

# Newspaper Agency Corporation

Advertising Agent for *The Salt Lake Tribune* and *Deseret Morning News*

## 2006 Classified General and Real Estate Rates and Policies

Effective May 1, 2006

### Local Non-Contract Non-Commissionable Rates

Daily	Sunday	Daily	Sunday
Per line	Per line	Per col. inch	Per col. inch
\$6.50	\$8.00	\$84.50	\$104.00

### Daily Contract Rates

The advertiser agrees to sign a daily contract to maintain the minimum amount of space in the newspaper per day as specified in the individual contracts. The contract is in force for a period of one year and continues as long as the advertiser maintains the minimum space requirement, or NAC changes the terms of the contract upon 30 days' written notice. All contracts shall not be assignable by either party without written consent of the NAC. Space used that does not fulfill daily contract agreement will be rebilled at the open rate or earned contract rate.

### One Day

Contract Type	4-Line Minimum Lines		4-Inch Minimum Display	
	Daily Per line	Sunday Per line	Daily Per col. inch	Sunday Per col. inch
4-Line	\$3.35	\$3.98	\$43.55	\$51.74
14-Line	\$2.81	\$3.41	\$36.47	\$44.33
56-Line	\$2.64	\$3.19	\$34.32	\$41.47

### 4+ Consecutive Days

Contract Type	4-Line Minimum Lines		4-Inch Minimum Display	
	Daily Per line	Sunday Per line	Daily Per col. inch	Sunday Per col. inch
4-Line	\$2.53	\$2.70	\$32.89	\$35.04
14-Line	\$2.18	\$2.34	\$28.34	\$30.47
56-Line	\$1.95	\$2.06	\$25.35	\$26.75

### Revenue Contract Rates

The revenue contract will benefit an advertiser who commits to placing a minimum of \$3,700 of advertising within a 12-month period.

### One Day

Dollar Volume	Daily Per line	Sunday Per line	Daily Per col. inch	Sunday Per col. inch
\$3,700	\$3.98	\$4.98	\$51.74	\$64.74
\$7,500	\$3.51	\$4.32	\$45.63	\$56.16
\$15,000	\$3.43	\$4.14	\$44.59	\$53.80
\$25,000	\$3.25	\$3.85	\$42.25	\$50.05
\$50,000	\$2.95	\$3.54	\$38.35	\$46.03
\$75,000	\$2.65	\$3.18	\$34.45	\$41.34

### 2+ Consecutive Days

Dollar Volume	Daily Per line	Sunday Per line	Daily Per col. inch	Sunday Per col. inch
\$3,700	\$3.30	\$3.47	\$42.90	\$45.05
\$7,500	\$2.95	\$3.06	\$38.35	\$39.79
\$15,000	\$2.83	\$2.99	\$36.79	\$38.90
\$25,000	\$2.68	\$2.90	\$34.84	\$37.69
\$50,000	\$2.48	\$2.64	\$32.24	\$34.33
\$75,000	\$2.20	\$2.36	\$28.60	\$30.69

### Color Charges

Available daily and Sunday – non-commissionable. No minimum space required. Rates apply to both broadsheet and tabloid pages.

Black+	Both Newspapers	
	Daily	Sunday
1 Color (mixed)**	\$725	\$774
2 Colors	\$1,014	\$1,084
Full color	\$1,276	\$1,365

\*\* Any combination of two or more process colors used to arrive at a single color. Discounts on color are 20 percent, second day; 33 percent, third day. All color discounts are off of original insertion.

### National Commissionable

1 day	8.80	114.40	10.73	139.43
2-3 days	7.87	102.25	8.36	108.68
4-10 days	7.70	100.10	7.98	103.68
11-15 days	7.15	92.95	7.70	100.10
16+ days	6.88	89.38	7.43	96.53

### Newspaper Agency Corporation's Relationship to *The Salt Lake Tribune* and *Deseret Morning News*

The Newspaper Agency Corporation was founded in 1952 by *The Salt Lake Tribune* and *Deseret Morning News* to manage the newspapers' advertising, printing and circulation. The two newspapers remain under separate ownership and are editorially independent.

