

# Travel Rates

Our readers take foreign and domestic trips frequently and are constantly on the look out for travel guides and trips. That is why our travel section is so popular with our readers and advertisers.

## BENEFITS

- Advertise in a section that influences where readers will go on vacations.
- Appeal to common interests of an audience with a wide age and income range.
- Showcase your business to an audience that takes action when they like something.

## QUICK STATS

- **\$376 million** was spent last year on airline fares last year in the Salt Lake area.
- **315,174** Sunday readers took a domestic trip last year.
- More than **\$465 million** was spent last year for expenses on "out-of-town" trips last year in the Salt Lake area.
- **41%** of our readers took a personal foreign vacation within the past 3 years.



### RATES

Contract Level	Combined Newspapers		Individual Newspaper	
	Daily	Sunday	Daily	Sunday
<b>Open</b>	\$119.46	\$145.67	\$104.66	\$127.11
<b>75"</b>	\$91.38	\$107.66	\$80.06	\$94.33
<b>150"</b>	\$89.45	\$105.42	\$78.37	\$92.38
<b>300"</b>	\$87.68	\$103.33	\$76.82	\$90.54
<b>500"</b>	\$86.26	\$101.61	\$75.57	\$89.02
<b>850"</b>	\$85.64	\$100.91	\$75.05	\$88.41
<b>1,700"</b>	\$84.33	\$99.34	\$73.89	\$87.05
<b>3,500"</b>	\$83.12	\$97.95	\$72.83	\$85.84
<b>5,200"</b>	\$82.81	\$97.52	\$72.56	\$85.46
<b>7,000"</b>	\$82.54	\$97.28	\$72.35	\$85.24
<b>10,500"</b>	\$81.19	\$95.68	\$71.14	\$83.83
<b>14,000"</b>	\$80.10	\$94.54	\$70.18	\$82.67
<b>21,000"</b>	\$79.67	\$93.44	\$69.81	\$82.29
<b>28,000"</b>	\$79.18	\$91.54	\$69.38	\$81.75

Banner sizes by request, talk to your MediaOne account executive for more details.

#### To learn more

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

# 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	10,000 ad impressions
10 to 30 column inches	5,000 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 1:**  
300 X 250

**Boxed Ad 2:**  
300 X 250

**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,  
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\*Source Omniture 2009