

More bang for your buck

Reach more customers and save money
with multiple ads in *The Salt Lake Tribune*
and *Deseret Morning News*

Number of Sunday Issues

		0	1	2	3
Number of Weekday Issues	0		52.4% 458,593 1.1	61.4% 536,775 1.8	65.7% 574,944 2.5
	1	42.4% 370,542 1.1	60.5% 529,540 1.7	64.9% 567,948 2.4	67.6% 591,370 3.1
	2	50.9% 445,405 1.8	65.1% 569,106 2.3	68.0% 594,611 3.0	69.8% 610,371 3.7
	3	55.3% 483,859 2.5	67.8% 593,293 2.9	70.2% 613,952 3.6	71.6% 625,984 4.3
	4	58.2% 508,889 3.2	69.7% 609,829 3.5	71.8% 628,244 4.1	73.0% 638,401 4.8

How to read the table: An advertisement run in two weekday issues and one Sunday issue of *The Salt Lake Tribune* and *Deseret Morning News* will reach 65.1 percent of the Salt Lake Primary Market Area, or 569,106 adults, with an average frequency of 2.3.

Note: Percentages based on a population of 874,661 adults age 18 or older.

Source: 2006 Release 1 Scarborough Report.

The marketing department at NAC has a wealth of statistical information about the Salt Lake market. For more information, contact your account executive or visit www.nacorp.com.

The Salt Lake Tribune
www.sltrib.com



DESERET
Morning News
www.deseretnews.com