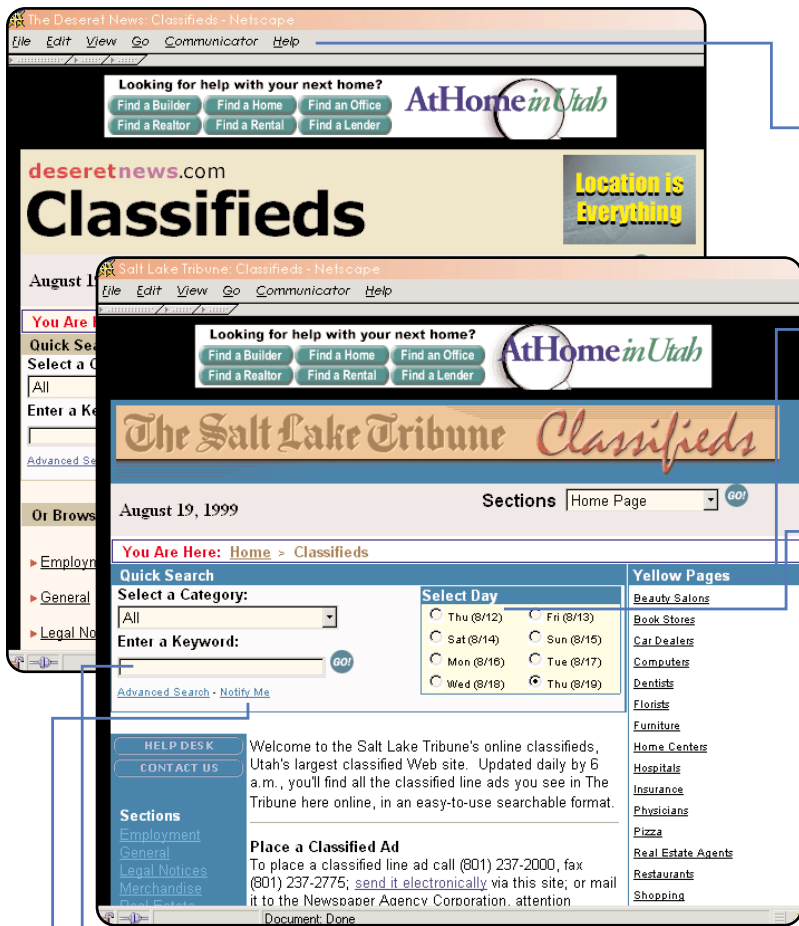


# THE NEWSPAPERS' ONLINE CLASSIFIEDS



## ● Bookmarks

Now you can conveniently bookmark the front page of the classifieds for an easy return.

## ● Yellow Page Directory

A convenient Yellow Page directory helps you find company addresses and numbers that you need.

## ● Customized Search

Limit your search to any publication date within the last eight days.

## ● Auto Finder

**Features** This innovative feature notifies you by e-mail when your request for a specific ad is available.

## ● Expanded Search Capabilities

Now you can search up to four keywords.

## More New Features

### ● Classified Hyper Links

E-mail and Web address are linkable throughout the classifieds.

### ● Reader Friendly

With larger type, shaded boxes and **bolded** key words, any ad will be easy to find.

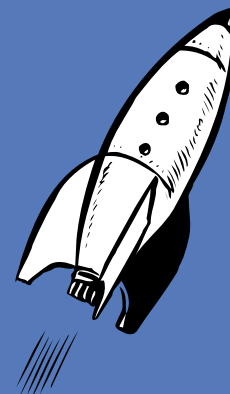
### ● Ad Basket

This allows you to highlight multiple ads and print them with the click of a button.

### ● Geographical Limits

You can refine your search to a certain geographical area based upon your zip code.

The new online classifieds can help make finding your next job, vehicle, pet or house that much easier. The new **innovative features** such as the **Auto Finder** and the **Hyper Links** loaded within the line ads will make you ask yourself, "Why didn't I think of that?" Take a stroll today through the new online classifieds, you may be surprised at what you'll find.



