

# Newspaper Agency Corporation

Advertising Agent for *The Salt Lake Tribune* and *Deseret News*  
135 South Main Street, Salt Lake City, Utah 84111  
Phone: (801) 237-2713 Fax: (801) 237-2519  
[www.nacorp.com](http://www.nacorp.com)

## 2002 General Rates and Policies

Effective January 1, 2002

### Newspaper Agency Corporation's Relationship to *The Salt Lake Tribune* and *Deseret News*

Newspaper Agency Corporation was founded in 1952 by *The Salt Lake Tribune* and *Deseret News* to manage the newspapers' advertising, printing and circulation. The two newspapers remain under separate ownership and are editorially independent.

### Circulation

The circulations of *The Salt Lake Tribune* and *Deseret News* are verified every year by the Audit Bureau of Circulations. A circulation card based on the most recent audit, or a copy of the audit itself, is available upon request.

### Affiliations

NAC is a member of the Audit Bureau of Circulations, which verifies the circulation of the two newspapers each year. NAC is also a member of the Advertising Checking Bureau. You may reach our national advertising sales office by calling (801) 237-2721 or, outside Utah, by calling (800) 944-4220.

### General Policies

Submitting an advertisement for publication or distribution represents the advertiser's agreement to abide by the policies and procedures of NAC, agent for *The Salt Lake Tribune* and *Deseret News*.

General rates apply to advertisements placed by and for manufacturers, wholesalers, brokers, and distributors or dealer associations.

These rates also apply to cruise lines, national ground transportation companies, airlines without a regular gate at the Salt Lake International Airport, all media communications companies; insurance companies; hotels, resorts and amusement centers outside the newspapers' local trading area; advocacy advertising; transitory seminars without a regular local business office; conventions; mail-order and mail-delivery services; public utilities; all advertising placed by retail firms without an outlet in the newspapers' local trading area; dealer list advertisements; political advertising paid for by candidates and organizations outside the local seven counties; and co-op advertisements in which the cost is shared by two or more independent firms under separate ownership.

Qualified advertising agencies may take a 15-percent commission from general ROP, preprint, zone and TMC rates.

### Publishers' Rights

The publishers of *The Salt Lake Tribune* and *Deseret News* reserve the right to reject, reposition, edit or cancel advertising at any time, before or after acceptance for publication. Additionally, they may insert the word "advertising" above or below any advertisement.

### Adjustments

Although every effort is made to ensure advertisements run without error, some mistakes may occur. Newspaper Agency Corporation and the newspapers' publishers are not responsible for any damages. Adjustments will be made at NAC's discretion, on first publication only, and will not exceed the space occupied by the error. All requests for adjustments must be made within 30 days of the first scheduled

### Management of *The Salt Lake Tribune*

Publisher ..... Dominic Welch  
Editor ..... James E. Shelledy  
Address: 143 South Main Street, Salt Lake City, Utah 84111.  
*The Salt Lake Tribune* is published every morning (daily and Sunday).

### Management of the *Deseret News*

Publisher ..... Jim M. Wall  
Editor ..... John Hughes  
Address: 30 East 100 South, Salt Lake City, Utah 84110.  
The *Deseret News* is published every Monday through Friday afternoon, and every Saturday and Sunday morning.

Please direct all inquiries about advertising to your Newspaper Agency Corporation sales representative or an NAC manager listed below.

### Management of Newspaper Agency Corporation's Advertising Department

Vice President, Advertising .....	Ed McCaffrey .....	237-2712
Advertising Director .....	Tim Collum .....	237-2718
Major Accounts Sales Manager .....	Cindy Richards .....	237-2753
Retail Territory Sales Manager .....	Timothy Staley .....	237-2755
Retail Territory Sales Manager .....	Alan Christensen .....	237-2859
Retail Inside Sales Manager .....	Lori Dabb .....	237-2748
National Sales Supervisor .....	Pamela Wagstaff .....	237-2721
Co-op Manager .....	.....	237-2887
Preprint Sales Manager .....	.....	237-2749
Vice President, Marketing & Research .....	Cynthia M. Cook .....	237-2909
New Media Director .....	Trent Eyre .....	237-2008
Credit Manager .....	Nancy Aposhian .....	237-2816

publication. No adjustments will be made for errors the advertiser fails to mark for correction on the proof. NAC is not responsible for errors of omission.

