



Joint Operating Agreement

The JOA

The operation of the Salt Lake newspapers is divided between three companies in a "joint operating agreement." The two newspapers remain fiercely competitive and editorially independent, but their advertising, printing and circulation are managed by a third company, the Newspaper Agency Corporation. This arrangement gives readers the variety of two perspectives on the news, while giving advertisers maximum penetration into the growing Salt Lake market.



The Salt Lake Tribune

From its feisty and cantankerous beginnings some 129 years ago, *The Salt Lake Tribune* has grown into a sophisticated, independent metropolitan newspaper of a classic design.

Read, trusted and relied upon throughout Utah, *The Tribune* is the largest and most-read daily newspaper in the state. Its average morning reading audience is greater than the combined viewers for the evening newscasts of all four major TV stations. On Sundays, nearly a half million Utahns of all ages read a *Tribune*.

With an emphasis on diverse ideas, solutions and candid reporting, *The Tribune's* stories and editorials help define the current issues and shape the future of the state. Its independent status has made it a respected institution and a must-read in Utah.

Deseret News

The *Deseret News* was first published in 1850, only three



years after Brigham Young led the Mormon pioneers into the Salt Lake Valley. "We hold ourselves responsible to the highest Court of truth for our intentions, and the highest Court of equity for our execution," wrote the newspaper's first editor, Dr. Willard Richards.

Today the *Deseret News* is a colorful and large newspaper almost unimaginable to the pioneers who printed the first editions on a wrought-iron handpress "a little larger than a clothes wringer." Recently redesigned, the newspaper has added new sections and columnists. Its role is to serve the community, reaching out to readers of all faiths, races and ethnic backgrounds.

Newspaper Agency Corporation

NAC was formed in 1952 to merge the advertising, printing and circulation of the two Salt Lake newspapers. What was first done with typewriters, red pens and "hot metal" type is now achieved with state-of-the-art computers and four-color offset printing. NAC's printing plant underwent a multi-million-dollar renovation in the late 1980s to ensure the finest reproduction for readers and advertisers. In 1998, NAC added a new color deck system that increased color capacity for advertisers by 20 percent.

Helping clients meet their advertising objectives remains the first goal of Agency employees. Whether the client requests market research, unique advertisement production or a brainstorming session on the year ahead, NAC professionals stand ready, realizing their success is dependent on the success of the Salt Lake newspapers' clients.

The Salt Lake Tribune
www.sltrib.com



Deseret News
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.