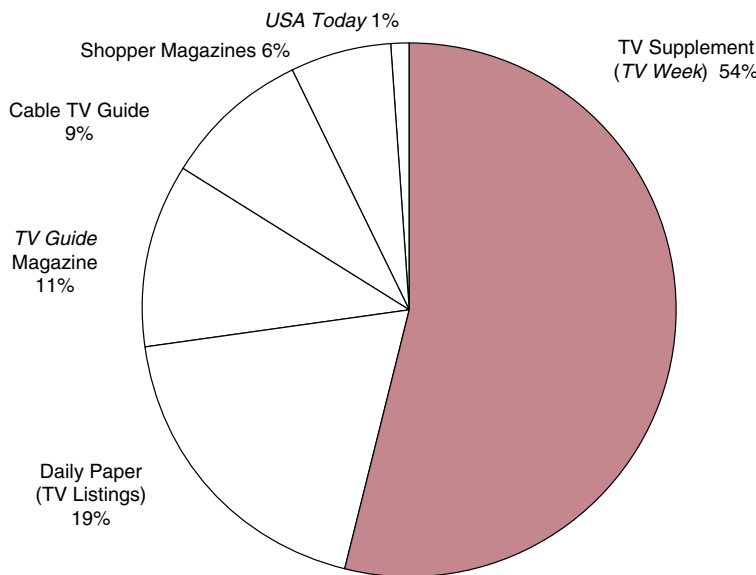


TV Week — the advertising supplement that provides continuous exposure!

Advertising in TV Week allows the advertiser the advantage of:

- **Daily Circulation** — *The Salt Lake Tribune* and *Deseret News* daily paid circulation base is 202,032.
- **Daily Readership** — Combined readership of *The Salt Lake Tribune* and *Deseret News* is 321,440. This represents 59 percent of adults age 18 or older in Salt Lake and southern Davis counties.
- **High Readership** — Fifty-three percent of readers read *TV Week* at least once in the past week.
- **Editorial Content** — Newspapers are a paid medium eagerly expected by most subscribers and are invited into the home. Subscribers anticipate and look for *TV Week*. Your advertising will be seen by those you want to reach.
- **Shelf Life** — Because 47 percent of readers save and refer to *TV Week*, your advertising gets repeated exposure throughout the week.
- **Expanded Programming Grids** — Including morning, afternoon and prime time, and now with VCR+ Codes.

The Salt Lake market is not the only place where the *TV Week* supplement is preferred for planning television viewing. A national study, conducted by Fairfield Research, Inc., asked viewers where they received their “primary source of television programming information,” with the following results:



Front Page - Top	\$2,879
Front Page - Strip	\$2,226
Back Page	\$3,650
Back Page 2/3	\$2,608
Back Page 1/3	\$1,979

Source: 2001 Audit Bureau of Circulations. Belden Continuing Market Study, 2001. Fairfield Research, Inc., 1996. TV Data 1998.