### Affiliations

NAC is a member of the Audit Bureau of Circulations, which verifies the circulation of the two newspapers each year. NAC is also a member of the Advertising Checking Bureau.

### Classified Advertising Policies

Local classified advertising rates are available only to advertisers who own or operate their own businesses and are selling products or services directly to the general public in our Area of Dominant Influence (ADI). Any classified representative can provide a list of cities and counties that are eligible. For recruitment advertisers, if the job is local, the local rate applies. For real estate, if the property, home, rental or development is local, it will also apply. Ads 18 inches or larger are charged as a full page.

### Agencies

Advertisers placing business through an advertising agency assume full liability for payment to NAC. If the agency defaults, the advertiser is still liable.

### Adjustments

Although every effort is made to ensure advertisements run without error, some mistakes may occur. NAC and the newspapers' publishers are not responsible for any damages. Advertisers need to check the first insertions for any errors. The newspapers will not be responsible for errors after the first day. In the event an ad is cancelled, ask for a cancellation confirmation number. Adjustments or republishing will be made at NAC's discretion and will not exceed the space occupied by the error. No adjustments will be made for errors the advertiser fails to mark for correction on its proof. All requests for adjustments must be made within 30 days of the first scheduled publication.

### Readership

*The Salt Lake Tribune* and *Deseret Morning News* reach more adults in the Salt Lake market than any other medium – nearly 400,000 adults read each weekday edition of the papers and more than 460,000 adults read each Sunday edition. The vast audience of the two newspapers make them most effective source of advertising in the market.

In fact, it takes more than 450 ads on the top ten radio stations during the morning drive or 18 ads on the top four TV stations during prime time to reach the same number of adults that the Salt Lake newspapers reach with a single issue. For effective results from your advertising schedule, turn to *The Salt Lake Tribune* and *Deseret Morning News*.

Source: 2005 Release 2 Scarborough Report.  
Note: based on adults in the Salt Lake Primary Market Area.

## Identification and Indemnification

All advertisements that by law are required to identify company name or numbers must do so. Automotive dealers and real-estate companies must clearly indicate that they are dealers or Realtors, whether by their firm/dealership's name, the dealer number or the words "dealer" or "agent." Business opportunity advertisements must state the type of product or service offered. All housing and employment ads must conform with applicable federal, state and local laws and regulations.

## Taxes

Currently, no tax is levied on advertising. However, in the event that a tax is imposed on advertising while this rate card is in effect, the advertiser agrees to pay the tax, which will be added to the price of the advertisement.

## Cancellation

All advertising, including space reservations, cancelled after deadline will be charged for 50 percent of the reserved space. In addition, advertisements that are composed by NAC but do not publish will be charged a composition charge of 25 percent of reserved space.

## Credit Terms

All advertising must be paid in advance of reservation or the advertiser must have prior credit approval by NAC's credit department. All bills are due 30 days after they are received. Payments will be credited to the oldest outstanding balance first. Cash discounts are not available. Credit applications are available by fax. For credit information, call (801) 237-2816 or fax the credit department at (801) 237-2565.

## Positioning

Classified advertising orders directing insertions of advertising in specific positions or a designated page "or omit" will not be accepted. The position of advertisements is not guaranteed, except for liners that will run under the correct classification. NAC will attempt to meet customers' requests, but will make no adjustment, republishing or refund because of advertising position. Guaranteed positions within the classified section are the front page of Cars, Real Estate and Employment. Front page advertising carries a 25-percent position surcharge. In the event duplicate schedules are submitted, the rotation schedule dictates the position. These two positions are color positions and color ads take precedence over non-color ads.

## Internet Advertising

All classified advertising run in *The Salt Lake Tribune* and *Deseret Morning News* can appear online within the NAC's classified Marketplace. Your display or line ad is presented just as it is in print with full graphics, color and text. Each month, more than 300,000 unique visitors view the *Trib/News* Marketplace, making it Utah's largest and most trafficked classified and retail shopping directory. NAC also offers many different online advertising options. For more information or to obtain Internet advertising rates and policies, please contact your NAC sales representative.

