effective, eye-catching Graphic Design at no additional cost!

## Electronic File Guidelines

- We support the following applications: Adobe Illustrator, InDesign and Photoshop.
- All graphics must be saved as .EPS, TIF, JPG or .PDF at a resolution of 300 dpi or greater.
- All fonts must be included or converted to outlines.



# Weekly Rate Card

Black & White, color additional

Ad Size	Dimensions	Open Rate	12 weeks	26 weeks	52 weeks	Add Color
2 Column x 2	4" wide x 2" tall	\$116.00	\$111.00	\$106.00	\$101.00	\$20.00
2 Column x 3	4" wide x 3" tall	\$174.00	\$166.50	\$159.00	\$151.50	\$30.00
2 Column x 4	4" wide x 4" tall	\$232.00	\$222.00	\$212.00	\$202.00	\$40.00
2 Column x 5	4" wide x 5" tall	\$290.00	\$277.50	\$265.00	\$252.50	\$50.00
3 Column x 3	6" wide x 3" tall	\$261.00	\$249.75	\$238.50	\$227.25	\$45.00
3 Column x 4	6" wide x 4" tall	\$348.00	\$333.00	\$318.00	\$303.00	\$60.00
3 Column x 5	6" wide x 5" tall	\$435.00	\$416.25	\$397.50	\$378.75	\$75.00
3 Column x 6	6" wide x 6" tall	\$522.00	\$499.50	\$477.00	\$454.50	\$90.00
1/4 Page	4.75" wide x 6" tall	\$435.00	\$416.25	\$397.50	\$378.75	\$75.00
1/2 Horizontal	10" wide x 6" tall	\$870.00	\$832.50	\$795.00	\$757.50	\$150.00
1/2 Vertical	4.75" wide x 12.5" tall	\$870.00	\$832.50	\$795.00	\$757.50	\$150.00
Full Page	10" wide x 12.5" tall	\$1,812.50	\$1,734.50	\$1,656.25	\$1,578.25	\$300.00
Back Page	10" wide x 12.75" tall	\$2,132.25	\$2,040.50	\$1,948.50	\$1,856.75	\$300.00
<b>Rate / Column Inch</b>		<b>\$29.00</b>	<b>\$27.75</b>	<b>\$26.50</b>	<b>\$25.25</b>	<b>\$5.00</b>

Other sizes may be available as well. Contact your ad rep for more details. **Non-Profit Rate:** \$25.25 /column inch plus applicable color charges

## Service Directory Advertising:

12-Week minimum Black and White Only. (Column width - 1.5")  
1 column x 2": \$35.00/wk      1 column x 3": \$50.00/wk      1 column x 4": \$65.00/wk

**Banner Ads:** Banner ads (10" wide x 1" tall) run along the bottom of the front page. Please contact your representative for pricing and availability.

**Inserts:** \$75.00 per thousand (minimum insert run is 10,000). All inserts must be approved prior to insertion and must be delivered to our office 1 week prior to the distribution date.

**Web Site:** Please contact your representative for pricing and availability.

**Classified Advertising:** Classifieds (Real Estate, Help Wanted, Commercial Services or personal) are published at the rate of \$15.00 for the first 20 words and 50 cents per word for each additional word thereafter. Go online to our classified section on the website at [TheFoothillsFocus.com](http://TheFoothillsFocus.com) for more information and to place your ad. Ads can also be placed via fax at 623.465.1363 or email at [foothillsfocus@qwestoffice.net](mailto:foothillsfocus@qwestoffice.net). PLEASE NOTE: No classifieds are accepted over the phone.

# The Foothills Focus

46641 North Black Canyon Highway, Suite 1 | New River, AZ 85087

phone: **623.465.5808** | fax: **623.465.1363**

email: **[foothillsfocus@qwestoffice.net](mailto:foothillsfocus@qwestoffice.net)** | web: **[TheFoothillsFocus.com](http://TheFoothillsFocus.com)**