



IV/XXIII/MMXXIV

# TRIB CONNECT

Advertising Brochure



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## ADVERTISING

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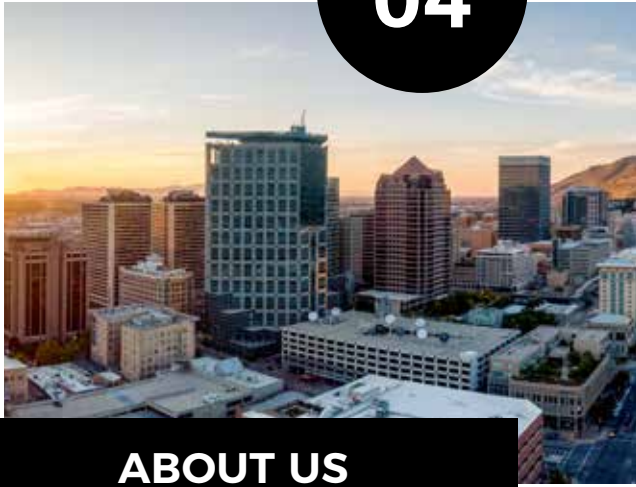
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ABOUT US

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# OUR STORY

*Since 1871, The Salt Lake Tribune has driven community engagement and dialogue forward with Pulitzer Prize-winning journalism. We've been a critical voice, free of bias and political sway, anchored by facts and truth. We've told the story of Salt Lake City in creative, compelling ways, stirred critics, and along the way earned trust from those who demanded the real story. Then we Embraced Change to Better Serve You*

## **A New Way Forward**

In late 2019, the Tribune ownership team, now free from the long-time constraints of a joint-operating agreement, committed to pursue nonprofit 501(c)(3) status. The move would maintain The Salt Lake Tribune's integrity and purpose and also allow us greater control over how we delivered our product in the digital era.

We moved fast. We shifted to six-day digital delivery and two-day print circulation (Sunday, Wednesdays), and we're proud to say more than 4 million unique monthly users engage with us and our loyal followers from those print-only days are with us as well. Our community commitment is as strong today as it was the day of our first edition in April 1871. And it's only getting stronger.

## **Trib Connect is Born**

Along the way, we learned that we can give more to our Salt Lake City business community. We're more than the best investigative journalists. We are a team of creatives with deep advertising and marketing knowledge that can help Salt Lake businesses thrive in a complex digital world. That's why we created Trib Connect.



It would be lazy to simply plug your business into 4 million users or our loyal print readership and say that we've served you.

Sure, access to those resources is great. But we've decided to flip the typical marketing script and start with you. We learn your story, then help you tell it in the most effective way possible; and most importantly, we use analytics and insights to find your audience, not just a "big" audience.

Infographics. Surveys. Branded Stories. Email Marketing. Social Media Marketing. Yup. We have everything a boutique marketing agency has and more. But we're also aligned with a media powerhouse that has a really big heart for your community! When you partner with us ...

## **We Learn**

We start with your business. Talk to us. We'll Listen. We'll ask questions, discover your needs and match the best digital, traditional marketing and advertising tools to your audience.

## **We Plan**

We'll put all of that into a plan that helps you target your audience on the channels—digital, print, social, you name it—that they frequent and where they're looking for you!

## **We Execute**

We'll drive home your message with the right tactics. We'll analyze results, adjust, and keep collaborating with you to achieve your goals today and tomorrow.