## Space Brokerage

NAC will not accept advertisements sold by third parties that contain advertising content from multiple advertisers.

Advertising that portrays, promotes or includes reference to another medium (including Internet), consumer events or job fairs is subject to approval and rate adjustment by NAC prior to or after publication.

## Abbreviations

To make ads easier to understand and to get better results, only easily understood abbreviations are accepted. Ask your sales representative for accepted abbreviations. No abbreviations on the first word or any "key" word are permitted. No two abbreviations can appear next to each other.

## Courier Service/Ad Material and Proofs

Scheduled pick-ups and deliveries are provided Monday through Friday within the following boundaries:

East – Wasatch Blvd; Olympus Cove; Bell Canyon  
West – Salt Lake County (approximately 9200 West)  
North – South Gate at HAFB (State Road 193)  
South – Salt Lake County (approximately 14200 South)

Any ad material or proofs needing pick-up must be scheduled for courier service by calling your sales representative or sales assistant.

NAC provides an advertisement proof on ads meeting proof deadline. Proofs are delivered only on advertisements four column inches or larger and must be

returned by proof deadline as either "OK" or with corrections. Proof service is available one time per ad. Call your representative or sales assistant to help you with your proof if you have questions.

## Contracts

Classified advertising contracts are automatically renewed at the earned contract rate at expiration. Advertisers will be notified in writing 30 days prior to any contract rate change. NAC and the publishers reserve the right to change rates, terms and advertising policies upon 30 days notice. An advertising contract can be back-dated up to 30 days if the client has fulfilled the contract requirements during the 30 days prior to signing. Contracts are available to the stated advertiser only and apply only to ads placed by the advertiser on its own behalf. Personal or private advertising that is not a direct part of the advertiser's company may not be billed to, or qualify for, a contract rate.

## Pick-up Discounts

Some discounts will apply to contract advertisers.

Line-ad rates are based on consecutive runs with no changes in copy. For example, to get the four-day rate, the advertiser must run the same line ad for four or more consecutive days with no changes.

## Late Charges

All advertisements, including space reservations, cancelled after deadline will be billed at 50 percent charge of reserved space. Ads set and cancelled before deadline will be charged a composition charge of 25 percent of reserved space.

## Box Reply Service Charges

Replies will be given only to those who can properly identify themselves with the box number. No information is given to anyone other than those identified. Replies will be mailed to the advertiser upon their request. The box numbers will remain open 30 days. If a person renting a box number used that number in more than one advertisement, the 30-day termination rule applies from the starting date of the earliest advertisement.

Mailed . . . . \$75      Picked up.....\$50

## Logos

Logos are available for in-column line ads. Minimum size is three lines. Ask your sales representative for information.

## Line Ad Borders and Screens

Available on in-column line ads that are 14 lines or longer. Ask your sales representative for more information.

## Additional Costs

There are no additional costs for the layout, typesetting, halftones or proof services for advertisements placed within NAC's deadlines.

## Art Charges

\$50 per hour, 15-minute minimum. These charges will incur when an artist is required to hand-illustrate products, design logo art, hand-cut masking, or perform work determined to exceed services provided.

There may be additional charges for specialized work. These charges are non-commissionable.

## Publishers' Rights

The publishers reserve the right to insert the word "advertisement" above or below any advertisement. All advertising is subject to approval from *The Salt Lake Tribune* and *Deseret Morning News* regarding subject matter, form, size, wording, illustrations and typography. The publishers reserve the right to reposition, classify, edit, reject or cancel any advertising at any time, before or after placement. The *Deseret Morning News* does not accept advertising for escort services, astrology, entertainment services, gambling, alcohol (including beer), tobacco, tea or coffee.

## Changes of Policy

NAC and the publishers of *The Salt Lake Tribune* and *Deseret Morning News* reserve the right to change or eliminate advertising policies with 30 days' advance notice. Submitting an advertisement represents the advertiser's agreement to abide by the policies of the NAC, *The Salt Lake Tribune* and *Deseret Morning News*.