



# The Salt Lake Newspapers Are a Great Value!

What does a dollar's worth of advertising buy in *The Salt Lake Tribune* and *Deseret News*? When compared to other major newspapers in Utah, *The Salt Lake Tribune* and *Deseret News* reach more people per every advertising dollar you spend — much more!

The table below compares the cost of quarter-page and full-page ads, with and without color, run in *The Salt Lake Tribune* and *Deseret News*, and in the *Ogden Standard Examiner*, *Provo Herald*, *Davis Clipper*, *Park Record* and *Logan Herald Journal*. The table shows, for example, when you buy a quarter-page ad in *The Salt Lake Tribune* and *Deseret News*, you reach 72 households for every dollar spent. That same quarter-page ad in the *Park Record* would reach just 28 households per dollar — that's less than half the number of households. When looking at cost per thousand (CPM), it costs \$35.91 to reach one thousand households with an ad in the *Park Record* or just \$13.82 with *The Salt Lake Tribune* and *Deseret News*.

In addition, the pass-along readership rate in the Salt Lake area is very high (on average, 2 adults read a single newspaper). Utahns also have the largest household size in the nation, giving your ad additional exposure to other family members (including non-adults who read the papers). Now that's an advertising value!

### A Quarter-Page Black-and-White Sunday Ad With Open Rate In The:

	<u>Trib/News</u>	<u>Ogden Std. Ex.</u>	<u>Provo Herald</u>	<u>Davis Clipper</u>	<u>Park Record*</u>	<u>Logan Herald Journal</u>
Sunday Circulation	230,033	68,167	34,726	27,300	7,500	14,683
\$ per column inch	\$98.54	\$51.11	\$27.47	\$19.95	\$8.35	\$11.99
1/4-page ad cost	\$3,177.92	\$1,648.30	\$885.91	\$643.39	\$269.29	\$386.68
<b>Circulation/\$</b>	<b>72</b>	<b>41</b>	<b>39</b>	<b>42</b>	<b>28</b>	<b>38</b>
<b>CPM</b>	<b>\$13.82</b>	<b>\$24.18</b>	<b>\$25.51</b>	<b>\$23.57</b>	<b>\$35.91</b>	<b>\$26.34</b>

### A Quarter-Page Full-Color Sunday Ad With Open Rate In The:

	<u>Trib/News</u>	<u>Ogden Std. Ex.</u>	<u>Provo Herald</u>	<u>Davis Clipper</u>	<u>Park Record*</u>	<u>Logan Herald Journal</u>
Sunday Circulation	230,033	68,167	34,726	27,300	7,500	14,683
\$ per column inch	\$98.54	\$51.11	\$27.47	\$19.95	\$8.35	\$11.99
Color Charges	\$1,481.00	\$650.00	\$560.00	\$425.00	\$450.00	\$245.00
1/4-page ad cost	\$4,658.92	\$2,298.30	\$1,445.91	\$1,068.39	\$719.29	\$631.68
<b>Circulation/\$</b>	<b>49</b>	<b>30</b>	<b>24</b>	<b>26</b>	<b>10</b>	<b>23</b>
<b>CPM</b>	<b>\$20.25</b>	<b>\$33.72</b>	<b>\$41.64</b>	<b>\$39.14</b>	<b>\$95.91</b>	<b>\$43.02</b>

### A Full-Page Black-and-White Sunday Ad With Contract Rate In The:

	<u>Trib/News</u>	<u>Ogden Std. Ex.</u>	<u>Provo Herald**</u>	<u>Davis Clipper</u>	<u>Park Record*</u>	<u>Logan Herald Journal</u>
Sunday Circulation	230,033	68,167	34,726	27,300	7,500	14,683
\$ per column inch	\$77.25	\$39.31	\$27.47	\$18.95	\$8.10	\$11.35
Full-page ad cost	\$9,965.25	\$5,070.99	\$3,543.63	\$2,444.55	\$1,044.90	\$1,464.15
<b>Circulation/\$</b>	<b>23</b>	<b>13</b>	<b>10</b>	<b>11</b>	<b>7</b>	<b>10</b>
<b>CPM</b>	<b>\$43.32</b>	<b>\$74.39</b>	<b>\$102.05</b>	<b>\$89.54</b>	<b>\$139.32</b>	<b>\$99.72</b>

### A Full-Page Full-Color Sunday Ad With Contract Rate In The:

	<u>Trib/News</u>	<u>Ogden Std. Ex.</u>	<u>Provo Herald**</u>	<u>Davis Clipper</u>	<u>Park Record*</u>	<u>Logan Herald Journal</u>
Sunday Circulation	230,033	68,167	34,726	27,300	7,500	14,683
\$ per column inch	\$77.25	\$39.31	\$27.47	\$18.95	\$8.10	\$11.35
Color Charges	\$1,481.00	\$650.00	\$560.00	\$425.00	\$450.00	\$245.00
Full-page ad cost	\$11,446.25	\$5,720.99	\$4,103.63	\$2,869.55	\$1,494.90	\$1,709.15
<b>Circulation/\$</b>	<b>20</b>	<b>12</b>	<b>8</b>	<b>10</b>	<b>5</b>	<b>9</b>
<b>CPM</b>	<b>\$49.76</b>	<b>\$83.93</b>	<b>\$118.17</b>	<b>\$105.11</b>	<b>\$199.32</b>	<b>\$116.40</b>

\*Park Record is published on Saturday.

\*\*Provo Herald offers no contract rate.

**Reading the table** — "Circulation/\$" is the number of households reached per dollar spent on advertising. "Circulation/\$ with color" includes the added cost of color charges for each newspaper. "\$ per column inch" represents the retail advertising rate for each paper. The contract rates reflect the discount for a full-page ad (129 column inches). CPM represents the cost of reaching 1,000 households with your message. Results represent paid circulation (households), not readership (people).

Source: Audit Bureau of Circulations, June 30, 2001. SRDS Circulation 01.

## The Salt Lake Tribune

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



## Deseret News

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

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](http://www.nacorp.com).