# DIGITAL DEMOGRAPHICS

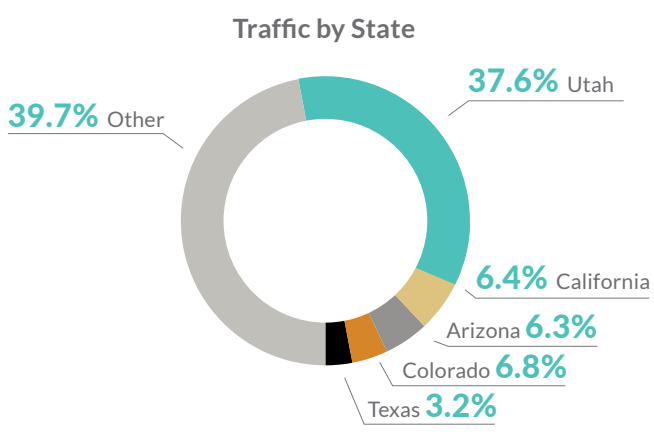
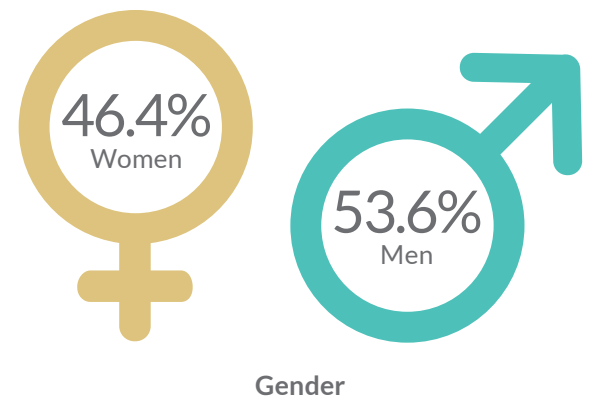
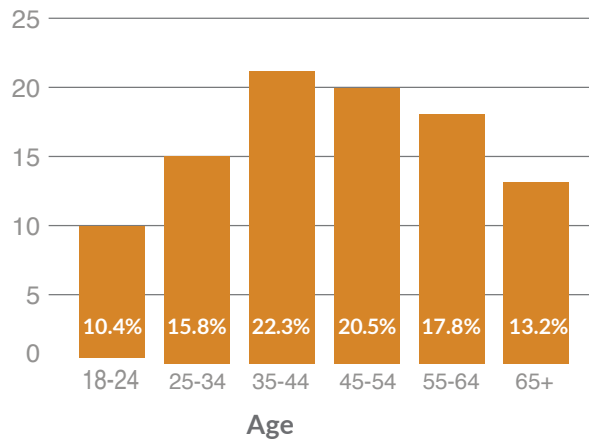
## **T sltrib.com** User Analytics

### Monthly traffic

- More than 2.2 million monthly unique visitors on sltrib.com
- They view 5.2 million page views a month
- 74% of users visit the website on mobile devices
- 22% are on desktop
- 4% are on tablets

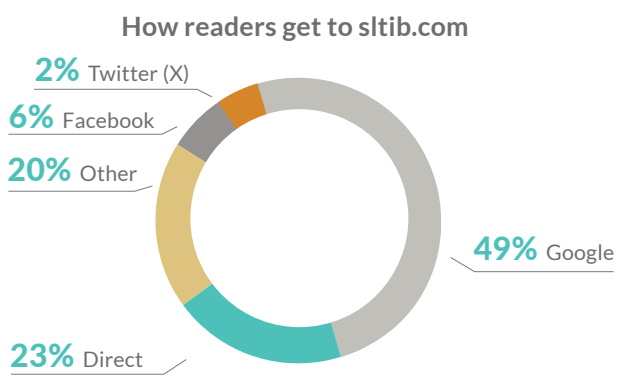
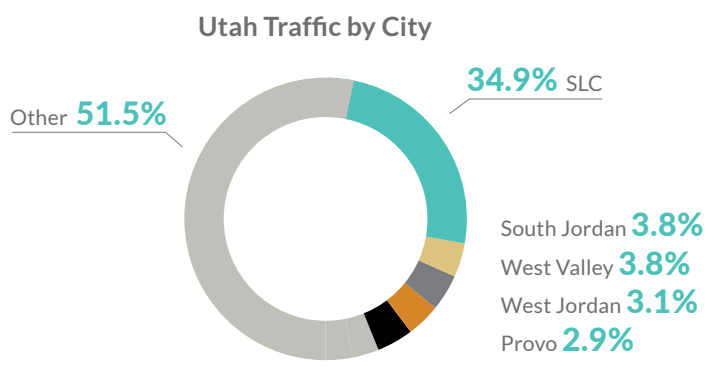
### Loyalists

- 18.4% of yearly users visited sltrib.com multiple times and came back to the site consistently to get updated information.
- These readers are most likely to be inclined to support local businesses.
- These readers care innately about their community and the success of local people and businesses.



