

Movie Rates

Our readers are movie goers and find our movie section very engaging. The section is regularly updated so that the content never becomes stale. Our audience is loyal to our movie section and constantly checking in to see what is new.

BENEFITS

- Advertise in a section that influences where readers spend their entertainment dollars.
- Appeal to common interests of an audience with a wide age range.
- Showcase your business to a loyal and attentive audience.

QUICK STATS

- **\$76 million** was spent last year at the movie theaters in the Salt lake area.
- **225,279** of our daily readers regularly look at the movie section. **276,300** readers look on Sunday.
- **34%** of our daily readers see a new movie within the first two weeks of its release.
- **214, 443** Sunday readers have seen 1 or more movies in the past 30 days.



RATES

Contract Level	Combined Newspapers		Individual Newspaper	
	Daily	Sunday	Daily	Sunday
Open	\$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

To learn more

Contact your MediaOne Account Executive, or call 801.204.6300 or visit us at mediaoneutah.com

*Source Scarborough Report 2010 Release 1 and 2009 Bureau of Labor Statistics Consumer Expenditure Survey

Online

Advertise on Utah's #1 Websites!
3.5 Million Monthly Unique Visitors and more than 35 Million Monthly Page Views.*

PACKAGED BANNER IMPRESSIONS

More than 30 column inches	20,000 ad impressions
Up to 30 column inches	15,000 ad impressions
Up to 10 column inches	10,000 ad impressions

Online ads will run 30 days from publication date and be ROS (run of site). Online ads will be built similar to print ad layout. Please provide a URL-web link for the advertiser. The ad size will be a Leaderboard, Boxed Ad or Tower ad. The ads will run on both sltrib.com and deseretnews.com.

LEADERBOARD
728 X 90

Boxed Ad 300 X 250

Boxed Ad 300 X 250

Deseret News

LEADERBOARD
728 X 90

TOWER
160 X 600

Boxed Ad 300 X 250

Don't have a website? Website is out of date? MediaOne of Utah is a full service design company for creating, updating and/or hosting your personal or business website. Ask your sales representative for more information today.

To learn more
Contact your MediaOne Account Executive,
or call 801.204.6300 or visit us at mediaoneutah.com

*Source Omniture 2009