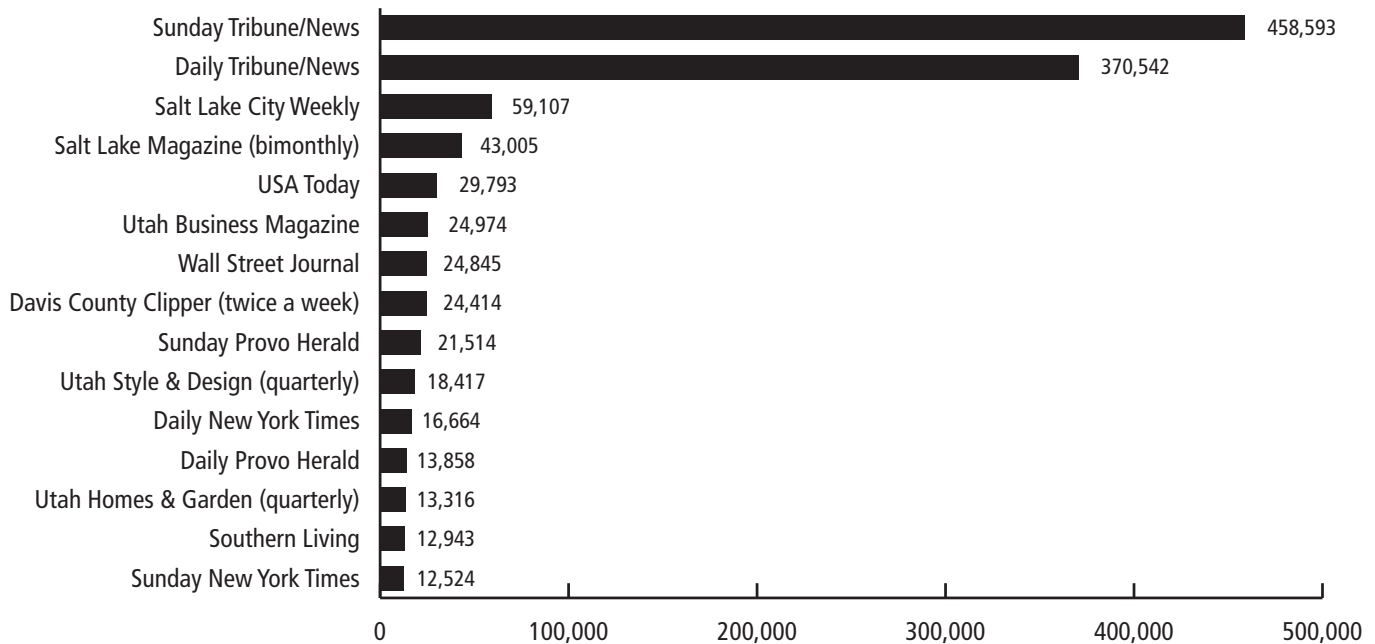


Simple as black and white

Newspapers reach more of your customers than any other print source

Adults reached in the Salt Lake PMA



Note: Print reach based on average-issue readership. Only the top 15 print publications are shown.

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



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Morning News
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