### The Salt Lake Tribune Website Meter

- sltrib.com allows users to read 3 articles a month without a subscription.
- The meter does not include the homepage, section pages or obit pages.
- On the 4<sup>th</sup> article view, readers are asked to subscribe.
- About 10%-20% of our stories are placed under a subscriber-only paywall
- Print subscribers get free access to digital.
- Subscribers are more inclined to support local businesses and are an incredibly valuable audience.
- Advertisements are served to both subscribers and non-subscribers.
- Having a subscription model has no effect on ad impressions.
- There are exceptions to the meter: stories vital to public health and Amber Alerts.



\*Numbers based off of January - December 2023.



# DIGITAL ADVERTISING

## Standard Banner Ads

A standard banner campaign includes any impression-based Run of Site (ROS) order.

The following creative sizes should be submitted:

- 970x250 px
- 728x90 px
- 320x50 px
- 300x600 px
- 300x250 px
- 1140x90 px

Static digital ad set creation is free, upgrade to animated/gif ads for only \$50 per set!

### **Deadlines**

Camera ready creative is due 2 days prior.

Creative request due 1 week prior.

*\*Files should be sent over as png, jpg or gifs (under 1MB).*



Ad Size	Cost
970x250	\$7 CPM
728x90	\$7 CPM
320x50	\$7 CPM
300x600	\$7 CPM
300x250	\$7 CPM





# Floorboard Sponsorship

The adhesion floorboard unit is a high impact ad that remains in-view as a user scrolls with a 95% viewability rate.

### Ad Sizes

- Desktop: 1140x90 or 728x90 px
- Mobile web: 320x50 px

*\*Note: Both desktop and mobile sizes must be supplied.*

### Available sections

- Homepage
- Sports
- News
- Politics
- Opinion
- Religion
- Arts & Living

*\*Files should be sent over as png, jpg or gif.*

*\*Note: May purchase one, a few or site wide. May book one or several available dates.*

Section	Rate Per Day
All Sections	\$1,200
News	\$400
Politics	\$125
Home	\$250
Sports	\$100
Opinion	\$125
Religion	\$125
Arts	\$100



# Homepage Takeover

The homepage is the No. 1 most frequented part of the site with up to 881,000 page views a month. Every homepage takeover offers each advertiser high viewability with:

- 100% SOV on homepage
- Up to 500,000 impressions per day
- 50,000+ daily page views

## **The homepage takeover positions**

- 728x90 px above-the-fold on desktop
- 300x250 px above-the-fold desktop
- 320x50 px above-the-fold mobile
- 1140x90 px or 728x90 px floorboard on desktop
- 320x50 px floorboard on mobile web
- 300x250 px footer on mobile web
- 728x90 px footer on desktop
- (3) 300x250 px BTF on desktop
- (5) 970x250 px in-content on desktop
- (5) 728x90 px in-content on large mobile device
- 300x600 px on desktop
- (7) 300x250 px in-content on small mobile device

## **Ad sizes**

- 300x600 px
- 300x250 px
- 728x90 px
- 970x250 px
- 320x50 px
- 1140x90 px

## **Deadlines**

Camera ready creative is due 2 days before initial ad start date.

Creative request due 1 week before initial ad start date.

***\*Files should be sent over as png, jpg or gifs (less than 1MB).***



## Section Takeover

Section takeovers run one advertiser exclusively on all ad units in the entire requested section. This includes section front, secondary fronts and article level.

### Sections

- Sports
- News
- Opinion
- Arts & Living
- Religion
- Politics

### Ad sizes

- 300x600 px
- 300x250 px
- 728x90 px
- 970x250 px
- 320x50 px
- 1140x90 px

*\*Note: May purchase one, a few or site-wide section takeovers. May book one or several available dates.*

Section	Rate Per Day
All Sections	\$4,750
News	\$1,250
Home	\$800
Politics	\$400
Opinion	\$675
Religion	\$375
Sports	\$300
Arts	\$300

## Mobile in-app

- 384,000 monthly page views
- Available for download on Android and Apple devices
- Run ads solely on The Salt Lake Tribune Mobile App or as part of your overall campaign

### Available Ad Sizes

- 300x250 px (small mobile devices)
- 728x90 px (small and large mobile devices)
- 600x600 px

### Deadlines

Camera ready creative is due 2 days before initial ad start date.  
Creative request due 1 week before initial ad start date.

