

Small Business Builder

Build on your foundation

Small? Not anymore

Now, every business can harness the power of *The Salt Lake Tribune* and *Deseret Morning News* by taking part in the **SMALL Business Builder** program. For a minimal investment you can gain access to the broad exposure only available through newspapers. Your black-and-white small business ad will run three times a week:

- Tuesday
- Saturday or Sunday
- One day Monday or Wednesday through Friday. (your choice)
- Plus, your ad will be included in two weekly

community zones, extending your reach by approximately 60,000.

Program contracts are for 26 or 52 consecutive weeks and ads can be changed weekly. Your investment could be as little as \$400 a week!

(Replaces all previous Business Builder offers.)



Open your doors to more business today.

Contact your NAC account executive or call (801) 237-2815.

Small Business Builder offers you

- Flexibility to change your ad weekly to promote new merchandise or sales.
- Maximum opportunity to invite customers into your business through high frequency.
- The utmost impressions for a minimum investment.
- Premium position placement online.

The program will reach 583,699 adults (66 percent) in the Salt Lake primary market area each week.*

*Source: 2005 Release 2 Scarborough Report.
Note: Based on reach and frequency for one Sunday and two weekdays.

Sltrib.com and deseretnews.com receive 1.7 million unique monthly visitors and slc-classifieds.com receives 108,000 unique monthly visitors.*

*Source: Site Catalyst by Omniture, Dec. 2004 - Nov. 2005

Rates

Total cost for 3 times per week

Contract size	4"	6"	8"
Frequency			
26 weeks	\$485	\$600	\$750
52 weeks	\$400	\$475	\$625

Rates effective Jan. 1, 2006.

- \$ Ad size change once per week
- \$ Copy changes once per week
- \$ Ad must run three days per week
- \$ Discounts built into cost
- \$ Local retailers only
- \$ Color not available
- \$ Regular deadlines apply

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The Salt Lake Tribune
www.sltrib.com



DESERET
Morning News
www.deseretnews.com