Newspaper Agency Corporation

# New Media Department

(801) 237-2008 / teyre@nacorp.com

# Why advertise on *The Salt Lake Tribune* and *Deseret News* online classifieds?

Ever since 1988, when *The Salt Lake Tribune* and *Deseret News* first published online, the online classifieds have become a major player in online visits and sales.

With nearly 2.5 million page impressions and 12,000 line ads in July 1999, the online classifieds have become a powerful market tool for those selling merchandise and services.

*The Salt Lake Tribune* and *Deseret News* recognized the strength of the online classifieds and have recently upgraded their classified system to better serve the advertisers.

*The Salt Lake Tribune* and *Deseret News* online editions offer the opportunity to be an industry leader and gain a competitive advantage.

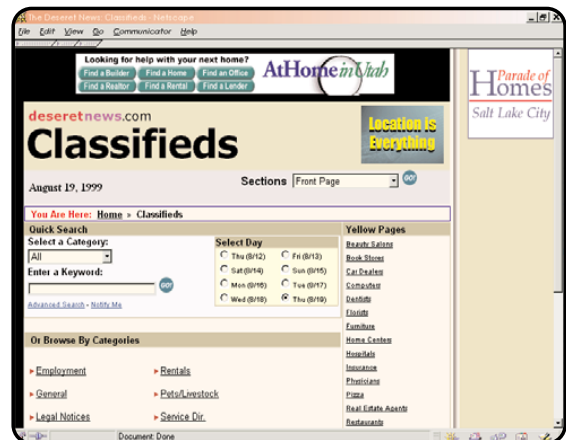
## Some of the new features include:

- **Weekly and Daily Featured Items**
- **Increased Banner Advertising Opportunities** NAC has doubled the classified banner and button advertising space.
- **Artistic Internet Ads** Maximize Internet creativity with use of animation.
- **Classified Hyper Links** Linkable e-mail and Web addresses throughout the online classifieds.
- **Quick Up-Load Time** Take advantage of NAC's new servers, resulting in classified searches displayed at lightning speed.
- **Easy-To-Use Management Tools** Keep up to date on the effectiveness of your ad campaign.
- **High Impact, Low Rates** Advertise at affordable prices to expose your business to new online customers.

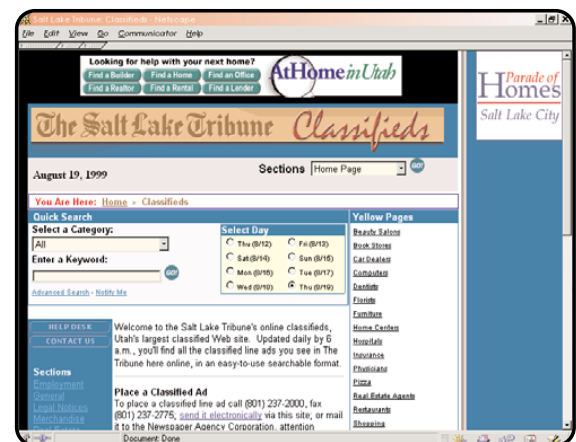
When you advertise online, your advertisement runs on both sites. Long-standing features of the Web editions include the new online classifieds and Utah's largest digital newspaper archive, which contains more than 600,000 searchable articles published in *The Salt Lake Tribune* and *Deseret News* since 1988.

Here's what one of our advertisers said about advertising online.

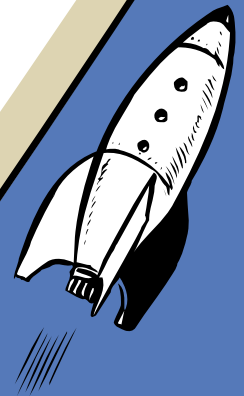
"If you put ad banners on, say, Yahoo, you're not going to get Utah customers ... that's challenging to do on the Internet. But not with the *Tribune* and *Deseret News* sites, we get more bang for the buck. We've seen monthly enrollments more than triple since the start of the ad campaign."— Todd Clark, Internet Marketing Manager, Zions Bank



<http://classifieds.deseretnews.com>



<http://classifieds.sltrib.com>



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