

New Media Policies

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.

Internet Advertising Opportunities

The Salt Lake Tribune and *Deseret Morning News* online editions jointly deliver more than 18 million page views per month, reaching more than 1.7 million unique visitors per month. Advertisers can reach this potential audience by posting an advertisement on the online editions of each newspaper.

Advertisements placed within each site can direct or "link" people/users/visitors traffic to your Web site and increase brand awareness. Advertisers can track their ad campaigns via our AdManager software program by entering a personalized username and password.

Advertising Rates and Policies

All advertising rates are net and are billed monthly unless otherwise noted on contract. To achieve a lower rate, a contract must be pre-signed or re-signed prior to advertising placement. Contract upgrades or back billing will be honored no more than 30 days from the start of the advertising campaign.

Spyware

In accordance with Utah code 13-39-101 'Spyware Control Act', *The Salt Lake Tribune* and *Deseret Morning News* strictly prohibit the delivery of Spyware on any of its sites. A partial definition of Spyware is a software based trigger or program that monitors a computer usage, sends information about the computer usage to a remote computer or server displays, or causes to be displayed an advertisement in response to the computer's usage without the knowledge or approval of the user. If an advertiser or 3rd party agency serves such an ad on the

Newspapers sites, then such advertiser / 3rd party will be liable to both punitive action from the Newspapers, as well as any and all legal action from the consumer.

Format Guidelines

Animated GIF or Flash files are acceptable. If Flash is used, advertiser must also include an animated GIF of the ad to be used when a user doesn't have Flash on their computer.

Placement Options

Ads may be purchased on a CPM (Cost Per Thousand) or sponsorship basis. In addition, there are e-mail and PDA advertising opportunities. Contact your sales representative for availability, pricing and more details.

Changes of Policy

NAC and the publishers of *The Salt Lake Tribune* and *Deseret Morning News* reserve the right to change, amend or eliminate advertising policies with 30 days advance notice. Submitting an advertisement for publication or distribution represents the advertiser's agreement to abide by the policies of NAC, *The Salt Lake Tribune* and *Deseret Morning News*.

Identification and Indemnification

Advertisers who purchase ad impressions from NAC on any of our online newspaper sites must have either the company's registered URL or name in one of the frames of the ad. Under no circumstances do we accept advertising without identifying the company. The advertiser agrees that it is responsible to third parties for the content of advertisements placed. In the event that NAC, *The Salt Lake Tribune* or *Deseret Morning News* becomes liable to any third party as a result of an advertisement, the advertiser agrees to indemnify any or all of them for damages owed to the third party and for the fees and costs associated with the controversy.

Credit Terms

All advertising must be paid in advance 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) 237-2520.

Publisher's Rights

All advertising is subject to approval from *The Salt Lake Tribune* and *Deseret Morning News* regarding subject matter, form size, wording, illustrations, animation and typography. The publishers reserve the right to edit, reject or cancel any advertisement at any time, before or after placement. *The Deseret Morning News* online edition does not accept online advertising for massage, escort services, astrology, (900) numbers, gambling, alcohol (including beer), tobacco, tea or coffee, NC-17 or X-rated movies, or any site deemed to contain pornographic material. Neither Web site will knowingly accept advertising for a book, motion picture or product involved in pending litigation.

Site Aggregators

Publishers reserve the right to review all potential advertisers' Web sites at any time, before or after placement, to determine whether they are deemed "site aggregators." Generally, a site aggregator is viewed as a site that acts as a portal/destination site containing content and advertising from multiple entities. Publishers reserve the right to reject advertising that is deemed competitive or contrary to the best interests of the company.

Space Brokering

Advertising agencies who wish to purchase space within our online sites must meet the following criteria:

1. Space must be filled by a single specific advertiser.
2. Contracts for space must be signed by the advertiser, and a signed agency agreement must accompany the contract.

Advertising Rates

General Site Rates*

Cost per Thousand (CPM) Rate

	Open Rate	6 Months	12 Months
Banner - 468 x 60	\$6.00	\$4.50	\$3.00
Leaderboard- 728 x 90	\$7.20	\$5.40	\$3.60
Tower- 120 x 600	\$8.00	\$6.00	\$4.00
Large Tower- 160 x 600	\$9.60	\$7.20	\$4.80
Large Button- 160 x 125	\$4.00	\$3.00	\$2.00
Mini Button- 120 x 60	\$3.00	\$2.00	\$1.00
Interactive- 300 x 250	\$8.00	\$6.00	\$4.00
Pop Under- 600 x 300	\$10.00	\$8.00	\$6.00

* When using a rich media video add \$3 to the regular CPM rate with a minimum of 100,000 impressions. There will also be a \$50 charge each time the video creative is changed. Specialized site rates vary based on section and availability, see your NAC sales executive for more information

Flat Rate

	Open Rate	6 mo.	12 mo.
Hyperlink Listing	\$70/mo.	\$45/mo.	\$30/mo.
Hyperlink Plus (\$100 set-up fee per creative applies)	\$150/mo.	\$125/mo.	\$100/mo.
Profile Page	\$150 one-time fee		
Sponsorship	Rates vary on section and availability. See your NAC sales executive for more information.		

