

THE DESERT SHAMROCK

A non-political Irish newspaper focusing on the positive side of the life in the Irish world, including the entire Celtic Community

ARIZONA'S ORIGINAL IRISH NEWSPAPER

Serving the Celtic Community

5025 North Central Avenue #600

Phoenix, AZ 85012

(602) 449-1966

E-MAIL shamrockaz@cox.net

WEB SITE www.desertshamrock.com

Now Ranked at the Top

of the

Irish

Specialty

Newspapers!

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Traditionally, The Desert Shamrock publishes three-thousand and up to ten-thousand copies of key editions with readership estimated between four and five per copy, or reaching 25,000 to 50,000 readers.

More than one-thousand copies are direct mailed to our paid subscribers composed primarily of Irish-Celtic-American homes and businesses. The balance is distributed throughout the state at strategic business locations. Our paid subscribers increase with every issue and are verified and updated with every mailing.

Approximately 85% of those receiving the paper are professionals, business men and women, with some college education. They have discretionary income to enjoy and appreciate travel, dining out, entertainment and cultural events.

Subscribers are family oriented, religious, and strongly support traditional American values. They travel frequently as a family, including overseas. Loyalty is a strong trait among the Irish and the Celts, and once won over they are tenacious in their support.

The content of The Desert Shamrock includes reports on news from Ireland as well as national and local events, cultural activities, personalities, sports events, entertainment and organizational news within the Irish-Celtic-American Community.

It covers historic information about the Irish and other Celtic nationalities, and includes their traditions, art and literature, both past and present.

According to the 2000 Census figures, Arizona is home to some 833,400, individuals with Celtic heritage. That's 20% of the population.

A further breakdown indicated:

Irish	595,000
Scots-Irish	90,200
Scots	109,800
Welsh	38,400

Bretons, Cornish and Manx are not listed separately by the census.

With such a large distribution, The Desert Shamrock pulls responses for its advertisers! Here are just a few of those who advertise with us:

Internationally: *Irish Trade Board, Irish Tourist Board, RTE Ireland, Blarney Woolen Mills, Bushmills Irish Whiskey, Guinness and John Jameson Irish Whiskey.*

Nationally: *Delta Air Lines, Killians Red, Budweiser, Irish Festival Cruises, Coors, Miller and many more businesses statewide.*

We know you will consider The Desert Shamrock a valuable resource for your print advertising. We look forward to working with you.

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RATES AND SPECIFICATIONS

RATE SCHEDULE

Ad Size	1x	6x	12x	Color
Full Page	\$ 960	\$ 905	\$850	\$
1/2 Page	515	485	455	625
1/4 Page	270	248	225	325
1/8 Page	135	130	120	175
Bus. Card	58	53	48	80
Inside Fr. Cvr.	\$ 1105	\$ 960		
Inside Bk. Cvr.	1075	1035	\$ 925	
Back Cover			995	1200

Celtic Directory \$ 120.00 per year

Website Logo & link \$ 140.00 per year

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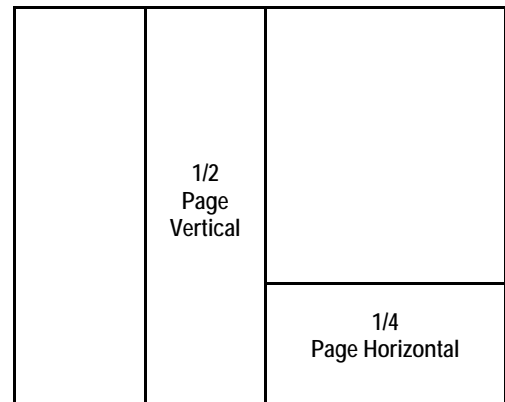
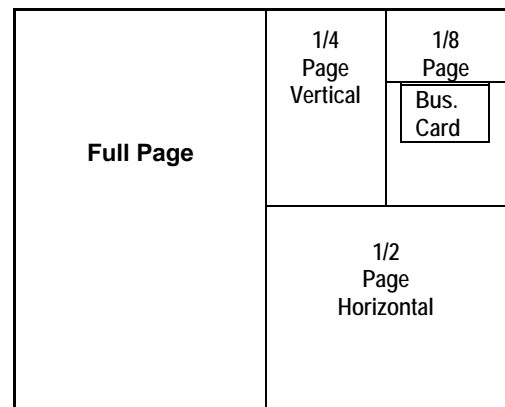
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PAGE CONFIGURATIONS



AD

SPECIFICATIONS

Full Page	10" x 11½ "
1/2 Page Horizontal	10" x 5½ "
1/2 Page Vertical	5" x 11½ "
1/4 Page Horizontal	10" x 3"
1/4 Page Vertical	5" x 6"
1/8 Page	5" x 2¾"
Business Card	3¼" x 2"