


Description of
Products and Services
offered at the Newspaper Agency Corporation

Core Products

The Salt Lake Tribune and *Deseret News* offer an array of products and services to reach your customers and assist in developing the right advertising campaign. Daily and weekly core products offering retail, classified and Internet advertising affords you a mix of options. In addition, many targeted products can be delivered to specified ZIP codes throughout Salt Lake City and the Wasatch Front. Those products are identified in this brochure with a target symbol. 

Retail ROP

ROP stands for “run of press” and includes all sections of the newspaper with the exception of the classifieds. Advertisers may request placement in a particular section — such as Sports or Local — to target a specific audience. Regular daily sections for *The Salt Lake Tribune* and *Deseret News* include National/International, Local, Sports, Business and various Features sections.

Classified Advertising


Many readers turn to the classifieds to purchase homes, vehicles or find their next job. There are two types of classified advertising — line ads and display ads. Line ads are used to sell or find a specific item. They have been indexed to help readers find exactly what they are looking for. Display advertising is much like Retail ROP advertising, but the ads are located in the classified section. Graphics and full color can be used in display ads.


Internet

Promote your business with a button or banner campaign within *The Salt Lake Tribune* and *Deseret News* online editions. Any advertiser, with or without a Web site, can advertise online. Need a Web site? We can get your business online and start steering traffic your way. As an additional benefit to our classified line ad customers, each day and the previous Sunday’s line ads are available online with a keyword-searchable database.

Weekly Products

Non-Subscriber Products

 **Smart Buys** is delivered to households that do not subscribe to *The Salt Lake Tribune* and *Deseret News*. Part of WINN, the Quality Buys network, Smart Buys offers a variety of high-impact, full-color positions and is the perfect vehicle for coupons, sales and free-standing inserts. When combined with your regular Sunday ROP ad, your message is delivered to **near-ly every home in the Salt Lake market.**

 **Summit/Wasatch Etc.** is mailed to residents of Summit and Wasatch counties, and contains display ads, entertainment news and free-standing inserts. It’s an excellent product for targeting residents of Park City and surrounding areas.

Weekly Products cont'd

TV Week

The Sunday editions of *The Salt Lake Tribune* and *Deseret News* contain *TV Week*. *TV Week* features the week's local television broadcast, cable TV listings and VCR Plus codes, making it a great value to our readers. High impact positions include advertising on the front and back covers, as well as inside pages of *TV Week*.

At Home in Utah

At Home in Utah is a Saturday supplement to *The Salt Lake Tribune* and *Deseret News* devoted to new-home construction and the businesses that service and supply the new-home buyer. This highly read publication has turned into the premier weekly new-home guide. Cover ad positions rotate and are based upon availability.

Sunday Comics Advertising

Who doesn't see the Sunday Comics? Broad exposure, lots of color, and an interactive medium make the Sunday Comics an ideal forum for your advertisement. Place your ad among the comic strips, or use the gatefold to generate the extra attention you are after. Plus full color is included at no extra cost

Niche Products

These products are published on a weekly, monthly or annual basis. Many offer advertising discounts and incentives.


Special Sections

Special sections are written and produced to coincide with local events, holidays or topics of particular interest to our readers. Special sections are often kept as a reference by the reader — increasing the "shelf life." As an advertiser, this means your message not only reaches the right audience, but may be seen repeatedly for days or months to come — increasing top-of-mind awareness and name recognition.

Shop 'n Save

This piece is the best advertising value available. Your message is delivered monthly to nearly every home in the Salt Lake market. The wide variety of coupons offer results with broad mass market appeal and a long "shelf life" for your ad.

Wasatch Values

 This publication is delivered monthly to subscribers of *The Salt Lake Tribune* and *Deseret News*, as well as non-subscribers through *Sunday Etc.* Advertisers wishing to target households immediately surrounding their business may choose one or more zones. With full-color, magazine quality printing and the ability to target, Wasatch Values is a cost effective medium, even for small advertisers.

Insert Jacket

This four-page advertising supplement is designed to wrap around free-standing inserts, delivered to subscribers of *The Salt Lake Tribune* and *Deseret News*. Advertisers utilizing the insert jacket are associated with the high production values of many free-standing inserts.

Free-standing Inserts

For high impact, targeted advertising, free-standing inserts are the way to go. These products are distributed by ZIP code and are a great way to reach your audience.



Free-standing Pre-printed Inserts



Pre-printed, free-standing inserts are advertisements that are printed beforehand and inserted into the newspapers any day of the week. Pre-prints are distributed by ZIP code, allowing advertisers to target specific audiences. They vary from black and white single sheets to full-color, high gloss catalogs.

We-prints are also offered by the Newspaper Agency Corp. These are ads we help design, print and distribute — all in one service.

