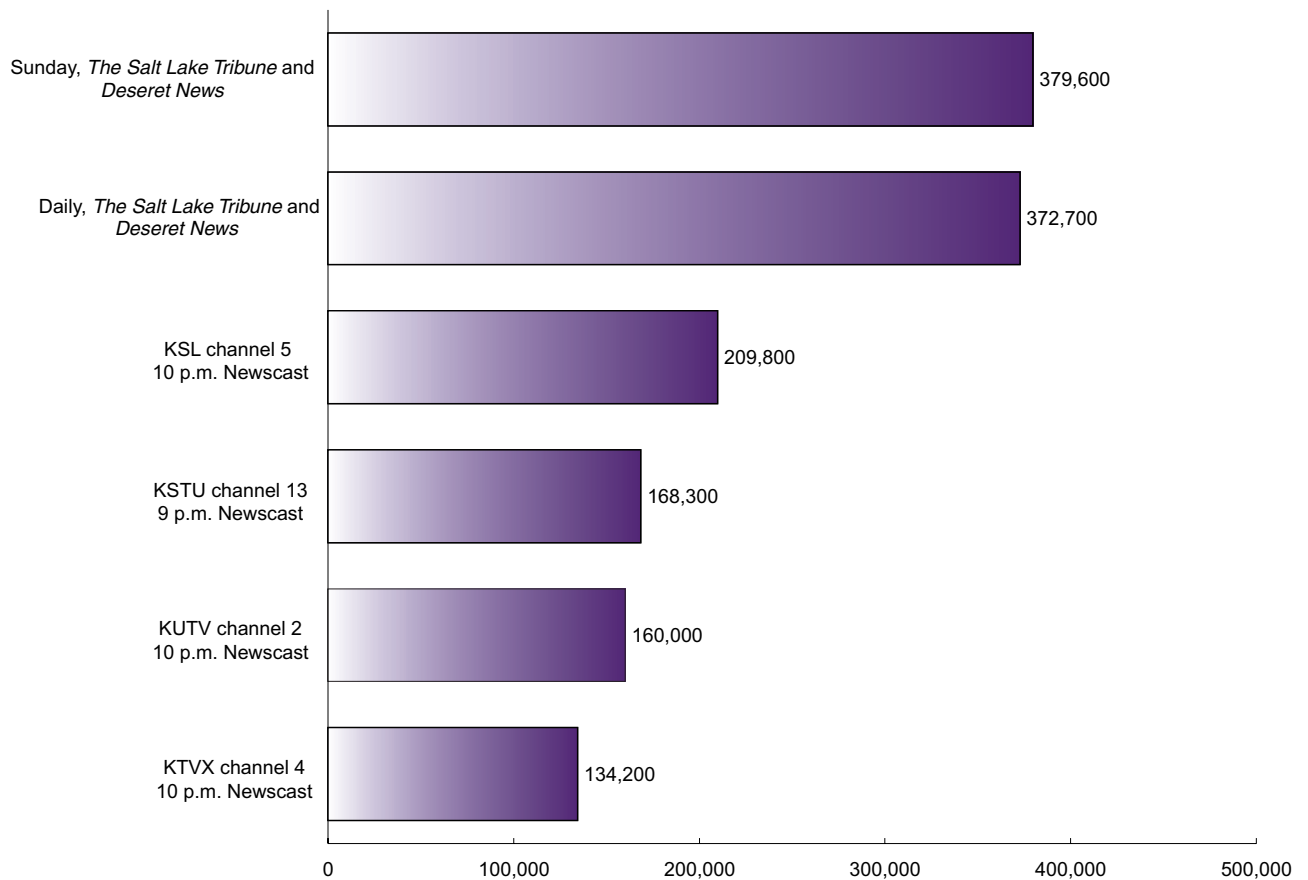




Comparison of Newspaper and TV News Reach

Late news average viewership (those who watched yesterday) compared to *The Salt Lake Tribune* and *Deseret News* average readership (those who read last Sunday or yesterday).

Adults reached in the Salt Lake PMA, Salt Lake County and five Davis zip codes



Although television touts its broad coverage area, *The Salt Lake Tribune* and *Deseret News* are still the best way to reach the Wasatch Front. In addition to their reach potential, *The Salt Lake Tribune* and *Deseret News* offer a number of value-added services, including ad production and media planning at no additional cost.

Source: Media Audit, March - April 2001.

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.

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