Advertising orders directing insertions of advertising in specific positions or designated page "or omit" will not be accepted. NAC will attempt to meet customer requests, but will make no adjustment, republication or refund because of advertising position.

All efforts should be made to contact NAC regarding billing errors within 30 days of receiving the statement. NAC reserves the right to go back only to the most current 12 months on any adjustments requested.

### Advertising Exceptions

The *Deseret News* does not accept advertising for alcohol (including beer), tobacco, tea or coffee; NC-17 or X-rated movies; massage therapy; astrology services; or gambling.

Neither paper will knowingly accept advertising for a book, motion picture or product involved in pending litigation.

### Premium Positions

**The position of advertisements is not guaranteed.** If conditions permit, position requests will be accepted on ads of 30 column-inches or more in the main news sections of each newspaper, for a 25-percent positioning fee. A 10-column-inch minimum size is required for other sections of the newspapers. If a premium position request is accepted, but

it is not possible to publish the ad in the requested position, the ad will run in another position and the 25-percent positioning fee will be credited back to the advertiser. No other adjustments will be made. Color fees are not increased for premium positions.

#### Taxes

Currently, no tax is levied on advertising. However, in the event that a tax is imposed on advertising while this rate card is in effect, the advertiser agrees to pay the tax, which will be added to the price of the advertisement.

#### Identification and Indemnification

All advertisements must be clearly identified as such and include the name of the person or business who is running the advertisement plus a direct contact phone number or address. The advertiser agrees that the advertiser is responsible to third parties for the content of advertisements placed. In the event that Newspaper Agency Corporation, *The Salt Lake Tribune* or *Deseret News* becomes liable to any third party as a result of an advertisement, the advertiser agrees to indemnify any or all of them for damages owed to the third party and for the fees and costs associated with the controversy.

#### Cancellations

All advertising, including space reservations, cancelled after deadline will be charged for 50 percent of the reserved space. In addition, advertisements that are composed by NAC but do not publish will be charged a composition charge of \$50 per hour.

#### Credit Terms

All advertising must be paid in advance of reservation or the advertiser must have prior credit approval by NAC's credit department. All bills are due 30 days after they are received. Payments will be credited to the oldest outstanding balance first. Cash discounts are not available. Credit applications are available by fax. For credit information, call (801) 237-2816 or fax the credit department at (801) 237-2520.

#### Contracts

NAC grants discounted rates to advertisers who commit to placing a given number of inches within the contract period. If the advertiser does not meet its commitment, the advertiser will be "short-rated" — charged for the number of inches actually placed at the applicable rate card level. If the advertiser exceeds its commitment, it will be credited for the difference up to two rate card levels. NAC and the publishers reserve the right to change rates, terms and advertising policies with 30 days notice. An advertising contract can be backdated only 30 days. **Fulfilled space contracts will be self-renewed at original contract level unless otherwise specified.**

#### Space Brokerage

Newspaper Agency Corporation will not accept advertisements sold by third parties that contain advertising content from multiple advertisers. If necessary, contact your sales representative for clarification.

#### Changes of Policy

Newspaper Agency Corporation and the publishers of *The Salt Lake Tribune* and *Deseret News* reserve the right to change, amend or eliminate advertising policies with 30 days notice.

#### Internet Advertising Opportunities

The Newspaper Agency Corporation offers Internet advertising opportunities on both *The Salt Lake Tribune* and *Deseret News* online editions. For more information or to obtain Internet advertising rates and policies, please contact the New Media Sales Director at 801-237-2008.

### General Advertising Rates

Cost per column inch

Contract Level	Both Newspapers		Either Newspaper	
	Daily	Sunday	Daily	Sunday
Open Rate	\$91.80	\$106.42	\$73.44	\$85.14
75"	\$70.00	\$81.12	\$56.00	\$64.89
150"	\$68.50	\$79.42	\$54.80	\$63.53
300"	\$67.12	\$77.83	\$53.69	\$62.26
500"	\$66.02	\$76.51	\$52.82	\$61.21
850"	\$65.54	\$75.97	\$52.44	\$60.78
1,700"	\$64.53	\$74.78	\$51.63	\$59.83
3,500"	\$63.58	\$73.73	\$50.87	\$58.98
5,200"	\$63.35	\$73.41	\$50.68	\$58.73
7,000"	\$63.16	\$73.22	\$50.53	\$58.57
10,500"	\$62.09	\$71.99	\$49.67	\$57.59
14,000"	\$61.25	\$70.98	\$49.00	\$56.79
21,000"	\$60.91	\$70.64	\$48.73	\$56.51
28,000"	\$60.53	\$70.18	\$48.42	\$56.14

### Discounts

#### Frequency Discount

Any full-run, full-rate advertisement may be republished Monday or Tuesday, if it falls within six days following the first insertion, at a 40-percent discount, or Wednesday through Saturday, if it falls within six days following first insertion, at a 25-percent discount.

