

# Newspaper Agency Corporation

Advertising Agent for *The Salt Lake Tribune* and *Deseret News*  
Classified Advertising Office — 143 South Main Street, Salt Lake City, Utah 84111  
Mail to — P.O. Box 45838, Salt Lake City, Utah 84145  
Contract (801) 237-2763 Contract Fax (801) 237-2775  
General Public (801) 237-2000 General Public Fax (801) 237-2776  
<http://www.sltrib.com> <http://www.deseretnews.com>

## 2002 Classified Rates and Policies

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

The 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.

### Classified Advertising Policies

Local classified advertising rates are only available to advertisers who own or operate their own businesses and are selling products or services directly to the general public in our Area of Dominant Influence (ADI). Any classified representative can provide a list of cities and counties that are eligible. For recruitment advertisers, if the job is local, the local rate applies. For real estate, if the property, home, rental or development is local, it will also qualify.

### Agency/Commissionable

Local commissionable rates are available to recognized advertising agencies placing advertisements for accounts who operate a business within the Area of Dominant Influence (ADI) of *The Salt Lake Tribune* or *Deseret News*. Monthly billing can be established directly with the advertising agency with an authorization form signed by the advertiser with said advertiser remaining jointly responsible for payment of all invoices. Commissionable rates listed are 17.65 percent higher than classified rates to allow for the standard 15 percent agency commission.

Advertisers placing business through an advertising agency assume full liability for payment to NAC. If the agency defaults, the advertiser is still liable.

### Adjustments

Although every effort is made to ensure advertisements run without error, some mistakes may occur. NAC and the newspapers' publishers are not responsible for any damages. Advertisers are expected to check the first insertions for any errors. The newspapers will not be responsible for errors after the first day. In the event an ad is cancelled, ask for a "kill" number. Adjustments or republishing will be made at NAC's discretion, and will not exceed the space occupied by the error. No adjustments will be made for errors the advertiser fails to mark for correction on its proof. All requests for adjustments must be made within 30 days of the first scheduled publication.

### Publishers' Rights

The publishers reserve the right to insert the word "advertisement" above or below any advertisement. All advertising is subject to approval from *The Salt Lake Tribune* and *Deseret News* regarding subject matter, form, size, wording, illustrations and typography. The publishers reserve the right to reposition, classify, edit, reject or cancel any advertising at any time, before or after placement. The *Deseret News* does not accept advertising for escort services, astrology, entertainment services, gambling, alcohol (including beer), tobacco, tea or coffee.

### Changes of Policy

NAC and the publishers of *The Salt Lake Tribune* and *Deseret News* reserve the right to change or eliminate advertising policies with 30 days' advance notice. Submitting an advertisement represents the advertiser's agreement to abide by the policies of the NAC, *The Salt Lake Tribune* and *Deseret News*.

### Identification and Indemnification

All advertisements that by law are required to identify company name or numbers must do so. Automotive dealers and real-estate companies must clearly indicate that they are dealers or Realtors, whether by their firm/dealership's name or the dealer number or the words "dealer" or "agent." Business opportunity advertisements must state the type of product or service offered. All Housing and Employment ads must conform with applicable federal, state and local laws and regulations.

### Management of *The Salt Lake Tribune*

Publisher .....Dominic Welch  
Editor .....James E. Shelledey  
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 Wall  
Editor .....John Hughes  
Address: 30 East 100 South, Salt Lake City, Utah 84111.  
The *Deseret News* is published every Monday through Friday afternoon, and every Saturday and Sunday morning.

