

2007 Movie Studio & Exhibitor Rates EFFECTIVE NOVEMBER 1, 2006

BLACK-AND-WHITE RATES

National/General display advertising rates apply to advertisements placed by and for manufacturers, wholesalers, brokers, and distributors or dealer associations.

Qualified advertising agencies may take a 15-percent commission from general ROP, Co-op, Political and preprint rates. Rates listed are net.

FULL-RUN RATES COST PER COLUMN INCH

Net Rate. Standard ROP advertising units (SAU)*

Contract Level	Both Newspapers		Either Newspaper	
	Daily	Sunday	Daily	Sunday
Open Rate	\$82.01	\$95.10	\$65.62	\$76.08
75"	\$59.99	\$69.48	\$47.98	\$55.59
150"	\$58.70	\$68.03	\$46.96	\$54.43
300"	\$57.83	\$66.99	\$46.26	\$53.59
500"	\$57.40	\$67.53	\$45.92	\$53.21
850"	\$56.72	\$65.72	\$45.37	\$52.57
1,700"	\$55.91	\$64.74	\$44.72	\$51.78
3,500"	\$54.59	\$63.22	\$43.66	\$50.58
5,200"	\$54.40	\$62.96	\$43.54	\$50.38
7,000"	\$54.19	\$62.78	\$43.36	\$50.16
10,500"	\$53.29	\$61.76	\$42.64	\$49.40
14,000"	\$52.64	\$60.90	\$42.11	\$48.73
21,000"	\$51.85	\$60.06	\$41.48	\$48.05
28,000"	\$51.52	\$59.69	\$41.22	\$47.75

*Non-SAU sizes subject to 15 percent surcharge

COLOR RATES COST PER INSERTION

Under 30"		
	Mon-Wed	Thurs-Sun
Any Color	\$795	\$935
Over 30"		
Black+	Mon-Wed	Thurs-Sun
1 Color	\$942	\$1,175
2 Color	\$1,294	\$1,530
Full Color	\$1,647	\$1,883

HOLIDAY RATES

Sunday rates and policies apply Memorial Day, Independence Day, Pioneer Day (July 24), Labor Day, Thanksgiving weekend (Thursday-Sunday), Christmas Day and New Year's Day. No discounts available on these dates.

Additional frequency packages available.

For more information, please contact

Heidi Doxey at (801) 237-2518 or hdoxey@nacorp.com.

BACKGROUND

Newspaper Agency Corporation (NAC) 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.

Over the years NAC has expanded to provide many additional products beyond *The Salt Lake Tribune* and *Deseret Morning News*. **MediaOne of Utah** was created to better manage what has become the largest media agency in the state.

Did you know?

- Although the Salt Lake market is ranked No. 35 in the nation in terms of population, it is ranked No. 12 in box office sales per household.
- The Salt Lake market is home to 29 movie theaters with 241 total movie screens.

Source: Jan - Jun 2005, Nielsen EDI. Figures based on 2005 information for the Salt Lake DMA.

4770 South 5600 West West Valley City, Utah 84170-4005 TEL: 801-237-2815 FAX: 801-237-2519

Circulation

The circulations of *The Salt Lake Tribune* and *Deseret Morning News* are verified every year by the Audit Bureau of Circulations. A circulation card based on the most recent audit, or a copy of the audit itself, is available upon request.

Affiliations

MediaOne of Utah is a member of the Audit Bureau of Circulations, which verifies the circulation of the two newspapers each year. We are also a member of the Advertising Checking Bureau. You may reach our national advertising sales office by calling (801) 237-2721 or, outside Utah, by calling (800) 944-4220.

RETAIL POLICIES

Submitting an advertisement for publication or distribution represents the advertiser's agreement to abide by the policies and procedures of MediaOne of Utah, agent for *The Salt Lake Tribune* and *Deseret Morning News*.

Retail advertising rates are available only to advertisers who own or operate their own businesses selling products or services directly to the general public in Salt Lake, Utah, Davis, Weber, Summit, Wasatch and Tooele counties. No agency commission can be deducted from regular retail rates.

All other non-conflicting terms and conditions of publishers rates in effect at time of publication apply.

Publishers' Rights

The publishers of *The Salt Lake Tribune* and *Deseret Morning News* reserve the right to reject, reposition, edit or cancel advertising at any time, before or after acceptance

for publication. Additionally, they may insert the word "advertising" above or below any advertisement.

Adjustments

Although every effort is made to ensure advertisements run without error, some mistakes may occur. **MediaOne of Utah** and the newspapers' publishers are not responsible for any damages. Adjustments will be made at **MediaOne of Utah's** discretion, on first publication only, and will not exceed the space occupied by the error. All requests for adjustments must be made within 30 days of the first scheduled publication. No adjustments will be made for errors the advertiser fails to mark for correction on the proof. **MediaOne of Utah** is not responsible for errors of omission.

Advertising orders directing insertions of advertising in specific positions or designated page "or omit" will not be accepted. **MediaOne of Utah** will attempt to meet customer requests, but will make no adjustment, republication or refund because of advertising position.

All efforts should be made to contact **MediaOne of Utah** regarding billing errors within 30 days of receiving the statement. **MediaOne of Utah** reserves the right to go back only to the most current 12 months on any adjustments requested.

Advertising Exceptions

The Deseret Morning News does not accept advertising for alcohol (including beer), tobacco, tea or coffee; NC-17 or X-rated movies; unlicensed massage therapy; astrology services; or gambling.

Neither paper will knowingly accept advertising for a book, motion picture or product involved in pending litigation.