



PREMIUM POSITION

Inquire with sales rep about rates for premium/exclusive positions.

DEADLINES

Space reservation and artwork for one-proof service: Friday prior to publication (5pm)
 Camera-ready artwork: Monday, 5pm
 Proof corrections: Tuesday, Noon

PAYMENT

Pre-payment with a credit card on file or a check before ad reservation, or established credit with Media One.

GRAPHIC DESIGN

Ad composition with one proof is provided free of charge. Materials must be turned in before space reservation deadline (Friday).

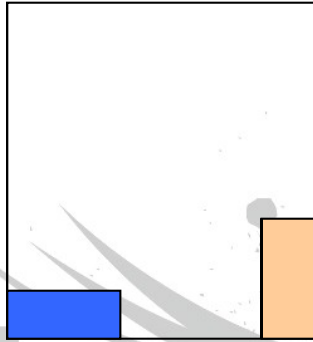
CANCELLATIONS

Advertisers who cancel an ad reservation after space reservation deadline will be charged 50 percent for the unfilled space. If a contract is cancelled, the ads that ran under the contract will be re-rated at the earned rate.

TERMS

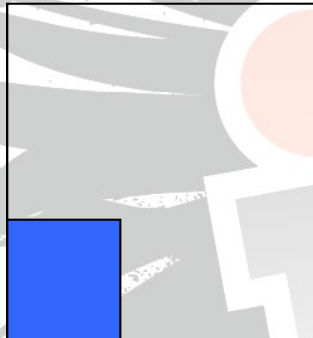
Contract rates are for consecutive weeks. Advertisers may change ad size, color and content weekly. Complete policies are available with the Media One rate card.

In Utah This Week
 PO Box 704005
 West Valley City, UT 84170
 Phone: 801-204-6360
 Fax: 801- 237-2519



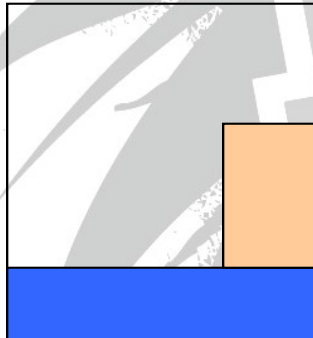
Business card
3.583" x 2" or 1.736" x 4"

	Black/White	Full Color
Open	\$100	\$120
13x	\$80	\$100
26x	\$72	\$92
52x	\$60	\$80



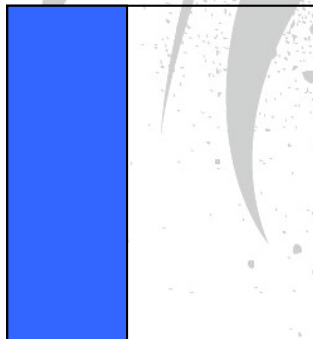
1/6th Page
3.583" x 4"

	Black/White	Full Color
Open	\$200	\$240
13x	\$160	\$200
26x	\$144	\$184
52x	\$120	\$160



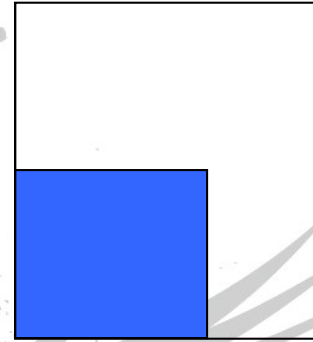
1/5th page
9.125" x 2" or 3.583" x 5"

	Black/White	Full Color
Open	\$250	\$300
13x	\$200	\$250
26x	\$180	\$230
52x	\$150	\$200



1/3rd Vertical
3.583" x 10.5"

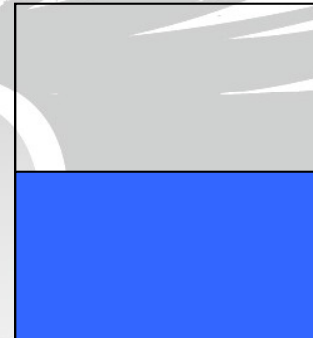
	Black/White	Full Color
Open	\$525	\$630
13x	\$420	\$525
26x	\$378	\$483
52x	\$315	\$420



1/4 page
5.431" x 5"

	Black/White	Full Color
Open	\$375	\$450
13x	\$300	\$375
26x	\$270	\$345
52x	\$225	\$300

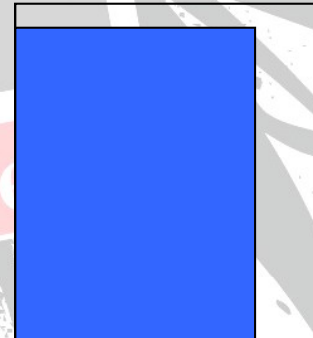
1/4 Page full color 52x
\$180/week
 (ad size remains same for this rate)



1/2 Horizontal Page
9.125" x 5"

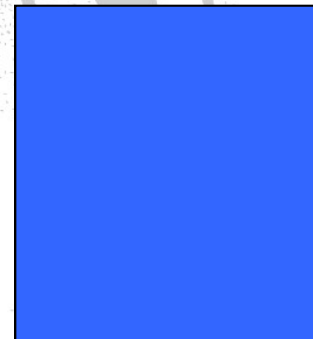
	Black/White	Full Color
Open	\$625	\$750
13x	\$500	\$625
26x	\$450	\$575
52x	\$375	\$500

1/2 Page full color 52x
\$300/week
 (ad size remains same for this rate)



3/4 Page
7.278" x 10"

	Black/White	Full Color
Open	\$1000	\$1200
13x	\$800	\$1000
26x	\$720	\$920
52x	\$600	\$800



Full Page
9.125" x 10.5"

	Black/White	Full Color
Open	\$1344	\$1613
13x	\$1075	\$1344
26x	\$968	\$1237
52x	\$807	\$1075

Full Page full color 52x
\$645/week
 (ad size remains same for this rate)

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