*\*Files should be sent over as png, jpg or gifs (less than 1MB).*





E-edition ad example.

E-display ad example.

## E-edition

The Salt Lake Tribune has an e-edition 7 days a week in addition to the twice weekly printed newspaper. The e-edition of the newspaper is a digital replica of the newspaper and is accessible through [sltrib.com/edition](http://sltrib.com/edition) or The Salt Lake Tribune mobile app.

We now have options to place your **e-edition ads surrounding the layout**, or **e-display ads inside the layout**, like you'd see with a printed paper.

E-edition ads have the ability to be animated or static. E-display layout ads are static and may have a clickable URL if it stands out from the design enough for the system to pick it up.

**21,900** E-EDITON EMAILS SENT PER DAY

**24,200** MONTHLY E-EDITION USERS

\*As of 1/11/24

### E-Edition Ad Type

### Rate per day

E-Edition 1 Day

\$1,000

E-Edition 1 Day Takeover (exclusive)

\$2,000

### E-Display Ad Type

### Rate per day

Full on-page ad (10.5"x20")

\$1,500

Half on-page ad (10.5"x10")

\$800

Quarter on-page ad (5.1"x10")

\$450

Eighth on-page ad (5.1"x5")

\$250

Sixteenth on-page ad (2.4"x25")

\$137.50

Cover banner on-page ad  
(10.5"x3")

\$500

Section banner on-page ad  
(10.5"x3")

\$300

### Deadlines

Camera ready creative is due 2 days before initial ad start date.

Creative request due 1 week before initial ad start date.

