

Spadea Rates

The Salt Lake Tribune and the Deseret News offer the unique opportunity to wrap a full color broadsheet around a section of the paper, enabling advertisers a more visually appealing message.

An Example of a Spadea on Section A

BENEFITS

- A Spadea is available to wrap 3 different sections of the newspaper
- Be the first thing readers see in the paper
- Secure an unparalleled exposure and visibility advertisement piece



QUICK STATS

208,797 people subscribe to the paper

More than 546,676 people read the paper on Sundays

\$231,985,000 was spent last year on sport and recreational goods

AVAILABLE SECTIONS

- A Section
- Utah Rides
- Spaces

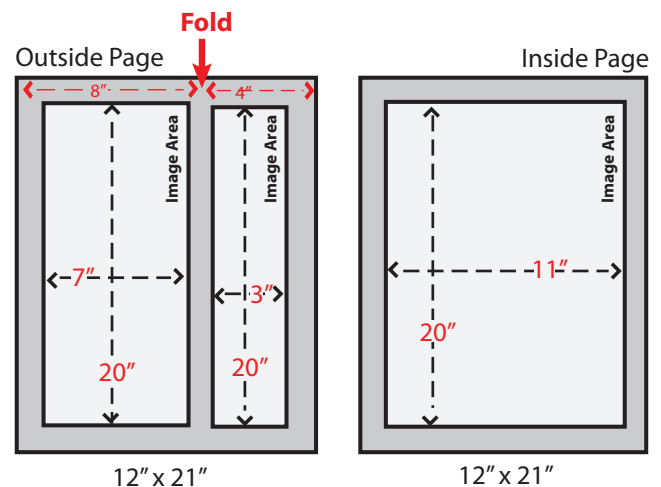
DEADLINES

Spadeas must be reserved at least 2 weeks in advanced and will be granted based on first come first serve basis and availability.

Art deadline is varied based on the section and day of the week.

RATES

1x contract rate, full distribution run, A sec.	\$32,500
6x contract rate, full distribution run, A sec.	\$26,000
1x contract rate, full distribution run, other section	\$26,000
6x contract rate, full distribution run, other section	\$19,500



Spadea Dimensions

To learn more

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