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

### Management of Newspaper Agency Corporation Advertising Department

Advertising Director.....Ed McCaffrey, [emccaffrey@nacorp.com](mailto:emccaffrey@nacorp.com).....237-2712  
Classified Manager .....Diana Butcher, [dbutcher@nacorp.com](mailto:dbutcher@nacorp.com) .....237-2777  
Cls. Outside Sales Mgr.....Steve Hession, [shession@nacorp.com](mailto:shession@nacorp.com) .....237-2763  
Classified Inside Sales Mgr...Travis Quast, [tquast@nacorp.com](mailto:tquast@nacorp.com) .....237-2995  
Credit Manager.....Nancy Aposhian, [naposhian@nacorp.com](mailto:naposhian@nacorp.com).....237-2816

### Classified Department

Outside Sales .....(801) 237-2763  
Outside Sales Fax.....237-2775  
Real Estate E-mail .....[classreal@nacorp.com](mailto:classreal@nacorp.com)  
Local Recruitment .....237-2742  
National Recruitment .....237-2596  
Recruitment E-mail .....[recruitment@nacorp.com](mailto:recruitment@nacorp.com)  
National Recruitment Fax .....237-2310  
General Public .....237-2000  
General Public E-mail .....[classads@nacorp.com](mailto:classads@nacorp.com)  
General Public Fax .....237-2776  
Legal Advertising .....237-2714  
Legal Fax.....237-2776  
Obituary Services.....237-2990  
WATTS Line – free anywhere in Utah .....(800) 662-9186

### 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.

### Cancellation

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 25 percent of reserved space.

### 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) 237-2565.

### Positioning

Classified advertising orders directing insertions of advertising in specific positions or a designated page "or omit" will not be accepted. The position of advertisements is not guaranteed, except for liners that will run under the correct classification. NAC will attempt to meet customers' requests, but will make no adjustment, republishing or refund because of advertising position. Guaranteed positions within the classified section are the front page of Automotive and Real Estate. Ads are a minimum of one-half page and are sold on a rotating basis. In the event duplicate schedules are submitted, the rotation schedule dictates the position. These two positions are color positions and color ads take precedent over non-color ads.

## Publication

All classified advertisements begin with the morning edition and carry through the evening edition of the same day.

## Internet

Any classified line ad run in *The Salt Lake Tribune* and *Deseret News* may appear in the NAC classifieds on the Internet. Classified line ads that appear online hold no monetary value; therefore, they are not eligible for credit or refund should they not appear. The online classifieds can be accessed through either of the newspapers at <http://www.sltrib.com> or <http://www.deseretnews.com>. Ask your sales representative for more information.

## Space Brokerage

NAC will not accept advertisements sold by third parties that contain advertising content from multiple advertisers.

## Abbreviations

To make ads easier to understand and to get better results, only easily understood abbreviations are accepted. Ask your sales representative for specific accepted abbreviations. No abbreviations on the first word, or any "key" word. No two abbreviations can appear next to each other.

## Courier Service/Ad Material and Proofs

Scheduled pick-ups 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 HAFB (State Road 193)  
 South — Salt Lake County (approximately 14200 South)

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

NAC provides an advertisement proof on ads meeting proof deadline. Proofs are only delivered on advertisements four column inches or larger and must be returned by proof deadline as either "OK" or with corrections. Proof service is available one time per ad. Call your representative or sales assistant to help you with your proof should you have questions.

## Contracts

Classified advertising contracts are automatically renewed at the earned contract rate at expiration. Advertisers will be notified in writing 30 days prior to any contract rate change. NAC and the publishers reserve the right to change rates, terms and advertising policies upon 30 days notice. An advertising contract can be back-dated up to 30 days if the client has fulfilled the contract requirements during the 30 days prior to signing. Contracts are available to the stated advertiser only and apply only to ads placed by the advertiser on its own behalf. Personal or private advertising that is not a direct part of the advertiser's company may not be billed to, or qualify for, a contract rate.

## Pick-up Discounts

Any full-run full-rate display advertisement republished within 5 days following its first insertion with no changes will receive the applicable frequency rate.

Line-ad rates are based on consecutive runs with no changes in copy. For example, to get the 3-day rate, the advertiser must run the line ad for 3 or more consecutive days with no changes.

## Late Charges

All advertisements, including space reservations, cancelled after deadline will be billed at 50 percent charge of reserved space. Ads set and cancelled before deadline will be charged a composition charge of 25 percent of reserved space.

## Border

Any ad less than a full page must have at least a hairline border. Upside down ads must be full page. An upside down ad must also have the logo upright.

