

# National Rates (Commissionable)



www.MediaOneUtah.com

The Salt Lake Tribune

www.SLTrib.com

Deseret News

www.DeseretNews.com

## QUALIFIED ADVERTISER CLASSIFICATIONS

National display advertising rates apply to advertisements placed by and for manufacturers, wholesalers, brokers, distributors or dealer associations.

These rates also apply to national ground transportation companies, and all media communication companies; insurance companies and amusement centers outside the newspapers' local trading area; advocacy advertising without a regular local business office; mail-order and mail-delivery services; all advertising placed by retail firms without an outlet in the newspapers' local trading area; political advertising paid for by candidates and organizations outside Salt Lake, Utah, Davis, Weber, Summit, Wasatch or Tooele counties; and co-op advertisements in which the cost is shared by two or more independent firms under separate ownership.

Qualified advertising agencies may deduct a 15% commission from general ROP, co-op, political and preprint rates. Rates listed are gross.

## FULL RUN RATES

(Cost per column inch)

Contract Level	Combined Newspapers		Individual Newspaper	
	Daily	Sunday	Daily	Sunday
Open Rate	\$253.50	\$298.90	\$202.77	\$239.12
Two Pg 240"	\$146.21	\$172.33	\$116.96	\$126.57
Five Pg 600"	\$137.67	\$165.89	\$109.74	\$118.91
Seven Pg 840"	\$136.39	\$161.32	\$108.46	\$117.63
Ten Pg 1,200"	\$134.48	\$159.40	\$106.56	\$115.72
Fifteen Pg 1,800"	\$131.31	\$156.23	\$103.38	\$112.55
Twenty Pg 2,400"	\$128.13	\$153.05	\$100.20	\$109.37
Forty Pg 4,800"	\$121.53	\$146.70	\$99.90	\$103.03
Sixty Pg 7,200"	\$108.82	\$140.35	\$87.49	\$96.67
Eighty Pg 9,600"	\$96.12	\$133.99	\$81.15	\$90.31

### To learn more

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

## 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.

### ROP multiple-page blockbuster single Advertiser

Discounts may apply to full pages only with the following discounts from contracted ROP rates and color charges:

Pages	Discount
4	10%
6	15%
8	25%

Note: No other discounts may be applied.

## COLOR RATES

(Cost per insertion)

Black +	Mon-Wed	Thurs-Sun
1 Color	\$988	\$1,196
2 Color	\$1,378	\$1,664
Full Color	\$1,716	\$1,976

## HOLIDAY RATES

Sunday rates and policies apply to Memorial Day, Independence Day, Labor Day, Thanksgiving weekend (Thursday-Sunday), Christmas Day and New Year's Day. No discounts available on above dates.



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## 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</b>	\$136.39	\$161.32	\$108.46	\$117.63

## 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</b>	\$253.50	\$298.90	\$202.77	\$239.12

## RELIGION RATE

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

Combined Newspapers	
Daily	Sunday
\$60.00	\$70.00

## 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.

## 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.

## 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</b>	\$146.21	\$170.76	\$116.96	\$126.57

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