



# Marketing Research Resources at NAC

The marketing department at Newspaper Agency Corporation has a wealth of information to help our advertisers with their business and media planning. If you are looking for information about the Salt Lake market, contact your sales representative. Chances are, if we do not have the answers, we know others who will.

## Want to understand the Salt Lake market?

NAC commissions a comprehensive study of the Salt Lake market every other year. The survey is conducted by Belden Associates, an independent research firm. This survey covers consumer shopping habits, purchase intentions, shopping attitudes and media usage. Survey results are compiled in statistical summaries by category.

## Want to know your prospective clients?

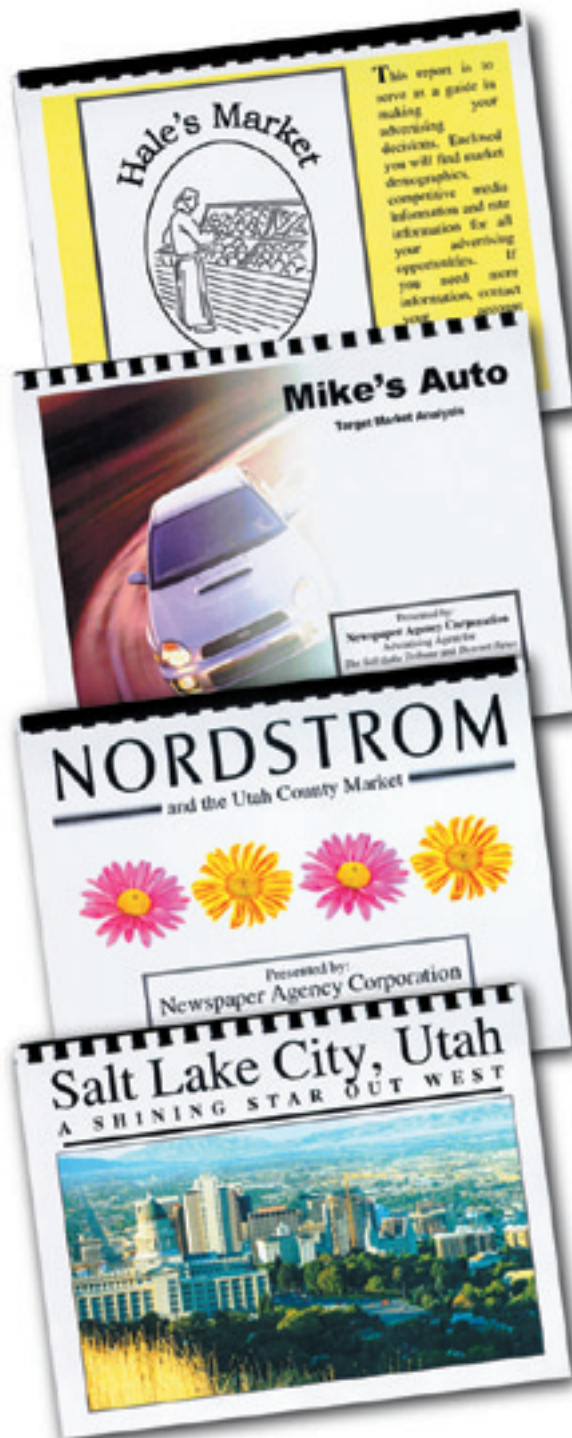
NAC's Zip Code Demographics book gives in-depth demographics and consumer-spending indexes for Salt Lake area zip codes. This is a good reference for advertisers who are looking to target their advertising.

## Do you have the right media mix?

NAC has tools to help you determine the most efficient broadcast media buys for your business. We can help you choose the stations, networks and dayparts that best reach your target markets with the least amount of waste.

## Are you spending your advertising dollars wisely?

If you are looking for information on how to start budgeting for advertising expenditures, NAC can help. We have information on ad-to-sales ratios and expenditure curves that fit your industry. We can also help you develop a budget that will maximize your advertising spending.



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).

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**The Salt Lake Tribune**

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