The following conditions and restrictions apply to all full-run ROP advertising discounts. Discount ads receive full lineage credit toward contract fulfillment. No art, copy or size changes are allowed on ads given the repeat discount. Discounts are not available to movie theaters or for ads receiving the charity rate. Discounts apply to color charges, except as indicated. If an advertisement initially runs only in one newspaper it may be picked up only in that newspaper with discounts. Sunday insertions are not eligible for discounts.

#### ROP Multiple-Page Blockbuster for Single Accounts

These discounts apply to full pages only with the following discounts from published ROP rates and color charges:

Pages	Discount
4	10%
6	15%
8	25%

Note: Only one advertiser discount applies.

### Color Charges for ROP Advertisements

No minimum space is required for color ads. These rates apply to both broadsheet and tabloid pages.

Black+	Both Newspaper		Either Newspaper	
	Daily	Sunday	Daily	Sunday
One Color	\$878	\$922	\$702	\$738
Two Colors	\$1,231	\$1,294	\$985	\$1,035
Full Color	\$1,550	\$1,629	\$1,240	\$1,303

### Holiday Rates

Sunday distribution, rates and policies apply February 8-25, Thanksgiving and Christmas Day.

### Co-op Action Plan Rates (Commissionable)

CAP Rate	Both Newspaper		Either Newspaper	
	Daily	Sunday	Daily	Sunday
	\$68.50	\$79.42	\$54.80	\$63.53

NAC will bill co-op action plan advertising to dealer groups, distributors, manufacturers or their agents. These rates are commissionable to recognized advertising agencies. At least one dealer name must be listed in the ad to qualify for these rates.

**Non-Subscriber Publications**

Newspaper Agency Corporation offers a variety of publications that are delivered to households not subscribing to *The Salt Lake Tribune* or *Deseret News*, allowing advertisers to purchase total market coverage.

**Sunday Etc.**

*Sunday Etc* is distributed Sunday to non-subscribing households in Salt Lake and southern Davis counties. The rate for this supplement is \$20.00 per column-inch, regardless of contract level. All advertising in *Etc.* must originate as a full-run advertisement placed in *The Salt Lake Tribune*, *Deseret News*. No art, text or size changes can be made from the original full-run advertisement.

**Summit/Wasatch Etc.**

*Summit/Wasatch Etc.* is distributed by U.S. Mail to households in Summit and Wasatch counties. The rate for this supplement is \$8.50 per column-inch, regardless of contract level. *Summit/Wasatch Etc.* accepts original ads (they need not have been published in another section first).

**Color Charges for Etc.**

The color charges below apply to each edition of *Etc.* purchased in a particular week.

**Black +**

One color:	\$527
Two colors:	\$739
Full color:	\$930

**Special Classification Rates**

**Sunday Comics Section**

Regular Sunday ROP rates apply to the Sunday comics section. All Sunday comic ads must carry at least one color and black. Advertisers are not charged for color in this section. Refer to mechanical measurements for available ad sizes.

**Free-standing Inserts**

Rates are quoted on a cost-per-thousand (CPM) for distribution based on size (page count) and advertiser frequency within one year. Minimum quantity is 20,000, **Sunday single-sheet minimum is 50,000.**

Credit towards ROP contract fulfillment is given to preprint advertisers. This credit may be used to sign a higher ROP contract, however, it will not be credited toward earning an ROP rebate at contract completion.

Preprinted advertisements are accepted for insertion into *The Salt Lake Tribune*, *Deseret News* and NAC supplements.