Topped and Under-the-Band



After the newspapers are folded, the carrier slips the advertisement under the rubber band, making sure that it is the first thing the subscriber sees when reaching for the newspaper. This highly visible method of advertising is one of the top levels of impact advertising for a specific audience.

Poly Bags



Rain or shine, *The Salt Lake Tribune* and *Deseret News* can be stuffed into poly bags with your advertisement printed on the outside. This is a great way to get the attention of a targeted audience, and to let them know of specials and events that are taking place.

Post-It Notes



Just as the name implies, these colorful slips of paper with a gummy strip on back and an advertising message on the front are sure to catch any reader's attention. They are applied to the top of the newspaper's front page upon delivery. Readers can easily remove and reuse them again as an additional reminder.

Discounts

Pick-Up Discount

Increase your frequency and lower your cost per ad with pick-up discounts. Any full-run, full-rate advertisement may be republished Monday or Tuesday, within six days following its first insertion, at a 40 percent discount — or Wednesday through Saturday within six days following its first insertion, at a 25 percent discount.

Positions and Promos

Premium Positions

"Premium" positions are offered on an as available basis on the front of certain sections, such as Arts, Food or Travel, or in the "Stock Island" position of the stock pages. Advertisers may also request a premium "far forward" position in any section when it is felt that positioning is crucial. A 25 percent charge is applied only if the Newspaper Agency Corp. is able to meet your position request. Ads must be a minimum of 30 column inches to qualify and may be either color or black and white.

Promotional Copy

Special sections will often feature "promotional copy," which is editorial provided by the advertiser. These are histories about the product and company, or tips on how to better use the products that are being advertised. Promotional copy is free when accompanying an advertisement in the special section. It is accepted on a first-come first-serve basis, and is not guaranteed to be used in the section. On select special sections, advertisers may have the opportunity to be mentioned in "canned" editorial packages purchased by NAC.

Specialty Products

Hotel Wrap

Interested in tapping into the tourist market in Salt Lake City? Place your advertisement on the Hotel Wrap that surrounds *The Salt Lake Tribune* and *Deseret News* delivered to many downtown hotel guests. On the back side of the Hotel Wrap is a detailed map of downtown Salt Lake City with points of interest and other helpful information.

New Product Showcase and Innovations

When introducing new products to the market, advertisers may choose to utilize the New Product Showcase or Product Innovations. Printed in full color and running Monday through Saturday, the distinctive masthead and format introduces new products to our readers. Product Innovations can print in a tabloid size on the back of the Sunday TV Week publication, or throughout the week as a full-page feature.

All products and services are subject to availability and distribution sizes. Contact your Newspaper Agency Corp. representative for more details.

Newspaper Agency Corporation

135 S. Main Street, Salt Lake City, Utah 84111

www.nacorp.com

Retail Advertising — (801) 237-2713
Classified Advertising — (801) 237-2777

Services

The Newspaper Agency Corporation is here to help your business succeed. We offer many services that will help you stretch your advertising dollar. From ad creation to co-op programs, advertising in *The Salt Lake Tribune* and *Deseret News* is an easy and effective way to help reach the customers you want.

Art Department

Our Art Department is here to make your advertisement look compelling and attractive. With years of art and graphic design experience, this department is equipped with the necessary tools and creativity to make your advertising plan a success.

Co-Op

Many of the advertising dollars you spend could be supplemented with money from the vendors you purchase products from. If there is money out there, our Co-op Department can find it! From vendor support to claim forms, we can help take the stress out of co-op while providing you with the most dollars possible for your advertising campaign.

Courier Service

Advertising in *The Salt Lake Tribune* and *Deseret News* is a snap with the help of our courier service. We will pick up and drop off your advertisements (four-column inch minimum) and proofs. Faxing and e-mail service is also available.

Multi-Media Center

We are equipped with the latest technology in disk and file transfer. This enables you to send ads on a floppy disk, CD-ROM, Zip or Jaz disk, in many formats. We also subscribe to AdSend, a national service which enables us to receive ads electronically via satellite. Call for guidelines.

E-Mail Service

The Multi-Media Center is capable of accepting camera-ready advertising via e-mail. Deadlines for e-mail ads are the same as for ads submitted on disk — 24 hours in advance of the camera-ready deadline. Due to the number of materials that are submitted via e-mail, please contact your account representative for a copy of the Newspaper Agency Corporations' e-mail guidelines. To send an ad via e-mail, mail it to: prodads@nacorp.com

Marketing Research

The Salt Lake Primary Market is continually changing and growing in size. The Newspaper Agency Corp. has compiled hundreds of current numbers, charts and graphs to help analyze this complex consumer market. This information can help you target your audience and effectively plan your advertising campaign.

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The Salt Lake Tribune
www.sltrib.com



Deseret News
www.deseretnews.com