

Frequency Package

You can run an ad in both The Salt Lake Tribune and the Deseret News for one low price. When people pick up the newspaper one of the first things they look for are the ads. They want to know what specials are running out there. These are people who are paying to receive these ads! The more advertise the more people will see your ads and in turn the more business you will receive.

The Salt Lake Tribune

www.SLTrib.com

Deseret News

www.DeseretNews.com

BENEFITS

- Have your ad seen by over 679,000* people on Sunday.
- Showcase your business to a loyal and attentive audience.
- reach an audience with a wide age range.

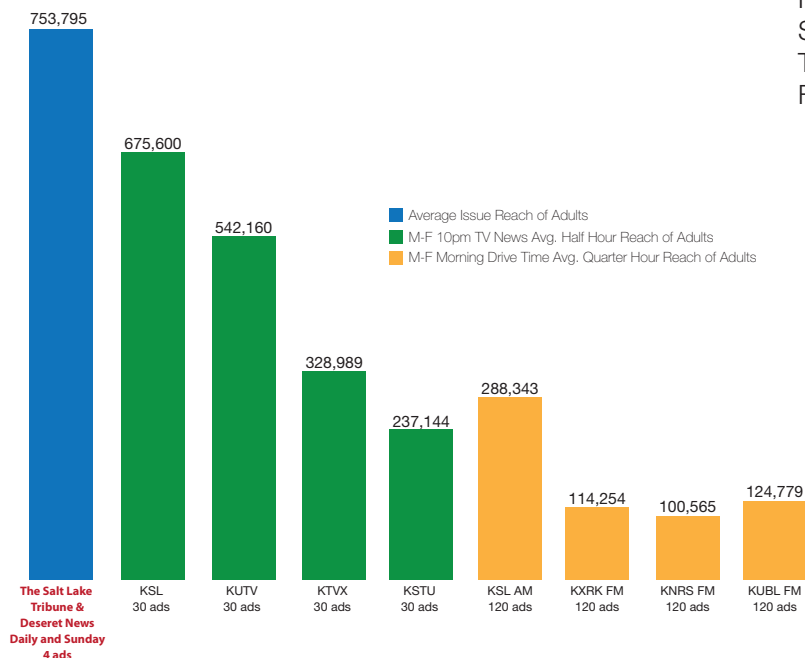
QUICK STATS

80%* people report to looking at advertising when reading the paper.

According to Google, 56% of consumers that have researched or purchased products that saw in the newspaper.

616,000** people in the Salt Lake market have visited a newspaper website in the past 30 days.

AUDIENCE REACH COMPARISON



To learn more

Contact Blair Whitesides
 801.808.7855 or email blair@mediaoneutah.com



First Ad	Full Price
Second Ad	50% off
Third Ad	70% off
Fourth Ad	FREE!!!

All four ads must run within 7 days to qualify.

EXAMPLE

A 2cx2 (size of a business card) would be:

- First Ad - \$260
- Second Ad - \$130
- Third Ad - \$78
- Fourth Ad - FREE

* Scarborough 2010 Release1

**MORI research; Scarborough Research, 2009