* Some areas carry a minimum charge

Advertising Types

Leaderboard/Banner ads: Displayed at the top or bottom of a page. File size may not exceed 20k.

Button ads: Displayed on the left or right side of a page. File size may not exceed 20k.

Tower/Skyscraper ads: Displayed on the side of a page. File size may not exceed 25k.

Interactive ads: Displayed on editorial story pages only within each section. File size may not exceed 25k on initial load, but may subsequently include files that have no limit.

Text link: A business listing with a company's name, address and phone number that will link to the business' Web site. This may appear in various targeted directories.

Utah City Guide: Many unique advertising types are available within Utah City Guide, including directory listings, features, sponsorships, pop-ups, event postings, and traditional banners, buttons and minibuttons. For a complete list, contact your sales representative.

Specialty Products

- Custom Web sites
- Demographic profiling
- Targeted opt-in e-mail bursts
- Digital photography and 360° tours
- Online promotional contests and giveaways

We also offer:

Targeted, custom advertising packages for:

- Automotive - www.UtahAutoGuide.com
- Employment - www.UtahCareerGuide.com
- Real Estate - www.slc-classifieds.com/realestate
- Bridal - www.UtahBrideGuide.com
- Colleges - www.collegebrochure.info
- Holidays - www.utahholidayguide.com
- Site and page sponsorships

There are many other advertising options. Call your NAC sales representative or Sherrie Bratke at (801) 237-2317, sbratke@nacorp.com to have a custom package created to address your businesses unique needs.

New Media Information

How to Place an Ad

For more information on developing an Internet marketing strategy, contact your NAC account executive or Trent Eyre, New Media Director, at (801) 237-2008 or teyre@nacorp.com.

Contact Information

Management of *The Salt Lake Tribune* www.sltrib.com

PublisherDean Singleton

EditorNancy Conway

Web Edition Editor:

Manny Mellor, webmaster@sltrib.com

Address: 143 S. Main Street, Salt Lake City, Utah 84111.

The Salt Lake Tribune is published every morning.

Management of the *Deseret Morning News* www.deseretnews.com

PublisherJim Wall

EditorJohn Hughes

New Media Editor:

Steve Fidel, Sfidel@desnews.com

Address: 30 E. 100 South, Salt Lake City, Utah 84110.

Deseret Morning News is published every morning.

The online editions of both newspapers are updated daily.

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

Management of Newspaper Agency Corporation's Advertising Department

New Media DirectorTrent Eyre

teyre@nacorp.com237-2008

Credit ManagerNancy Aposhian
naposhian@nacorp.com237-2819

Products

Utah City Guide - www.UtahCityGuide.com

The Utah City Guide is a comprehensive local online resource enabling users to easily access a wealth of local information about businesses, events and more. Make your business stand out on the Utah City Guide with a link to your Web site from our business directory, or promote an event with an enhanced listing.

Automotive Guide - www.UtahAutoGuide.com

Sporty? Tough? Classy? Users search for their ideal car on our Automotive Guide, powered by Cars.com. Our affordable packages for auto dealers include full inventory listings, pictures, targeted ads, and much more.

Career Guide - www.UtahCareerGuide.com

Utah Career Guide unites *The Salt Lake Tribune* and *Deseret Morning News* with the power of 150 newspapers nationally to provide the premier local online recruitment solution for Utah businesses and job seekers. Utah Career Guide products include job postings, company profiles, candidate resume searches, easy-to-use tools, and local and national exposure.

Real Estate - www.SLC-Classifieds.com/RealEstate

Users search for their dream home with our Enhanced MLS Search or our New Home Search from the convenience of their computer. Apartments and rentals are featured online as well. Other features include Utah Real Estate Guide, the Parade of Homes online, At Home in Utah, and our convenient mortgage rate table. Put technology and our reach to work for you in promoting your real estate or construction company.

Utah Bride Guide - www.UtahBrideGuide.com

For the most important day of a couple's life, the Utah Bride Guide makes planning the perfect day easy and convenient. Reach out to couples planning weddings with a link to your Web site from our business directory, a featured advertiser position, or a site sponsorship.

Utah Holiday Guide - www.UtahHolidayGuide.com

Thanksgiving, winter holidays, Valentine's, Easter, summer and Halloween sections contain crafts, recipes, games, stories, events and more for readers who visit the Utah Holiday Guide. Feature your business on the Utah Holiday Guide Gift Guides, or sponsor a content page. This is a great opportunity to showcase what your business has to offer.

College Brochure Directory - www.CollegeBrochure.info

The University & College Brochure Directory enables students and parents or anyone wanting more education or skills to easily request information. Potential students click on a link to your exclusive school profile and may fill out an online brochure request form.

Fantasy Sports - www.UtahFantasySports.com

Whether it's pro football, college bowl time, pro basketball, March Madness or Nascar, this is the ultimate one-stop site for fantasy sports. Use our sports sites to target your marketing message to both occasional sports watchers and sports enthusiasts.

Grocery Guru - www.GurusDeals.com

Following the Grocery Guru's program saves up to 75 percent each week on groceries, dining out and more. Introduce your products and services on this site to help consumers stretch their spending dollar even further.

deseretnews.com
DESERET
Morning News

sltrib.com
The Salt Lake Tribune