



Newspaper Advertising is a Real 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 the nation, *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 *Albuquerque T/J*, *Denver Post/RMN*, *Idaho Statesman* and *Las Vegas RJ & Sun*. 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 *Denver Post/RMN* would reach just 42 households per dollar. When looking at cost per thousand (CPM), it costs \$23.75 to reach one thousand households with an ad in the *Denver Post/RMN* 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>Albuquerque T/J</u>	<u>Denver Post/RMN</u>	<u>Idaho Statesman</u>	<u>Las Vegas RJ&Sun</u>
Sunday Circulation	230,033	155,625	970,935	86,755	223,151
\$ per column inch	\$98.54	\$110.00	\$715.00	\$95.15	\$165.70
1/4-page ad cost	\$3,177.92	\$3,547.50	\$23,058.75	\$3,068.59	\$5,343.83
Circulation/\$	72	44	42	28	42
CPM	\$13.82	\$22.80	\$23.75	\$35.37	\$23.95

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

	<u>Trib/News</u>	<u>Albuquerque T/J</u>	<u>Denver Post/RMN</u>	<u>Idaho Statesman</u>	<u>Las Vegas RJ&Sun</u>
Sunday Circulation	230,033	155,625	970,935	86,755	223,151
\$ per column inch	\$98.54	\$110.00	\$715.00	\$95.15	\$165.70
Color Charges	\$1,481	\$1,730	\$8,200	\$1,330	\$2,180
1/4-page ad cost	\$4,658.92	\$5,277.50	\$31,258.75	\$4,398.59	\$7,523.83
Circulation/\$	49	29	31	20	30
CPM	\$20.25	\$33.91	\$32.19	\$50.70	\$33.72

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

	<u>Trib/News</u>	<u>Albuquerque T/J</u>	<u>Denver Post/RMN</u>	<u>Idaho Statesman</u>	<u>Las Vegas RJ&Sun</u>
Sunday Circulation	230,033	155,625	970,935	86,755	223,151
\$ per column inch	\$77.25	\$108.10	\$649.00	\$87.80	\$159.75
Full-page ad cost	\$9,965.25	\$13,944.90	\$83,721.00	\$11,326.20	\$20,607.75
Circulation/\$	23	11	12	8	11
CPM	\$43.32	\$89.61	\$86.23	\$130.55	\$92.35

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

	<u>Trib/News</u>	<u>Albuquerque T/J</u>	<u>Denver Post/RMN</u>	<u>Idaho Statesman</u>	<u>Las Vegas RJ&Sun</u>
Sunday Circulation	230,033	155,625	970,935	86,755	223,151
\$ per column inch	\$77.25	\$108.10	\$649.00	\$87.80	\$159.75
Color Charges	\$1,481.00	\$1,730.00	\$8,200.00	\$1,330.00	\$2,180.00

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, September 2001. SRDS Circulation 01.

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.

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