

# Newspaper Agency Corporation

Advertising Agent for *The Salt Lake Tribune* and *Deseret Morning 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: Phone (801) 237-2763 Fax (801) 237-2775

General Public: Phone (801) 237-2000 Fax (801) 237-2776 E-mail [classads@nacorp.com](mailto:classads@nacorp.com)

[www.nacorp.com](http://www.nacorp.com) [www.sltrib.com](http://www.sltrib.com) [www.deseretnews.com](http://www.deseretnews.com)

## 2004 Classified Employment Rates and Policies

Effective January 1, 2004

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

The Newspaper Agency Corporation was founded in 1952 by *The Salt Lake Tribune* and *Deseret Morning 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 Morning 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 Morning 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 need 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 cancellation confirmation 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 Morning 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 Morning 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 Morning 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 Morning 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

### Management of the Newspaper Agency Corporation

President .....Harry Whipple  
Executive Vice President/General Manager .....Fred C. Temby

### Management of *The Salt Lake Tribune*

Publisher.....W. Dean Singleton  
Editor.....Nancy Conway  
Address: 143 South Main Street, Salt Lake City, Utah 84111.  
*The Salt Lake Tribune* is published daily.

### Management of the *Deseret Morning News*

Publisher.....Jim Wall  
Editor.....John Hughes  
Address: 30 East 100 South, Salt Lake City, Utah 84111.  
*The Deseret Morning News* is published daily.

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

### Management of Newspaper Agency Corporation Advertising Department

Senior Vice President, Advertising .....Greig Smith .....237-2712  
gsmith@nacorp.com  
Director, Classified Advertising .....Jeannine M. Duvall .....237-2777  
jduvall@nacorp.com

### Classified Recruitment Department

Recruitment Sales Manager .....Steve Hession .....237-2763  
shession@nacorp.com  
Recruitment Supervisor, Kirk Dyorich..kdyorich@nacorp.com.....237-2593

### Recruitment Sales Team

Account Executive, Lynn Vredevelde...lvredevelde@nacorp.com.....237-2742  
National Account Exec, Judy Dyson..jdyson@nacorp.com.....237-2596  
Account Executive, Denise Page.....dpage@nacorp.com.....237-2082  
Sales Assistant, Elaine Black.....elblack@nacorp.com.....237-2312  
Sales Assistant, .....237-2311  
Recruitment E-Mail .....recruitment@nacorp.com  
Recruitment Department Fax .....237-2310

Credit Manager, Nancy Aposhian.....naposhian@nacorp.com.....237-2816

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.

### 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, Real Estate and Employment. Front page advertising carries a 25 percent position surcharge. 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.

### Internet Advertising

All classified advertising run in *The Salt Lake Tribune* and *Deseret Morning News* can appear online within the NAC's classified marketplace. Your display or line ad is presented just as it is in print with full graphics, color and text. Each month, more than 300,000 unique visitors view the *Trib/News* Marketplace, making it Utah's largest and most trafficked Classified and Retail shopping directory. NAC also offers many different online advertising options. For more information or to obtain Internet advertising rates and policies, please contact your NAC sales representative.

### 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 if 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 4-day rate, the advertiser must run the same line ad for 4 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.

## Local Non-Contract Non-Commissionable Rates

Days	4-Line Minimum		4-Inch Minimum	
	Lines		Display	
	Daily Per line	Sunday Per line	Daily Per col. inch	Sunday Per col. inch
1 day	\$4.94	\$6.66	\$69.15	\$93.24
2-3 days	\$4.06	\$4.97	\$56.84	\$69.58
4-10 days	\$3.83	\$4.71	\$53.62	\$65.94
11-15 days	\$3.63	\$4.49	\$50.82	\$62.86
16+ days	\$3.40	\$4.24	\$47.60	\$59.36

## Local Non-Contract Commissionable Rates

Days	4-Line Minimum		4-Inch Minimum	
	Lines		Display	
	Daily Per line	Sunday Per line	Daily Per col. inch	Sunday Per col. inch
1 Day	\$5.61	\$7.50	\$78.54	\$105.00
2-3 days	\$4.62	\$5.58	\$64.58	\$78.12
4-10 days	\$4.36	\$5.30	\$61.04	\$74.20
11-15 days	\$4.13	\$5.04	\$57.82	\$70.56
16+ days	\$3.86	\$4.75	\$54.04	\$66.50

