

2008 Post-it® Notes Rates EFFECTIVE APRIL 25, 2008

POST-IT NOTE ADVERTISING

Post-it notes can be positioned on the front pages of the newspaper, daily feature sections, Classifieds, Ahora Utah, In Utah This Week, and the Friday Close-Up sections (*The Salt Lake Tribune* only).

Readers can easily remove and reuse them again as an additional reminder. (Single-copy and TMC available.)

- Fraction of the cost of direct mail (approximately 75% less)!
- Additional options available (die cuts, sequential numbers, scratch & win...and more!)

RATES

Main News Daily

| Volume | Open | 6x | 13x | 26x |
|---------|---------|---------|---------|---------|
| 200,000 | \$39.27 | \$33.66 | \$25.25 | \$22.44 |
| 100,000 | \$44.88 | \$39.27 | \$28.05 | \$25.25 |
| 50,000 | \$50.49 | \$44.88 | \$39.27 | \$28.05 |
| <50,000 | \$56.10 | \$50.49 | \$44.88 | \$33.66 |

For glossy paper add \$5.00 per thousand.

Main News Sunday

| Volume | Open | 6x | 13x | 26x |
|---------|---------|---------|---------|---------|
| 200,000 | \$41.06 | \$35.19 | \$26.40 | \$23.46 |
| 100,000 | \$46.92 | \$41.06 | \$29.33 | \$26.40 |
| 50,000 | \$52.79 | \$46.92 | \$41.06 | \$29.33 |
| <50,000 | \$58.65 | \$52.79 | \$46.92 | \$35.19 |

For glossy paper add \$5.00 per thousand.

All Other Sections

| Volume | Open | 6x | 13x | 26x |
|---------|---------|---------|---------|---------|
| 200,000 | \$35.70 | \$30.60 | \$22.95 | \$20.40 |
| 100,000 | \$40.80 | \$35.70 | \$25.50 | \$22.95 |
| 50,000 | \$45.90 | \$40.80 | \$35.70 | \$25.50 |
| <50,000 | \$51.00 | \$45.90 | \$40.80 | \$30.60 |

For glossy paper add \$5.00 per thousand.

Additional Rates per 1,000

| | Matte Paper | Glossy Paper |
|--------------------|-------------|--------------|
| Change color ink | add \$1 | add \$6 |
| Change color paper | add \$1 | add \$6 |
| 2+ colors | add \$3 | add \$8 |
| Print 2nd side | add \$10 | add \$10 |

DEADLINES

- Rough art — 2 weeks prior to publication date.
- Camera ready (or PDF) — 10 days prior to publication date.
- Image area on 3"x2.75" note: 2.875"x2.625".
- Add \$250 to the above full run prices for the on-line Post-it Note portion.

Other options available on a per bid basis.

CIRCULATION DISTRIBUTION ZONES

| | Daily | Sunday | TMC |
|-----------------------|---------|---------|--------|
| City Center/Park City | 23,701 | 27,194 | 76,243 |
| South Davis | 19,241 | 20,990 | 27,429 |
| Sandy | 33,433 | 35,374 | 50,428 |
| Murray | 32,670 | 34,598 | 72,156 |
| Utah County | 16,134 | 17,554 | |
| West Jordan/Tooele | 23,136 | 24,980 | 48,959 |
| Full Distribution | 200,000 | 230,000 | |

By having a Post-it Note on the front of the Sunday newspaper, you can reach, and be seen by, up to 549,961 people*

Scarborough Research Release 2 2007

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

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.

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.

The Salt Lake Tribune and *Deseret Morning News* are an effective and cost-efficient way to help expand your presence and bring diners to your door. For more information, please contact your MediaOne sales representative or call (801) 237-2815.