**\*Files should be sent over as png, jpg or gif.**



**Splash Screen Sponsor**

- Desktop - 300x250
- Tablet, Mobile 320x50



**Wrapper / Skyscraper**

- Desktop - 160x600



**Banner / Leaderboard**

- Desktop, Tablet, Mobile - 728x90



**Article View Banner /  
Leaderboard**

- Desktop, Tablet - 728x90
- Mobile 320x50



**Article View MPU Advert**

- Desktop, Tablet, Mobile - 300x250



**Interstitial Adverts**

- Mobile - 480x320



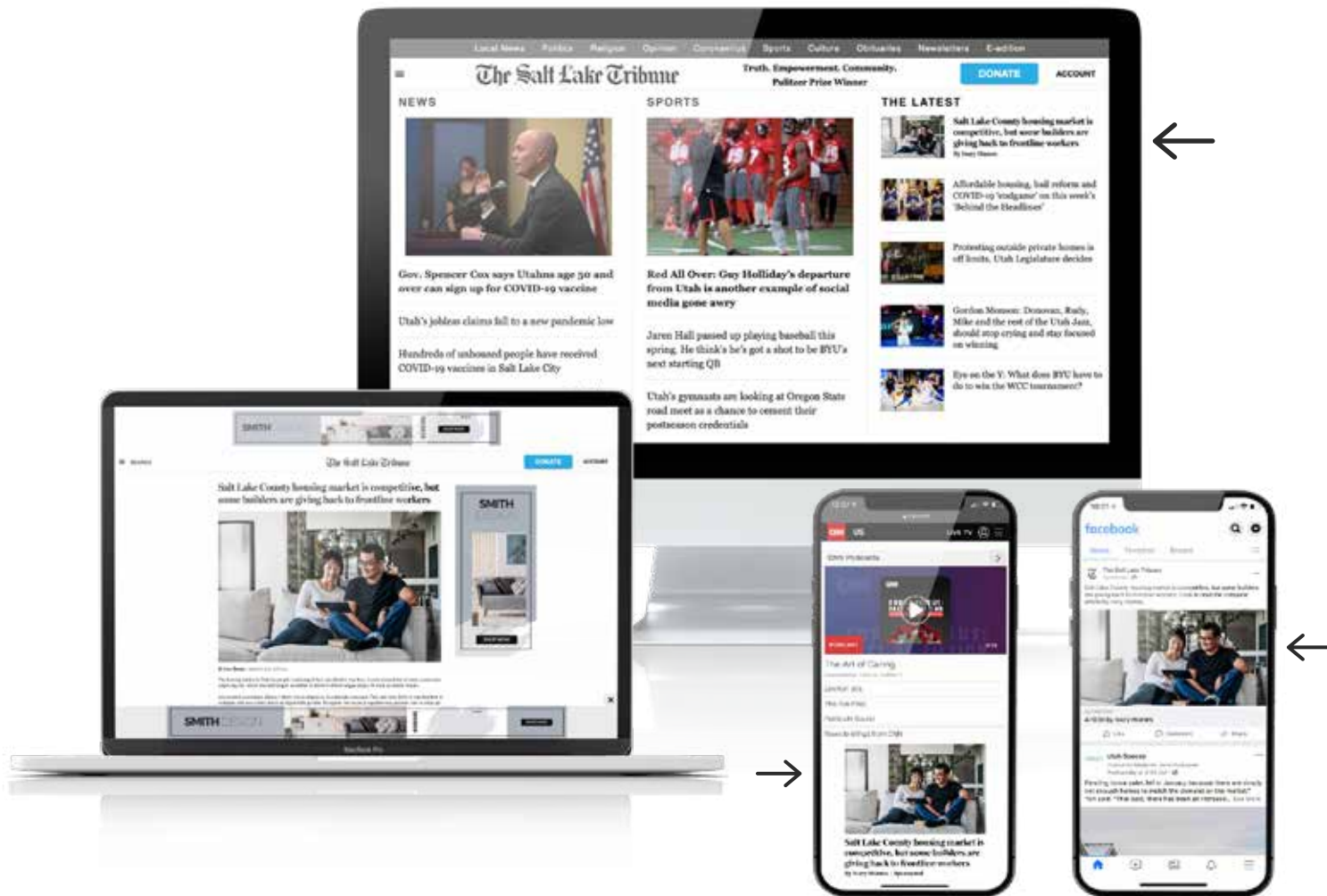
**Menu Sponsor**

- Desktop, Tablet, Mobile - 320x50 or 300x250



**In-Flow Advert**

- Desktop, Tablet - 768x1024
- Mobile - 300x250



## Branded Content

Engaging and impactful content housed on SLTrib.com, delivered through our multimedia platforms and social networks.

- SLTrib.com
- *The Salt Lake Tribune* E-edition
- *The Salt Lake Tribune* Facebook & Instagram
- *The Salt Lake Tribune* Weekly Edition
- *The Salt Lake Tribune* Mobile App
- Top Stories Email Blast
- Programmatic Display Programmatic Native

### Why branded content?

- Consumers look at native ads 53% more frequently than display ads.
- Native ads drive a 9% lift for brand affinity compared to banner ads.
- Native ads are more shareable (32%) than display ads (19%).

Jan 3, 2020

**Successful content campaigns include a promotion strategy to increase awareness, views and overall exposure. 4 proven tactics of successful content campaigns.**

- Local content sites drive highest engagement
- Social strategy is vital
- Targeted native and programmatic ads drive awareness
- Topic alignment drive results

# Types of Branded Content on SLTrib.com

## Articles

With simple production and ease of distribution it has a reputation as the “work horse” of branded content campaigns.

### Best for Target KPIs

- Awareness
- Education
- Engagement
  - o Average Attention Seconds
  - o CTR to Client Site
  - o Direct Response/Conversion



## Infographics

This product is particularly well-suited for displaying visually-driven narratives or data-intensive content with photos, video, graphics and motion.

### Best for Target KPIs

- Awareness
- Education
- Engagement
  - o Scroll Depth
  - o Average Attention Seconds
  - o CTR to Client Site

## Interactives

This product is particularly well-suited for displaying visually-driven narratives or data-intensive content with photos, video and graphics, and may contain clickable hot spots to drive user engagement.

### Best for Target KPIs

- Awareness
- Brand Favorability
- Engagement
  - o On-page Clicks
  - o CTR to Client Site

## Video

Custom videos come in different formats and depend on the storytelling and goal of the campaign.