## 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.

### One Day

	4-Line Minimum		4-Inch Minimum	
	Lines		Display	
	Daily Per line	Sunday Per line	Daily Per col. inch	Sunday Per col. inch
4-Line	\$2.85	\$4.06	\$39.90	\$56.84
10-Line	\$2.61	\$3.76	\$36.54	\$52.64
14-Line	\$2.51	\$3.64	\$35.14	\$50.96
28-Line	\$2.44	\$3.55	\$34.16	\$49.70
56-Line	\$2.22	\$3.27	\$31.08	\$45.78

### 2-3 Days

	4-Line Minimum		4-Inch Minimum	
	Lines		Display	
	Daily Per line	Sunday Per line	Daily Per col. inch	Sunday Per col. inch
4-Line	\$2.38	\$3.12	\$33.32	\$43.68
10-Line	\$2.07	\$2.78	\$28.98	\$38.92
14-Line	\$2.01	\$2.71	\$28.14	\$37.94
28-Line	\$1.89	\$2.58	\$26.46	\$36.12
56-Line	\$1.79	\$2.47	\$25.06	\$34.58

### 4+ Days

	4-Line Minimum		4-Inch Minimum	
	Lines		Display	
	Daily Per line	Sunday Per line	Daily Per col. inch	Sunday Per col. inch
4-Line	\$2.33	\$3.06	\$32.62	\$42.84
10-Line	\$2.04	\$2.74	\$28.56	\$38.36
14-Line	\$1.97	\$2.67	\$27.58	\$37.38
28-Line	\$1.85	\$2.54	\$25.90	\$35.56
56-Line	\$1.73	\$2.40	\$24.22	\$33.60

## National Classified Rates

(Commissionable at 15 percent to recognized agencies)

Days	4-Line Minimum		4-Inch Minimum	
	Lines		Display	
	Daily Per line	Sunday Per line	Daily Per col. inch	Sunday Per col. inch
1 day	\$8.24	\$10.80	\$115.36	\$151.20
2-3 days	\$7.32	\$8.55	\$102.48	\$119.70
4-10 days	\$6.94	\$8.13	\$97.16	\$113.82
11-15 days	\$6.64	\$7.80	\$92.96	\$109.20
16+ days	\$6.42	\$7.56	\$89.88	\$105.84

## Revenue Contract Rates

The revenue contract will benefit an advertiser who will commit to placing a minimum of \$3,700 of advertising within a 3-, 6- or 12-month period.

### One Day

Dollar Volume	4-Line Minimum Lines		4-Inch Minimum Display	
	Daily Per line	Sunday Per line	Daily Per col. inch	Sunday Per col. inch
\$3,700	\$3.23	\$4.65	\$45.22	\$65.10
\$7,500	\$3.02	\$4.45	\$42.28	\$62.30
\$15,000	\$2.96	\$4.26	\$41.44	\$59.64
\$25,000	\$2.79	\$4.00	\$39.06	\$56.00
\$50,000	\$2.60	\$3.75	\$36.40	\$52.50
\$75,000	\$2.35	\$3.44	\$32.90	\$48.16

### 2+ Days

Dollar Volume	4-Line Minimum Lines		4-Inch Minimum Display	
	Daily Per line	Sunday Per line	Daily Per col. inch	Sunday Per col. inch
\$3,700	\$2.65	\$3.42	\$37.10	\$47.88
\$7,500	\$2.55	\$3.31	\$35.70	\$46.34
\$15,000	\$2.53	\$3.28	\$35.42	\$45.92
\$25,000	\$2.35	\$3.09	\$32.90	\$43.26
\$50,000	\$2.19	\$2.91	\$30.66	\$40.74
\$75,000	\$1.98	\$2.68	\$27.72	\$37.52

## 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)**	\$725	\$774
2 Colors	\$1,014	\$1,084
Full color	\$1,276	\$1,365

\*\* Any combination of two or more process colors used to arrive at a single color. Discounts on color are 20 percent second day, 33 percent third day. All color discounts are off of original insertion.

