

THE NEWSPAPERS' ONLINE EDITIONS

UTAH'S HOTTEST WEB SITES

NAC represents both *The Salt Lake Tribune* and *Deseret News*. Your online advertising runs on both *The Salt Lake Tribune's Utah OnLine* and the *Deseret News Web* edition — Utah's hottest and most visited Web sites.



UTAH ONLINE

www.sltrib.com

In 1994 *The Salt Lake Tribune* launched *Utah Online*, a Wasatch-Front-based dial-up news and information bulletin-board service. On Nov. 26, 1995, *Utah Online* moved to the World Wide Web.

Since then, the Web edition of *The Salt Lake Tribune* has grown into one of the most popular news sites in the country. *Utah OnLine*, an umbrella name for the *Tribune's* wide-ranging Web services, now offers stand-alone Web sites catering to the entertainment, movies, outdoors and politics

— in addition to its well-known main news edition, at <http://www.sltrib.com>.

Utah Online includes up-to-the-minute local news, drawn from the pages of Utah's largest and only statewide newspaper. But users also can enjoy information about going on around the state, skiing and other recreation information, chat and personals, weather reports updated hourly, and much more. *Utah Online's* 'More on the Web' system offers additional stories, links, photo galleries and other resources not available in *The Tribune's* print edition.

Utah OnLine aims to reach readers who are new to the *Tribune's* Web site by offering a complete, appealing and Web-oriented supplement to the printed product. And throughout, *Utah Online* has been designed so experienced Web users and novices alike can quickly and comfortably access the news over the Internet.

In addition to other awards, *Utah OnLine* has been named the Society of Professional Journalism's best news Web site in Utah for 1997, '98 and '99.



DESERET NEWS WEB EDITION

www.deseretnews.com

The Web edition of the *Deseret News* is the complete online source for news and information about Utah and the Intermountain West. A special effort is made to ensure that everything from the printed *Deseret News* is included in its Web edition, from special graphics-enhanced section cover pages to maps, charts and fact boxes. But it doesn't stop there. Also included are online exclusives — like the daily Web extra —

and articles featured only on *DeseretNews.com* chosen from various wire and original-content sources.

The newspaper's Web edition has special pages related to such diverse topics as the Utah Jazz, Sundance Film Festival, state Legislature, localized stock-market information, photo galleries of prep championship tournaments, and politics.

DeseretNews.com offers personalized news via e-mail, personalized front-page headline lists, access to the Associated Press wire, quick polls, and Newspaper in Education information for students and teachers. There also is a database of more than 2,300 movie reviews as well as movie listings from nine Utah counties, and extended coverage of each general conference of the LDS Church. The *Deseret News* was the first daily newspaper in Utah to publish on the Web.

The *Deseret News's* Web edition also pays particular attention to the design and speed of its site to encourage repeat visits and avoid the "World Wide Wait."

Average daily page views of DeseretNews.com have doubled over the past 12 months. — *New Media Director, Deseret News.*

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**Total Combined
Ad Requests
for March 2000**

**Home Pages
3,397,855**

**Classifieds
3,939,273**

**Sports
2,133,175**

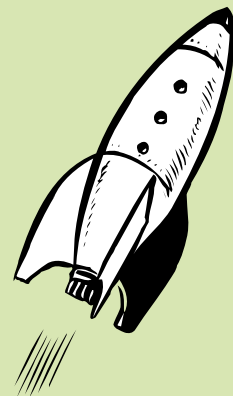
**Local
398,463**

**World/Nation
697,374**

**Business
445,948**

**Other Areas
3,211,015**

Total 15,061,609



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**New Media
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