

# Newspaper Agency Corporation

Advertising Agent for *The Salt Lake Tribune* and *Deseret Morning News*  
Classified Advertising Office — 4770 S. 5600 West, West Valley City, Utah 84118  
Mail to — P.O. Box 704005, West Valley City, Utah 84170-4005  
General Public: Phone (801) 237-2000 Fax (801) 237-2776 E-mail [classes@nacorp.com](mailto:classes@nacorp.com)  
[www.nacorp.com](http://www.nacorp.com) [www.sltrib.com](http://www.sltrib.com) [www.deseretnews.com](http://www.deseretnews.com)

## 2006 Classified Rates and Policies

Effective November 1, 2005

### 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 only available 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.

- An advertising contract can only be backdated within the month signed for no more than 30 days.
- Failure by NAC to publish any requested advertisement shall constitute rejection of the order for such advertisement. Omission does not constitute a breach of contract or otherwise entitle advertiser or agent to any legal or financial remedy.
- NAC reserves the right to alter any advertising material so that it will conform to the current mechanical specifications. Furthermore, NAC reserves the right to reduce the size of any advertisement and still charge stated rates as long as the advertisement maintains the same proportion to the entire page.
- NAC is not responsible for published errors in copy received after deadline.
- Publisher assumes no financial responsibility for typographical errors or omission of copy or advertisements.
- In no event shall Publisher be liable for consequential, special, indirect, exemplary or punitive damages.

### 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.

### Management of the Newspaper Agency Corporation

President .....Harry Whipple

### Management of *The Salt Lake Tribune*

Publisher.....W. Dean Singleton

Editor ..... Nancy Conway

Address: 90 S. 400 West, Suite 700, Salt Lake City, Utah 84101.

*The Salt Lake Tribune* is published daily.

### Management of the *Deseret Morning News*

Publisher.....Jim Wall

Editor ..... John Hughes

Address: 30 E. 100 South, Salt Lake City, Utah 84111.

*The Deseret Morning News* is published daily.

Please direct all inquiries about advertising to your NAC sales representative or an NAC manager listed below.

### Management of Newspaper Agency Corporation Advertising Department

Senior Vice President, Advertising.....Greig Smith .....237-2712

[gsmith@nacorp.com](mailto:gsmith@nacorp.com)

Vice President, Classified Advertising.....Jeannine M. Duvall .....237-2777

[jduvall@nacorp.com](mailto:jduvall@nacorp.com)

Classified Recruitment Mgr .....237-2593

Classified Real Estate Mgr.....237-2012

Classified Automotive Mgr.....237-2763

Classified Main Number .....237-2000

### 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*.

### 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 or 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.

## Internet Advertising

All classified advertising run in *The Salt Lake Tribune* and *Deseret Morning News* 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. More than 2.2 million annual 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. We do not accept advertising from online content aggregators.

- 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.

## Space Brokerage

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

## Abbreviations

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

## Courier Service/Ad Material and Proofs

Scheduled pickups 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 only delivered 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 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 only be backdated within the month signed for no more than 30 days. 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.

- If an advertiser does not meet the contract commitment an adjusted change based on the actual inches or revenue placed will be applied.

- 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 of the contract must be made in writing and in accordance with Publisher's term.

## Pick-up Discounts

Discounts apply to revenue 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.

## Border

Any ad less than a full page must have at least a hairline border. Upside down ads must have the logo upright and be approved in advance.

## Direct Mail to Non-Subscribers – Smart Buys

Each week a separate advertising package is delivered via the U.S. Mail to non-subscribers of *The Salt Lake Tribune* and *Deseret Morning News*. An advertiser can place either an ROP ad or inserts zoned by Zip code. Call your NAC sales representative for more information on this city-wide and neighborhood saturation product.

## 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

## Line Ad Borders, Screens and Logos

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

## Announcement Rates and Deadlines

### Birthday, Anniversary, Bridal and Engagement Announcements

The deadline for announcements is 3 p.m., 7 days prior to desired publication date. The rate is \$35 per column inch, Mon.-Sat.; \$45, Sunday; plus \$5 process charge for each photo used. The minimum ad size is one inch without picture or two inches with picture.

## Obituaries and In-Memoriams

E-mail: nacobits@nacorp.com

The deadline for obituaries and in-memoriams in *The Salt Lake Tribune* and *Deseret Morning News* is Sunday through Saturday at 5 p.m., the day before publication.

## Additional Costs

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

\$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.

## Disc and Electronic Ads

NAC accepts press-ready disc ads created on Macintosh-compatible systems that meet requirements unique to NAC's network applications. Contact your sales representative for a copy of "Disk Ad Transfer Guidelines." The guidelines will cover first-time users, specifications, deadlines and information necessary to accept disc ads.

NAC is a fully equipped receivership for AdSend transmissions. This service is provided from the customer through AdSend to the NAC for advertisements publishing in *The Salt Lake Tribune* or *Deseret Morning News* and will be limited to scheduled advertisements.

## Web-based Ad Submission

Electronic ads should be submitted via the NAC Web site, [www.nacorp.com/multimedia](http://www.nacorp.com/multimedia).

Detailed instructions for the Web-based submission process are available from your NAC sales representative.

## i-Tearsheets

The i-Tearsheets system delivers electronic tearsheets as proof of publication for printed advertisements. Advertisers receive an e-mail each time their ad is published in *The Salt Lake Tribune* or *Deseret Morning News*. Advertisers may then view their ad online the day of publication, get accurate measurements for the ad, and browse the ads in the newspaper. For more information on this service, contact your NAC sales representative.

## 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.