## 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
Utah Real Estate	5 p.m. Thursday
Your Next Job	4 p.m. Friday

## Classified Display Advertising Deadlines

Date of Insertion	Space Reserved Deadline	Copy Due	Camera Ready W/Space Res.	Signed Proof Due Back to NAC
Monday	9 a.m. Fri.	5 p.m. Thur.	11 a.m. Fri.	3:30 p.m. Fri.
Tuesday	5 p.m. Fri.	5 p.m. Thur.	11 a.m. Mon	5 p.m. Fri.
Wednesday	5 p.m. Fri.	5 p.m. Fri.	11 a.m. Tues.	3:30 p.m. Mon.
Thursday	5 p.m. Mon.	5 p.m. Mon.	11 a.m. Wed.	3:30 p.m. Tues.
Friday	5 p.m. Tues.	5 p.m. Tues.	11 a.m. Thur.	3:30 p.m. Wed.
Saturday	9 a.m. Thur.	5 p.m. Thur.	noon Fri.	3:30 p.m. Fri.
Sunday	3 p.m. Thur.	5 p.m. Thur.	noon Fri.	3:30 p.m. Fri.
Saturday At Home in Utah		5 p.m. Tues.	noon Thur.	noon Thur.
Saturday Utah Real Estate		5 p.m. Tues.	noon Thur.	noon Thur.
Your Next Job		3 p.m. Thurs.	noon Fri.	noon Fri.

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

## Direct Mail to Non-Subscribers – Smart Buys

Each week a separate advertising package is delivered via the U.S. Mail to non-subscribers of *The Salt Lake Tribune* and *Deseret Morning News*. An advertiser can place either an ROP ad or inserts zoned by Zip code. Call your NAC sales representative for more information on this city-wide and neighborhood saturation product.

## Searchable Internet Display Advertising

To enhance advertisers' market penetration, Friday and Saturday automotive classified display ads will include \$20 per day for print ads online; real estate Saturday and Sunday will be \$20 per day and Sunday recruitment \$40. All ads will stay online for seven days.

## 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 . . . . . \$75      Picked up.....\$50

## 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.

## Line Ad Photos

Available on in-column line ads. Ask your sales representative for more information.

## 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 and negatives will be charged to the advertiser, not the company receiving the material.

Velox:      \$15 each, plus tax

## 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 Morning News* and will be limited to scheduled advertisements.

## Web-based ad submission

Electronic ads should be submitted via the NAC Web site, [www.nacorp.com/multimedia](http://www.nacorp.com/multimedia).

Detailed instructions for the Web-based submission process are available from your NAC sales representative.

## i-Tearsheets

The i-Tearsheets system delivers electronic tearsheets as proof of publication for printed advertisements. Advertisers receive an e-mail each time their ad is published in *The Salt Lake Tribune* or *Deseret Morning News*. Advertisers may then view their ad online the day of publication, get accurate measurements for the ad, and browse the ads in the newspaper. For more information on this service, contact your NAC sales representative.

## Classified Special Sections

### Careers

Savvy job seekers know the road to career success requires a strategy and information about market conditions, job availability and what works best when making a career change. *Careers* is a special classified section published three times per year designed to help recruiters find the best job candidates Salt Lake City has to offer. *Careers* is the first place qualified professionals look when making a change or shopping the market for opportunities. In fact, more than half of all adults in the Salt Lake market say *The Salt Lake Tribune* and *Deseret Morning News* are the most useful sources of employment information. With *Careers* you not only reach professionals eager for information, but internet-savvy computer users because all ads will run online as well.

**Careers — Outlook 2004** — January 2004

**Careers — Health Focus** — May 2004

**Careers — College Opportunities** — October 2004

### 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.

### Your Next Job

*Your Next Job* is a free weekly publication designed to reach a market of people looking for a job, career guidance or educational opportunities. It is designed to extend the reach of your advertising message. It will be distributed throughout the Wasatch Front at convenient locations and visible to potential candidates. For more information about *Your Next Job* deadlines and rates, contact your account executive or call (801) 237-2763.

## Minimum Depth Requirements

### Line Ad – In-Column Advertising

Minimum: 4 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

# Classified Index

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