

CONTACTS

Trent Eyre Vice President, Display Advertising
teyre@mediaoneutah.com (801) 237-2008

Catherine Byington Director, Interactive Sales
cbyington@mediaoneutah.com (801) 237-2317

John Sloan Vice President, New Media
jsloan@mediaoneutah.com (801) 237-2762

Rod Harris National/Major, Interactive Sales
rharris@mediaoneutah.com (801) 237-2957

Katherine Wood Retail, Interactive Sales
kwood@mediaoneutah.com (801) 204-6370

David Jones Junior Retail Account Coordinator, Interactive Sales
djones@mediaoneutah.com (801) 237-2785

Heidi Keller New Media Assistant
hkeller@mediaoneutah.com (801) 204-6359

OFFICE

4770 S. 5600 West
West Valley City, Utah 84118
Phone: (801) 237-2815
Fax: (801) 237-2519

MAILING

PO Box 704005
West Valley City, Utah 84170-4005

POLICIES

Payment Terms:

- All advertising must be paid in advance of reservation or the advertiser must have prior credit approval by the MediaOne of Utah credit department.
- Payment is required within 30 days from the last day of the month in which the advertisement appeared.
- Cash discounts are not available.
- For credit information, call (801) 237-2816 or fax the credit department at (801) 237-2520.

Advertising Terms & Conditions:

- The advertising contract constitutes the entire agreement between the newspaper and the advertiser. It supersedes any prior understandings and/or agreements, whether oral or written. There are no representations or warranties other than those set forth in the contract. Furthermore, any modifications of the terms or the contract must be made in writing and in accordance with Publisher's terms.

- MediaOne of Utah reserves the right to change rates, terms and advertising policies upon a 30-day notice to contract advertisers.
- MediaOne of Utah may insert the word "advertisement" above or below and ad.
- To ensure the integrity of our newspaper websites for the benefit of our readers and advertisers, we reserve the right to revise, reclassify, edit or refuse any advertisement at anytime.
- The *Deseret Morning News* (www.deseretnews.com) does not accept advertising for alcohol (including beer), tobacco, tea or coffee; NC-17 or X-rated movies; unlicensed massage therapy; astrology services; gambling; or escort and adult entertainment services.
- The contract may not be assigned or transferred by Advertiser. All contract rates quoted are for single advertisers unless otherwise stated.
- MediaOne of Utah reserves the right to reject or deny any advertising, whether previously published or not, at Publisher's sole discretion.

The Salt Lake Tribune
www.sltrib.com

MEDIA One
OF UTAH
A NEWSPAPER AGENCY COMPANY

DESERET
Morning News
www.deseretnews.com

6/6/07 lb



ONLINE ADVERTISING

The Salt Lake Tribune  Morning News



Reach over 2.5M unique users per month!

Over 21M impressions per month!

SiteCatalyst
© 1997-2005 by Omniture, Inc. Patents Pending.



#1 Websites in Utah!

The Media Audit 2007

Demographic Profile of the Trib/News Online Users (PMA)

Men	47.2%
Women	52.8%
Median Age	39
Married	67.9%
Single (never married)	24.7%
High School or Less	20.9%
Some College	44.1%
Bachelor's or Advanced Degree	35%
Own Home	77.4%
Rent or Other	22.6%
Median HHI	\$61,000

Source: 2006 Release 2 Scarborough Report

Add the SL Trib.com/DeseretNews.com online advertising to your print campaign and reach 72.3% of the Salt Lake market with one purchase.
The Media Audit 2007

Report Market:		SALT LAKE CITY, UT		CUME RATINGS			
Report Period:		NOV-DEC 2006					
TARGET:		ADULTS AGE 18+		TARGET PERSONS: 842,700			
BASE POPULATION: 842,700		% IN TARGET: 100.0%					
RANK	MEDIA	CUME PERSONS	CUME RATING	0	25	50	76
1	TRIB/D.NEWS WD/S+WEB	609,000	72.3	[Bar chart showing cumulative rating distribution]			
2	SLTRIB.C/DES_NEWS.C	291,500	34.6				
3	KSL.COM (TV)	288,300	34.0				
4	SLTRIB.COM	214,900	25.5				
5	DESERETNEWS.COM	182,800	19.3				
6	KUTV.COM	113,500	13.5				
7	MONSTER.COM	108,200	12.8				
8	ABC4.COM	100,500	11.9				
9	MYFOXUTAH.C/FOX13.C	88,900	10.3				
10	KEYUTV.ORG	72,500	8.6				

Sltrib.com/DeseretNews.com
Reach 34.6% of adults 18+ in the Salt Lake metro area.