**Distribution of 20,000 – 49,999**

*Cost per thousand (CPM)*

Preprint size	Open Rate	6 Times	12 Times	24 Times
Single sheet	\$46.98	\$42.46	\$40.30	\$38.75
2 std./4 tab	\$51.46	\$47.01	\$45.26	\$43.43
4 std./8 tab	\$68.28	\$62.40	\$60.06	\$57.74
6 std./12 tab	\$88.63	\$81.04	\$78.08	\$74.96
8 std./16 tab	\$98.42	\$90.08	\$86.85	\$83.43
10 std./20 tab	\$103.30	\$94.74	\$91.42	\$87.72
12 std./24 tab	\$109.51	\$100.38	\$96.89	\$93.08
14 std./28 tab	\$112.59	\$103.27	\$99.81	\$93.84
16 std./32 tab	\$115.67	\$106.23	\$102.60	\$96.48

**Distribution of 50,000 or more**

*Cost per thousand (CPM)*

Preprint size	Open Rate	6 Times	12 Times	24 Times	48 Times	72 Times
Single sheet	\$40.95	\$37.96	\$35.36	\$34.32	\$31.16	\$29.61
2 std./4 tab	\$45.79	\$42.40	\$39.44	\$37.98	\$34.73	\$33.01
4 std./8 tab	\$60.77	\$56.27	\$52.34	\$50.48	\$46.14	\$43.83
6 std./12 tab	\$80.40	\$74.28	\$68.94	\$66.58	\$56.93	\$53.98
8 std./16 tab	\$89.58	\$82.78	\$76.84	\$74.11	\$61.13	\$57.23
10 std./20 tab	\$94.22	\$87.02	\$80.71	\$77.88	\$62.76	\$58.61
12 std./24 tab	\$100.13	\$92.41	\$85.64	\$82.69	\$64.92	\$60.64
14 std./28 tab	\$103.08	\$95.12	\$88.14	\$84.19	\$69.38	\$63.12
16 std./32 tab	\$106.25	\$98.00	\$90.76	\$85.69	\$74.02	\$65.84

Envelopes containing up to six single-sheet inserts will be charged \$43.20 per thousand. Larger pieces will be considered on a case-by-case basis.

For preprinted inserts over 16 std. or 32 tab. pages, add \$1.60 per thousand per standard page or 80 cents per thousand per tabloid page.

**Insert Deadlines**

**Reservations** – Thursday, 5 p.m., two and one-half weeks prior to distribution week, Monday – Sunday. Contact your NAC sales representative for complete details and deadline schedule.

**Insert Delivery Information**

Arrival time for Sunday distribution is 10 days prior to distribution date. Arrival time for weekday distribution is 7 days prior to distribution date. If original insertion date is honored on a late delivery, a special scheduling and handling charge will be billed

Any insert that does not meet specifications must be received an additional 5 days in advance of normal deadlines. During holiday season delivery schedules will change, please contact your NAC sales representative or call (801) 237-2749 for details.

**Delays** – It is important for NAC to know when a supplement shipment cannot arrive as scheduled. Please report any delay immediately by calling the Preprint Sales Manager at (801) 237-2749 or (801) 237-2914 (Monday - Friday, 7:00 a.m. - 5:00 p.m.). After hours Distribution Center contact phone number is (801) 237-2795 or (801) 237-2773.

**Insert Delivery Address:**

**Newspaper Agency Corporation Distribution Center  
533 South 400 West  
Salt Lake City, Utah 84101**

**Delivery Hours**

Monday-Friday .....7:00 a.m. to 5:30 p.m.  
Saturday .....7:00 a.m. to noon  
Sunday .....7:00 a.m. to noon

**General Terms for Free-standing Inserts**

**Cancellations** – A cancellation charge of 25 percent will be billed to the account if an insert is cancelled after reservation deadline.

**Late Arrivals** – Preprints received after the delivery deadline must be approved and will be charged a special scheduling and handling fee up to \$800. If a preprint is received after the delivery deadline, NAC cannot guarantee the preprint will be inserted as reserved.

**Over-runs and Leftovers** – NAC is not responsible for over-runs delivered to the warehouse over and above the amount required for distribution. NAC cannot save leftovers after a run.

## Guidelines for Free-standing Inserts

Maximum size accepted is 12.5 x 11.5 inches. Minimum size is 5.5 x 8.5 inches. For odd sizes, catalogs, coupon books, A/B split runs or inserts outside maximum/minimum requirements, contact your NAC sales representative.

**Single Sheets** (8.5 x 11 inches) – Stock must be 60lb. offset or heavier; even edges. For irregular shapes, gloss stock or perforations, contact your NAC sales representative.

**Half sheets** (5.5 x 8.5 inches) – Card stock or prior approval required; even edges. For irregular shapes, gloss stock or perforations, contact your NAC sales representative.