## Daily Contract Rates

The advertiser agrees to sign a daily contract to maintain the minimum amount of space in the newspaper per day as specified in the individual contracts. The contract is in force for a period of 6 months and continues as long as the advertiser maintains the minimum space requirement, or NAC changes the terms of the contract upon 30 days' written notice. All contracts shall not be assignable by either party without written consent of the NAC. Space used that does not fulfill daily contract agreement will be rebilled at open rate.

## Line-Ad Rates — Non-Commissionable

Contract:	3+ Days	2 Days	1 Day	Sunday Only
4-Line	\$2.06	\$2.10	\$2.43	\$2.75
10-Line	\$1.78	\$1.81	\$2.24	\$2.51
14-Line	\$1.72	\$1.76	\$2.18	\$2.42
28-Line	\$1.62	\$1.66	\$2.07	\$2.36
56-Line	\$1.53	\$1.59	\$1.89	\$2.14

## Display-Ad Rates — Non-Commissionable

Contract:	3+ Days	2 Days	1 Day	Sunday Only
4-Line	\$23.38	\$25.76	\$34.02	\$38.50
10-Line	\$21.42	\$23.52	\$31.36	\$35.14
14-Line	\$20.86	\$23.10	\$30.52	\$33.88
28-Line	\$19.88	\$21.98	\$28.98	\$33.04
56-Line	\$18.19	\$19.57	\$26.46	\$29.96

## Association Rates\*

	3+ Days	2 Days	1 Day	Sunday Only
Line Rate	\$1.53	\$1.59	\$1.89	\$2.14
Display-Ad Rate	\$18.19	\$19.57	\$26.46	\$29.96

\*To qualify, you must meet one of the following: 1. A dealer association is viewed as an organization of retailers who, using accrued advertising funds, sells the same product from the same manufacturer. 2. An organization that has a paid membership, meets on a regular basis, and has a governing body of officers.

## National Classified Rates

(Commissionable at 15 percent to recognized agencies)

Days	2-Line Min. Line Rate	4-Inch Min. Display Rate
Sunday	\$7.88	\$110.32
1 day	\$6.67	\$93.38
2-5 days	\$6.16	\$86.24
6-10 days	\$5.95	\$83.30
11-15 days	\$5.81	\$81.34
16+ days	\$5.62	\$78.68

## Revenue Contract Rates

The revenue contract will benefit an advertiser who will commit to placing a minimum of \$15,000 of advertising within a 12-month period.

	Line Rate	1 Day	2 Days
\$15,000	\$2.61	\$36.54	\$31.22
\$30,000	\$2.42	\$33.88	\$28.84
\$60,000	\$2.25	\$31.50	\$26.74
\$120,000	\$2.04	\$28.56	\$24.22

## Color Charges

Available daily and Sunday — Non-commissionable. No minimum space required. Rates apply to both broadsheet and tabloid pages.

Black+	Both Newspapers	
	Daily	Sunday
1 Color (mixed)**	\$657	\$689
2 Color	\$920	\$965
3 Color	\$1,157	\$1,216

\*\* Any combination of two or more process colors used to arrive at a single color. Discounts on color are 25 percent second day, 33 percent third day. All color discounts are off of original insertion.

## Local Non-Contract Classified Rates

Days	Non-Commissionable		Commissionable	
	2-Line Min. Line Rate	4-Inch Min. Inch Rate	2-Line Min. Line Rate	4-Inch Min. Inch Rate
Sunday Only	\$4.71	\$65.94	\$5.54	\$77.56
1 day	\$4.04	\$56.56	\$4.75	\$66.50
2-5 days	\$3.52	\$49.28	\$4.14	\$57.96
6-10 days	\$3.35	\$46.90	\$3.94	\$55.16
11-15 days	\$3.20	\$44.80	\$3.77	\$52.78
16+ days	\$3.00	\$42.00	\$3.53	\$49.42

