

# In-State Mormon Times

Deseret News

www.DeseretNews.com

## Read it Thursdays in the *Deseret News*

*Mormon Times* is published weekly and includes Church News with featured articles and news stories related to the LDS Church and its members. It is a publication that will keep current members informed and edified, as well as those interested in the LDS faith.

*Mormon Times* published by the *Deseret News* in Salt Lake City, Utah, is a publication specifically for and about members of The Church of Jesus Christ of Latter-day Saints. However, *Mormon Times* is not an official publication of the church and does not go through the church's usual review process for its official publications. The *Deseret News* is a great general-interest newspaper, and it will continue to be.

Of *Mormon Times*, *Deseret News* Editor Joseph A. Cannon says: "There are more than 13 million members of the LDS Church worldwide. They are also interested in receiving more information for and about their church, and we believe we are uniquely qualified to provide that news and information for them."

In certain respects, the *Mormon Times* publication harkens back to early history of the *Deseret News*. Virtually all of the early editors, typesetters and other employees were trained at an earlier LDS Church publication called the *Times and Seasons*.



## A FEW FACTS ABOUT THE LDS CHURCH

Membership	13,193,999
Congregations	27,827
Universities & Colleges	4
Seminary Students Enrollment (14-18)	363,371
Institute Students Enrollment (18+)	337,606
Family History Centers	4,526
Countries Receiving Humanitarian Aid Since 1985	165
Humanitarian Cash Donations Since 1985	\$259.8 million
Value of Humanitarian Material Assistance Since 1985	\$750.9 million

## ADVERTISING RATES - IN STATE

Distribution	73,772
Distributed with LDS Church News	
Open Rate	\$40 pci
13 x	\$36 pci
26 x	\$32 pci
52 x	\$28 pci
Add color to your ad for only \$5 pci	

Includes: LDS CONNECTION ONLINE\* (See reverse for details)

Extend Your Reach - Pick-up your ad into the Salt Lake Tribune for only \$25 pci. (Pick-up only on Thursdays)

Reserve Your Campaign Today

### To learn more

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



# The LDS Connection



## Deseret News

WWW.DESERETNEWS.COM

Monthly Page views: 14m  
Monthly Uniques: 1.4m

The Deseretnews.com is the main website of the Deseret News daily newspaper based in Salt Lake City.

Choice Pricing: \$15 CPM



## LDS Newsline

Monthly Page views: 300K  
Monthly Uniques: 25 K

Part of the DeseretNews.com main site, LDS Newsline was created as a comprehensive aggregator of LDS related news articles and information. LDS Newsline is a main component to fond relevant news about the Mormon Faith in an easy to use format.

Choice Pricing: \$20 CPM

## \*WEEKLY ADVERTISERS

Only contracts signing a minimum of 10 inches per week receive the online 30K weekly impressions; the 30K impressions are to run ROS on the DeseretNews.com and the LDS Newsline sections.

## SPONSORSHIP PACKAGES

### PACKAGE A

\$10,000 per month (average CPM \$10)

750K banners on LDS Newsline and DeseretNews.com  
Leaderboard sponsorship on designated page\* within Music & Videos - ad will NOT rotate with other advertisers  
5x Post It Note on Section Fronts of all LDS products - approx. 20K impressions per day  
4x Roadblock on Deseret News Home Page - estimated at 65K impressions per day

\*Pages are reserved on a first come first serve basis. No guarantee on location of ad until contract is signed.

### PACKAGE B

\$7,500 per month (average CPM \$12.50)

600K banners on LDS Newsline and DeseretNews.com  
Leaderboard sponsorship on designated page\* within Music & Videos - ad will NOT rotate with other advertisers  
5x Post It Note on Section Fronts of all LDS products - approx. 20K impressions per day

\*Pages are reserved on a first come first serve basis. No guarantee on location of ad until contract is signed.

### PACKAGE C

\$5,000 per month (average CPM \$15)

330K banners on LDS Newsline and DeseretNews.com  
Leaderboard sponsorship on designated page\* within Music & Videos - ad will NOT rotate with other advertisers

\*Pages are reserved on a first come first serve basis. No guarantee on location of ad until contract is signed.  
(Includes all 4 LDS targeted online publications)

Discounts\* available for frequency commitment for Mormon Times and the Online te.

3 month commitment:		10%
6 month commitment:	<b>SAVE</b>	15%
12 month commitment:		25%

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