**Four-page Tabloid or half-page Standard** (8 x 10 inches to a maximum of 12.5 x 11.5 inches) – Half or quarter folded; even edges.

**Eight-page Tabloid or half-page Standard or More** (8.5 x 10.5 inches to a maximum of 12.5 x 11.5 inches) – Flat, no quarter-fold.

## ROP Mechanical and Deadline Requirements

The following information serves as a general guideline for NAC's press and printing operations and should be used for advertisements you are preparing.

If NAC is designing and building your ad, the layout and typesetting, black-and-white line shots and halftones as well as single proof services are included in your costs. Specialized work and incurred costs are listed in "Additional Costs."

Should you have any questions, please contact your sales representative.

## Press-Ready Requirements

### Press Requirements

- 85 line screen
- Emulsion side down
- Right read

### Halftone Dot Requirements

- 5% highlight dot
- 80% maximum shadow dot

The requirements below are issued to assure best quality reproduction. We realize, however, that it is not always possible to produce advertisements in negative form, in which case velox form is acceptable.

1. All full-page ads should be in negative form.
2. All full-color ads, regardless of size, should be in negative form.
3. Any advertisement less than full page should be in velox form, (black-and-white paper print) with the exception of full color.
4. All full-color ads must have a color key.

**If NAC is required to set type, scan art or in any way prepare the advertisement for publication, it is not considered a camera-ready ad and all ad materials must be received on the space reservation/one-proof deadline.**

## Laser and Mechanical Preparation for Advertisements

Laser scanners are used at NAC. These scanners do not see red. Blue is visible to these laser lights, showing up as black. Therefore, bluelith is required when masking out art.

Any instructions, guidelines, templates, etc., made on material to be scanned should be done in red or on removable material such as a tissue overlay.

## Disk and Electronic Ads

Newspaper Agency Corporation accepts press-ready disk ads created on Macintosh-compatible systems that meet requirements unique to NAC's network applications. Contact your sales representative for a current copy of "Disk Ad Transfer Guidelines." The guidelines cover first-time users, specifications, deadlines and information necessary to accept disk ads. **Deadline for disk ads is 24 hours in advance of camera-ready deadline.**

### AdSend

Newspaper Agency Corporation is a fully-equipped receivership for AdSend transmissions. This service is provided from the customer through AdSend to the Newspaper Agency Corporation for advertisements publishing in *The Salt Lake Tribune* or *Deseret News* and will be limited to scheduled advertisements.

## Mechanical Measurements

### Standard Page ROP - 6 column (SAU)

Type page or form size: 13" wide x 21.5" deep

<u>Columns</u>	<u>Inches</u>	<u>Picas</u>
1	1.833"	11.0p
2	3.792"	22.9p
3	5.750"	34.6p
4	7.708"	46.3p
5	9.667"	58.0p
6	11.625"	69.9p
<u>Double truck</u>		
9	16.347"	98.1p
11	20.25"	121.5p
13	24.125"	144.75p

### Tabloid and TV Week - 5 column

Type page or form size: 9.667" wide x 11.5" deep

<u>Columns</u>	<u>Inches</u>	<u>Picas</u>
1	1.833"	11.0p
2	3.792"	22.9p
3	5.750"	34.6p
4	7.708"	46.3p
5	9.667"	58.0p
<u>Double truck</u>		
11	20.25"	121.5p

### Classified - 10 column

Type page or form size: 11.625" wide x 21.5" deep

<u>Columns</u>	<u>Inches</u>	<u>Picas</u>
1	1.11"	6.8p
2	2.28"	13.8p
3	3.45"	20.8p
4	4.62"	27.8p
5	5.75"	34.8p
6	6.92"	41.9p
7	8.07"	48.9p
8	9.25"	55.9p
9	10.43"	62.9p
10	11.625"	69.9p
<u>Double truck</u>		
21	24.125"	144.75p

### Sunday Comics

<u>Unit size</u>	<u>Depth in inches</u>
6 x 1.5"	1.5"
6 x 2.5"	2.5"
1/6 page horizontal - 6 x 3.5"	3.5"
1/3 page horizontal - 6 x 7.25"	7.25"
1/2 page horizontal - 6 x 10.75"	10.75"
2/3 page horizontal - 6 x 14.25"	14.25"
Full page	21.5"

**Minimum Requirements**

Minimum size of any ad is one column by one inch. Depth of any ad may increase by one-quarter inch increments. Multi-column ads must be a minimum of 1.5 inches deep.