## Line-Ad Copy Deadlines

Insertion Day	Phone-In Deadline
Monday ( <i>Faxed copy deadline — 4 p.m. Friday</i> )	5 p.m. Friday
Tuesday	noon Monday
Wednesday	noon Tuesday
Thursday	noon Wednesday
Friday	noon Thursday
Saturday ( <i>Faxed copy deadline — 11 a.m. Friday</i> )	noon Friday
Sunday ( <i>Faxed copy deadline — 4 p.m. Friday</i> )	5 p.m. Friday
<i>Sunday Etc.</i>	4 p.m. Thursday

## Classified Display Advertising Deadlines

Date of Insertion	Space Reserved Deadline	Copy Due	Camera Ready W/Space Res.	Signed Proof Due Back to NAC
<b>Monday</b>	9 a.m.-Fri.	5 p.m.-Thur.	11 a.m.-Fri.	3:30 p.m.-Fri.
<b>Tuesday</b>	5 p.m.-Fri.	5 p.m.-Thur.	11 a.m.-Mon	5 p.m.-Fri.
<b>Wednesday</b>	5 p.m.-Fri.	5 p.m.-Fri.	11 a.m.-Tues.	3:30 p.m.-Mon.
<b>Thursday</b>	5 p.m.-Mon.	5 p.m.-Mon.	11 a.m.-Wed.	3:30 p.m.-Tues.
<b>Friday</b>	5 p.m.-Tues.	5 p.m.-Tues.	11 a.m.-Thur.	3:30 p.m.-Wed.
<b>Saturday</b>	9 a.m.-Thur.	5 p.m.-Thur.	noon-Fri.	3:30 p.m.-Fri.
<b>Sunday</b>	3 p.m.-Thur.	5 p.m.-Thur.	noon-Fri.	3:30 p.m.-Fri.

<b>Saturday At Home in Utah</b>	5 p.m.-Tues.	noon-Thur.	noon-Thur.
<b>Sunday Real Estate</b>	5 p.m.-Wed.	noon-Fri.	1 p.m.-Fri.
<b>Sunday Etc.</b>	5 p.m.-Wed.	noon-Thur.	noon-Thur.

1 Color – 24 hours in advance      2 & 3 Colors – 48 hours in advance  
 Double Trucks – 24 hours in advance

## Sunday Etc. (Non-Subscriber Publication)

NAC offers this Sunday publication delivered to households who do not subscribe to *The Salt Lake Tribune* or *Deseret News*, allowing advertisers to purchase total market coverage.

Advertisements must have run prior in the regular classified section within the past week. No changes are allowed for the non-subscriber insertion.

Minimum 4 Lines .....	\$3.76	per ad
Each Additional Line.....	\$0.94	per line
Classified Display Advertising .....	\$9.55	per column inch
1 Color: \$393    2 Colors: \$552    3 Colors: \$694		

## Special Local Advertising Packages (No Out of State) Best-Buy Special

2-line minimum, 30 consecutive days.....\$142.20

Additional lines are \$2.37 per day. No refunds for early cancellation. No changes in copy.

## Internet Display Charges

We now have the capability to put print display ads online. They are searchable with links to show the actual print ad graphically. Ask your sales representative for more information.

## Box Reply Service Charges

Replies will be given only to those who can properly identify themselves with the box number. No information is given to anyone other than those identified. Replies will be mailed to the advertiser upon their request. The box numbers will remain open 30 days. If a person renting a box number used that number in more than one advertisement, the 30-day termination rule applies from the starting date of the earliest advertisement.

Mailed. . . . . \$60      Picked up .....\$30

## Logos

Logos are available for in-column line ads. Minimum size is 3 lines. Ask your sales representative for information.

## Line Ad Borders and Screens

Available on in-column line ads that are 14 lines or longer. Ask your sales representative for more information.

## Announcement Rates and Deadlines

### Birthday, Anniversary, Bridal and Engagement Announcements

The deadline for announcements is 3 p.m., 7 days prior to desired publication date. The rate is \$35 per column inch, Mon.-Sat., \$45 Sunday; plus \$5 process charge for each photo used. The minimum ad size is one inch without picture or two inches with picture.

