

# Local Retail (Net)

## FULL-RUN RATES

(Cost per column inch)

Contract Level	Combined Newspapers		Individual Newspaper	
	Daily	Sunday	Daily	Sunday
<b>Open Rate</b>	\$101.22	\$119.26	\$87.03	\$104.49
<b>75"</b>	\$65.21	\$76.78	\$56.06	\$67.26
<b>150"</b>	\$63.63	\$74.96	\$54.72	\$65.69
<b>300"</b>	\$62.51	\$73.62	\$53.76	\$64.50
<b>500"</b>	\$61.81	\$72.87	\$53.21	\$63.85
<b>850"</b>	\$60.97	\$71.83	\$52.42	\$62.93
<b>1500"</b>	\$60.05	\$70.71	\$51.63	\$61.96
<b>3,500"</b>	\$58.15	\$68.65	\$50.00	\$60.02
<b>5,200"</b>	\$57.80	\$68.04	\$49.70	\$59.62

## DOLLAR VOLUME CONTRACT RATES

(Cost per column inch)

Contract Level	Combined Newspapers		Individual Newspaper	
	Daily	Sunday	Daily	Sunday
<b>\$300,000</b>	\$57.33	\$67.83	\$50.24	\$60.31
<b>\$400,000</b>	\$56.22	\$67.49	\$49.26	\$59.14
<b>\$500,000</b>	\$55.37	\$66.39	\$48.51	\$58.17
<b>\$650,000</b>	\$54.38	\$65.29	\$47.64	\$57.21
<b>\$800,000</b>	\$53.88	\$64.68	\$47.21	\$56.69
<b>\$1,000,000</b>	\$51.18	\$61.45	\$44.85	\$53.84
<b>\$1,500,000</b>	\$48.62	\$58.39	\$42.60	\$51.16
<b>\$2,000,000</b>	\$46.19	\$55.46	\$40.47	\$48.60
<b>\$2,500,000</b>	\$43.88	\$52.68	\$38.45	\$46.17

### To learn more

Contact your MediaOne Account Executive, or call 801.204.6300 or visit us at [mediaoneutah.com](http://mediaoneutah.com)

## POSITION REQUEST

(Subject to availability, positioning not guaranteed)

- If conditions permit, position requests will be accepted for the main news (A) sections of each newspaper for a 25% premium. For specific page placement, add an additional 10%.
- If a premium position request is accepted, but it is not possible to publish the ad in the requested position, the ad will run in another position and the positioning fee will be credited to the advertiser. No other adjustments will be made.

## COLOR RATES

(Cost per insertion)

Black+	Mon-Wed	Thurs-Sun
1 Color	\$800	\$1,000
2 Color	\$1,100	\$1,300
Full Color	\$1,400	\$1,600

## HOLIDAY RATES

Sunday rates and policies apply to 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 above dates.

## DISCOUNTS

(Frequency discount)

- Any full-run, full-rate advertisement may be republished Monday or Tuesday, if it falls within six days following the first insertion, at a 35% discount, or Wednesday through Saturday, if it falls within six days following first insertion, at a 25% discount.
- Discounted full-run ads receive full space credit toward contract fulfillment.
- No art, copy or size changes are allowed on ads given the repeat discount.
- Discounts apply to color charges, except as indicated.
- If an advertisement initially runs in one newspaper, it may be picked up only into that newspaper with discounts.
- Sunday insertions are not eligible for discounts.

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www.MediaOneUtah.com

The Salt Lake Tribune

www.SLTrib.com

Deseret News

www.DeseretNews.com

## POLITICAL ADVERTISING

- Retail rates are extended to single-candidate advertisers within Salt Lake, Utah, Davis, Weber, Tooele, Summit and Wasatch counties.
- General rates apply to political party, multiple candidate advertising and national candidate advertisers.
- All political advertising requires cash in advance.
- Ad copy must be approved prior to publication.

	Combined Newspapers		Individual Newspaper	
	Daily	Sunday	Daily	Sunday
<b>Retail</b>	\$101.21	\$119.25	\$87.02	\$104.49
<b>Retail Comm.</b>	\$119.07	\$140.29	\$102.38	\$122.93
<b>National/General</b>	\$253.50	\$298.90	\$202.77	\$239.12

## NONPROFIT RATE

- Applies to recognized charitable organizations.
- Organizations must have a 501(c)(3) charity status to apply for nonprofit rate.
- Ad copy must be approved prior to publication.
- No additional discounts apply.

	Combined Newspapers		Individual Newspaper	
	Daily	Sunday	Daily	Sunday
<b>Retail</b>	\$60.97	\$71.83	\$52.42	\$62.93
<b>Retail Comm.</b>	\$71.73	\$84.51	\$61.67	\$74.04
<b>National/General</b>	\$136.39	\$161.32	\$108.46	\$117.63

## RELIGION RATE

- Applies to religious organizations.
- No additional discounts apply.

Combined Newspapers	
Daily	Sunday
\$60.00	\$70.00

## SPECIAL SECTION RATE

(For non-contracted advertisers)

	Combined Newspapers		Individual Newspaper	
	Daily	Sunday	Daily	Sunday
<b>Retail</b>	\$62.51	\$73.62	\$53.76	\$64.50
<b>Retail Comm.</b>	\$73.54	\$86.61	\$63.25	\$75.88
<b>National/General</b>	\$146.21	\$170.76	\$116.96	\$126.57

## TRANSIENT ADVERTISING

Road shows, lectures, seminars, circuses, concerts, hotel showroom sales and other applicable advertising of a transient nature is charged at the Open Retail or a National contract rate. Cash with copy is required.

## PUBLIC OPINION & CLASS-ACTION ADVERTISING

- Open retail rates or open general rates apply. See the appropriate rate card.
- Public opinion advertising requires cash in advance.
- Ad copy must be approved prior to publication.

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