**Charge Requirements**

Any ad 19 inches tall or taller will be charged for full page depth (21.5 inches).

**Courier Service/Ad Material and Proofs**

Scheduled pickups and deliveries are provided Monday through Friday within the following boundaries:

- East - Wasatch Blvd; Olympus Cove; Bell Canyon
- West - Salt Lake County (approximately 9200 West)
- North - South Gate at Hill Air Force Base (State Road 193)
- South - Salt Lake County line (approximately 14600 South)

Any ad material or proofs needing pickup must be scheduled for courier service by calling your sales representative or sales assistant.

Newspaper Agency Corporation provides a proof on ads meeting proof deadline. Ad proof delivery is available on advertisements four column inches or larger. Proof sign-off must be returned by proof deadline as either "OK" or with corrections. Proof service is available one time per ad. Should you have questions, call your sales representative or their assistant. Sales assistants can help with proof corrections.

**Additional Production Costs**

There are no additional costs for the layout, typesetting, halftones or proof services for advertisements placed within NAC's deadlines.

**Art Charges**

\$50.00 per hour, 15-minute minimum. These charges will incur when an artist is required to hand or computer illustrate products, design logo art, hand-cut masking, or perform work determined to exceed services provided.

There may be additional charges for specialized work. These charges are non-commissionable.

**Production Charges**

Additional velox paper prints, negatives and color keys will be charged to the advertiser, not the company receiving the material.

Velox:	\$15 each plus tax
Negatives:	\$25 each
Color key:	Layered \$35
	Laminated \$100

Separation and stripping charged on full-color advertisements based on the following:

Separations:	\$90 each
Stripping:	\$175 per job

**General Advertising Deadlines**

Single-color advertising deadline is the same as 1-proof service deadline. Two- or three-color advertising deadline is 24 hours in advance of 1-proof service. Process multiple color separation deadline is 48 hours in advance of 1-proof service. Double-truck deadline is an additional 24 hours in advance of appropriate color deadline. All computer disk ads are due 24 hours in advance of camera-ready deadline.

Call two hours in advance of all deadlines for pickup.

**Daily ROP Deadlines Monday through Saturday**

Day of insertion	Space reservation & 1-proof service	Copy no proof	Camera-ready ads & OK'd proofs due to NAC
Monday	4 p.m. Thursday	4 p.m. Friday	4 p.m. Friday
Tuesday	4 p.m. Friday	Noon Monday	4 p.m. Monday
Wednesday	4 p.m. Friday	4 p.m. Monday	4 p.m. Tuesday
Thursday	4 p.m. Monday	Noon Tuesday	4 p.m. Wednesday
Friday	4 p.m. Tuesday	Noon Wednesday	Noon Thursday
Sat. At Home	4 p.m. Tuesday	4 p.m. Wednesday	Noon Thursday
Saturday	4 p.m. Wednesday	Noon Thursday	4 p.m. Friday

**Sunday Early Product**

Section	Space reservation & 1-proof service	Copy no proof	Camera-ready ads & OK'd proofs due to NAC
Comics	4 p.m. Monday 13 days before publication	4 p.m. Tuesday 12 days before publication	4 p.m. Thursday 10 days before publication
TV Book	4 p.m. Friday 9 days before publication	4 p.m. Monday	4 p.m. Tuesday
Travel/Society	4 p.m. Monday	Noon Tuesday	4 p.m. Wednesday
Sunday Etc. (non-subscriber)	4 p.m. Wednesday	No proofs available	4 p.m. Thursday

**Sunday Main**

Section	Space reservation & 1-proof service	Copy no proof	Camera-ready ads & OK'd proofs due to NAC
A section, Local, Sports, Business, Arts/Entertainment	4 p.m. Wednesday	Noon Thursday	4 p.m. Friday

**Specialized Products**

Section	Space reservation & 1-proof service	Copy no proof	Camera-ready ads & OK'd proofs due to NAC
Wasatch/ Summit Etc.	4 p.m. Friday 14 days before publication	4 p.m. Monday 11 days before publication	4 p.m. Tuesday 10 days before publication
4X Insert Jacket	4 p.m. Monday 14 days before publication	4 p.m. Thursday 11 days before publication	4 p.m. Friday 10 days before publication

# Newspaper Agency Corporation

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135 South Main Street

Salt Lake City, Utah 84111

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