## Obituaries and Memoriams

E-mail: nacobits@nacorp.com

The deadline for obituaries and in memoriams in *The Salt Lake Tribune* and *Deseret News* is Monday through Friday at 5 p.m. the day before publication.

The deadline for obituaries and in memoriams in the Saturday and Sunday editions of *The Salt Lake Tribune* and *Deseret News* is 5 p.m. the day before publication (for hard copy, modem, art). E-mail: nacobits@nacorp.com

One paper — \$2.85 per line per day; both papers — \$4 per line per day

Lines added by picture(s), flag graphic:

One half-column picture	Add 9 lines
Two half-column pictures	Add 17 lines
One full-column picture	Add 23 lines
Flag graphic	Add 1 line

## Picture Processing Rate:

For each picture used in an obituary notice, add \$5 to cover the cost of processing.

## Legal Rates

E-mail: naclegal@nacorp.com

Both papers, morning and evening daily or Sunday .....	\$1.64	per line
Either paper, morning, evening or Sunday .....	\$1.16	per line
National legal, morning and evening daily or Sunday .....	\$1.97	per line
National either paper, morning, evening or Sunday .....	\$1.41	per line

## Legal Deadlines:

Insertion Day.....	Copy Deadlines	Thursday.....	noon-Monday
Monday .....	noon-Thursday	Friday .....	noon-Tuesday
Tuesday .....	noon-Friday	Saturday .....	9 a.m.-Wednesday
Wednesday.....	noon-Friday	Sunday .....	1 p.m.-Wednesday

## Additional Costs

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

## Art Charges

\$50 per hour, 15-minute minimum. These charges will incur when an artist is required to hand-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	Color key: Layered — \$35
Negatives:	\$25 each	Laminated — \$100

Separation and stripping charges could incur if they must be done outside of NAC.

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

## Disk and Electronic Ads

NAC accepts press-ready disc ads created on Macintosh compatible systems that meet requirements unique to NAC's network applications. Contact your sales representative for a copy of "Disk Ad Transfer Guidelines." The guidelines will cover first-time users, specifications, deadlines and information necessary to accept disc ads.

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

## Classified Special Sections

**2002 Utah International Auto Expo** — Sunday, January 13, 2002

The International Auto Expo is an annual event featuring manufacturers from around the world, displaying the models for the new year and beyond.

### Careers

*Careers* is a special recruitment classified section, featuring editorial that runs three times a year in *The Salt Lake Tribune* and *Deseret News*.

**Careers — Outlook 2002** — Sunday, January 27, 2002

**Careers — Health Focus** — Sunday, May 5, 2002

**Careers — College Opportunities** — Date to be announced

### Career Fast Track

Career Fast Track runs every other Sunday within the Help Wanted classification. Career Fast Track is offset with an editorial story highlighting a different employment category from among today's most popular fields.

### At Home In Utah

*At Home in Utah* is a Saturday supplement to *The Salt Lake Tribune* and *Deseret News* devoted to new-home construction and the businesses that service and supply the new-home buyer. The section includes a map of the Wasatch Front, where advertisers can show the location of new-home developments. For more information about *At Home in Utah* deadlines and rates, contact your account executive or call (801) 237-2763.