The Media Audit 2007

ONLINE RATES

HOME PAGE - Salt Lake Tribune (www.sltrib.com)

Placement	Size	Open Rate	6 mo.	12 mo.
Lg. Tower #1	160 x 600	\$20.00	\$15.00	\$10.00
Lg. Tower #2	160 x 600	\$20.00	\$15.00	\$10.00
Interactive Box	300 x 250	\$20.00	\$15.00	\$10.00
Button #1	160 x 125	\$10.00	\$7.00	\$5.00
Button #2	160 x 125	\$10.00	\$7.00	\$5.00
Post It Note	300 x 200	\$500 Per Day	N/A	N/A
Mini Button w/Fly-Out, 160 x 90, Monthly Sponsorship \$2,000				

HOME PAGE - Deseret Morning News (www.deseretnews.com)

Placement	Size	Open Rate	6 mo.	12 mo.
Leaderboard	728 x 90	\$20.00	\$15.00	\$10.00
Lg. Tower	160 x 600	\$20.00	\$15.00	\$10.00
Interactive Box	300 x 250	\$20.00	\$15.00	\$10.00
Button	160 x 125	\$10.00	\$7.00	\$5.00
Post It Note	300 x 200	\$500 Per Day	N/A	N/A
Mini Button w/Fly-Out, 160 x 90, Monthly Sponsorship \$2,000				

Business / Entertainment / Features / Lifestyles / Travel - SLTrib.com & DesNews.com

Placement	Size	Open Rate	6 mo.	12 mo.
Leaderboard	728 x 90	\$18.00	\$13.00	\$9.00
Lg. Tower #1	160 x 600	\$18.00	\$13.00	\$9.00
"Lg. Tower #2 (SLtrib.com Only)"	160 x 600	\$18.00	\$13.00	\$9.00
Interactive Box	300 x 250	\$18.00	\$13.00	\$9.00
Button #1	160 x 125	\$10.00	\$7.00	\$5.00
"Button #2 (SLTrib.com Only)"	160 x 125	\$10.00	\$7.00	\$5.00
Post It Note	300 x 200	\$250 Per Day	N/A	N/A
Mini Button w/Fly-Out, 160 x 90, Monthly Sponsorship up to \$1,500				

News / Close-Up / Utah / Sports / World & Nation / Obituaries / Opinion - SLTrib.com & DesNews.com

Placement	Size	Open Rate	6 mo.	12 mo.
Leaderboard	728 x 90	\$15.00	\$11.25	\$7.00
Lg. Tower #1	160 x 600	\$15.00	\$11.25	\$7.00
"Lg. Tower #2 (SLtrib.com Only)"	160 x 600	\$15.00	\$11.25	\$7.00
Interactive Box	300 x 250	\$15.00	\$11.25	\$7.00
Button #1	160 x 125	\$10.00	\$7.00	\$5.00
"Button #2 (SLTrib.com Only)"	160 x 125	\$10.00	\$7.00	\$5.00
Post It Note	300 x 200	\$250 Per Day	N/A	N/A
Mini Button w/Fly-Out, 160 x 90, Monthly Sponsorship up to \$3,500				

ROS - SLTrib.com & DesNews.com

Placement	Size	Open Rate	6 mo.	12 mo.
Leaderboard	728 x 90	\$10.00	\$7.50	\$5.00
Lg. Tower #1	160 x 600	\$10.00	\$7.50	\$5.00
"Lg. Tower #2 (SLtrib.com Only)"	160 x 600	\$10.00	\$7.50	\$5.00
Interactive Box	300 x 250	\$10.00	\$7.50	\$5.00

Rates above are for all Gif, Jpeg, Flash.
 Button #1 or #2 with fly-out, additional \$2.00 CPM (cost per thousand).
 Additional \$3.00 CPM for user initiated Rich Media and Video Ads.
 Additional \$15-\$30 CPM for non user initiated Rich Media.
 Rates are calculated on CPM basis. Minimum contract \$500.00.

If you would like to explore the many options and features available in online advertising, please contact Catherine Byington at (801) 237-2317 or CByington@mediaoneutah.com

LEADERBOARD (728 x 90)

MINI BUTTON (160 x 60)

BUTTON (160 x 125)

INTERACTIVE BOX / FLY-OUT (300 x 250)

TOWER (160 x 600)

CREATIVE SPECIFICATIONS

Ad Type	Ad Size (pixels)	Max File Size	
		(GIF/JPG)	(Flash)
Leaderboard	728 x 90	30K	35K
Tower #1 or #2	160 x 600	30K	35K
Interactive Box / Fly-Out	300 x 250	30K	35K
Button #1 or #2	160 x 125	30K	35K
Mini Button	160 x 60	30K	35K

- Flash files must adhere to the same file size limits as shown above and may not exceed 18 FPS (frames per second)
- File size limits must include the image size and any associated script or code needed to deliver the ad (e.g. a 15K ad with associated code of 7K will be counted as 22K)
- Ad material deadlines:
 - GIF/JPG/Flash - 2 business days prior to campaign start date.
 - Rich Media - 5 business days prior to campaign start date.

RICH MEDIA FORMATS ACCEPTED

Flash
 Streaming Video
 JavaScript
 Expandable
 PointRoll
 Eyeblaster
 Floating
 Pop-Unders

Rich Media includes user-initiated and non-user-initiated media.