## Minimum Depth Requirements

### Line Ad – In-Column Advertising

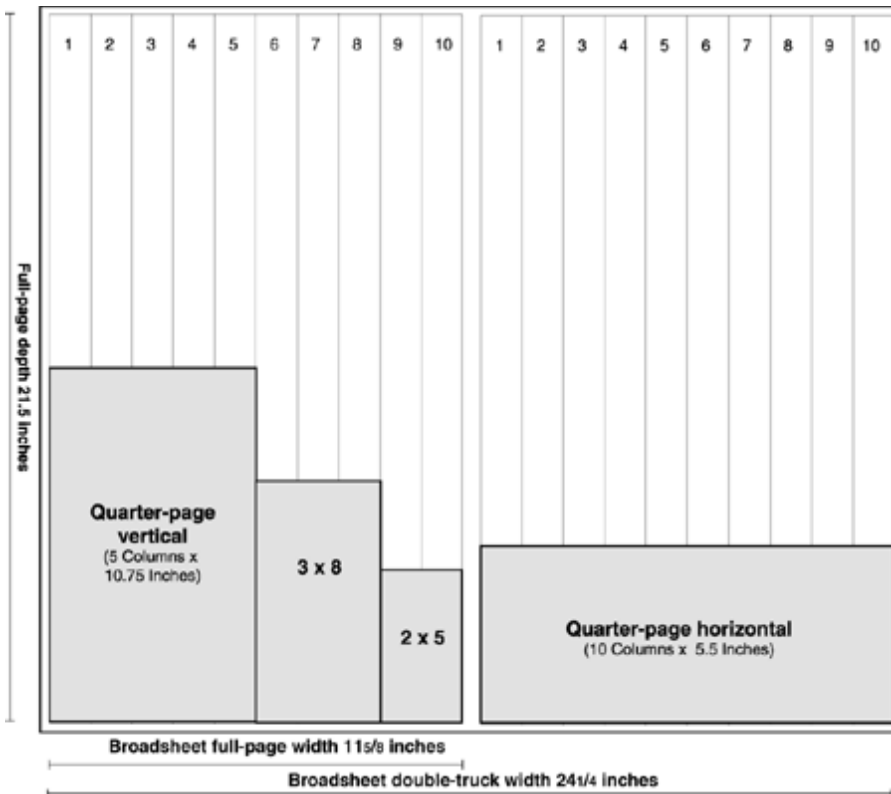
Minimum: 2 Lines. Maximum: 190 Lines, one-column width only.

### Classified Display Advertising

Minimum display advertisement using a border is 4 inches. Any advertisement deeper than 19-1/2 inches must run the full 21 1/2 inches deep.

## Mechanical Measurements

	Inches	Picas
1 Column	1.1.....	6.8
2 Columns	2.28 .....	13.8
3 Columns	3.45 .....	20.8
4 Columns	4.62 .....	27.8
5 Columns	5.75 .....	34.8
6 Columns	6.92 .....	41.9
7 Columns	8.07 .....	48.9
8 Columns	9.25 .....	55.9
9 Columns	10.43 .....	62.9
10 Columns	11.625 .....	69.9



## Parade of Homes

The Parade of Homes special sections, published in *The Salt Lake Tribune* and *Deseret News*, feature award-winning new homes throughout the state.

**St. George** — Saturday, February 9, 2002

**Northern Wasatch** — Friday, June 7, 2002

**Utah Valley** — Saturday, July 13, 2002

**Salt Lake** — Friday, August 2, 2002

**Park City** — Saturday, August 24, 2002

## Home Builders Association

*"Building Your Community"* — Sunday, April 28, 2002

Building Your Community is published each spring and sponsored by the Home Builders Association. This section features builder members, building standards and how the HBA and its members are dedicated to excellence in the homes they build.

## SUV (Sport-Utility Vehicle)

The SUV section is the Salt Lake area guide to all sorts of sport-utility vehicles with informative articles and photos of the latest models.

## Type sizes:

Note: the character count per line displayed here is approximate and includes spaces.

1 Apple Line - 7 pt  
The Newspaper Agency Corp  
(approximately 25 characters per line)  
THE NEWSPAPER AGENCY C  
(approximately 22 characters per line)

2 Lines High - 10 pt  
The Newspaper Agency  
(approximately 20 characters per line)  
THE NEWSPAPER AGEN  
(approximately 18 characters per line)

3 Lines High - 14 pt  
THE NEWSPAPER AG  
(approximately 16 characters per line)

4 Lines High - 18 pt  
THE NEWSPAPE  
(approximately 12 characters per line)

5 Lines High - 24 pt  
THE NEWSPA  
(approximately 10 characters per line)

6 Lines High - 30 pt  
THE NEWSP  
(approximately 9 characters per line)

7 Lines High - 36 pt  
THE NE  
(approximately 6 characters per line)

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