### Deadlines

Reservation: 2 weeks prior  
 Camera Ready Art: 4 days prior  
 Art Request: 1 week prior

Product	Rate
Article onsite Includes written content 400-600 words	1,500
Additional Promotional Opportunities to Increase Article Traffic	Starting at \$500

### Ad sizes

- 300x600 px
- 300x250 px
- 728x90 px
- 970x250 px
- 320x50 px
- 1140x90 px
- 1024x650px - Article photo
- 1200x628px - Social Photo





# EMAIL NEWSLETTERS

## Top Stories

38,134 subscribers  
 42.3% daily open rate  
 MREC folds into copy  
 Sent every morning

## The Daily Buzz

*Previously named The Rundown*  
 8,926 subscribers  
 39.8% daily open rate  
 MREC folds into copy  
 Sent weekday mornings

## Utah Eats

4,856 subscribers  
 47.1% daily open rate  
 MREC folds into copy  
 Sent on Wednesdays

## Mormon Land

8,191 subscribers  
 47.8% open rate  
 MREC folds into copy  
 Sent on Thursdays

## Open Lands

3,551 subscribers  
 47.4% open rate  
 MREC folds into copy  
 Sent Bi-Monthly on Thursdays

## Sports Newsletters

### How 'Bout This Jazz

2,556 subscribers  
 32.4% open rate  
 Sent on weekly during season

### Eye on the Y

2,436 subscribers  
 32.2% open rate  
 Sent on Tuesdays

### The TribUTE

2,888 subscribers  
 38.3% open rate  
 Sent on Fridays

## Obituaries

32,519 subscribers  
 41.14% open rate  
 MREC folds into copy  
 Sent on Thursdays

*New to Utah newsletter coming soon!*

*\*Numbers updated as of 10/01/2023*

### Email Newsletter Ad size

300x250 px

### Obituaries Newsletter Ad size

728x90 px

Newsletter	Rate
Top Stories	1 week \$2,000 7 sends
The Daily Buzz	1 week \$750 5 sends
Utah Eats	1 week \$200 1 send
Mormon Land	1 month \$500 4-5 sends
Sports	1 week \$200 1 send
Open Lands	1 week \$200 2 sends
Obituaries	1 month \$2,000 4-5 sends
New to Utah	2 month \$250 1 send



Product	CPM
Pre Roll	\$20
Streaming TV	\$35
CTV (TV only)	\$45
Sports OTT	\$50
Streaming Audio	\$40



# AUDIO & DIGITAL ADVERTISING

## Pre Roll

Video advertisements that play before an online video. These ads are typically 6 seconds, 15 seconds or 30 seconds. The short video advertisements can be a powerful marketing tool to get more traffic to your website.

## Streaming TV

With streaming ads, you can make the important distinction that there's more than one person watching the program, where online mobile video is capturing an audience of one. Simply put, it's used to consume content rather than browse content on the web. Reach the streaming generations with your TV spot. It doesn't matter if your customer is using Apple TV, Roku, their smart TV, or Blu-ray player to stream this content.

## Streaming Audio

Reach the audio streaming audience with short audio ads. Ask your sales representative if you have specific streaming platforms you prefer your ads are placed on.



## Display Advertising

Optimize your advertising spend with digital display advertising. Have your ads seen on sites your target audience visits. Let us know if there are specific sites you do not want your ads on.

### **Ad sizes**

- 300x600 px
- 300x250 px
- 728x90 px
- 970x250 px
- 320x50 px
- 1140x90 px

### **Display CPM**

Starting at \$8



## Geofence

Mobile devices are used for more than 40% of online transactions. If your digital plan doesn't include a mobile strategy, you could be leaving customers behind. We can specifically target content to regions, zip codes, even specific addresses to ensure your message gets to those who want it.

### **Min. Monthly Budget**

\$500

## SEM

Every business owner wants (and needs) to rank high on search engines, and Search Engine Marketing is critical to that higher ranking. Our team makes sure your online ads align with your customers and works to ensure they show up in the right places to help you become one of the top names that pop up in relevant searches.

### **Min. Monthly Budget**

\$750



## Email Marketing

We help companies and non-profits of all sizes communicate with their customers, establish relationships, engage and retain customers, and build credibility through email, social media, and mobile. Our team can help you create a fully integrated email marketing plan to produce verifiable results. We can help you develop effective email strategies that help your business by:

- Email strategy
- Email creative
- Targeted solutions
- Responsive mobile design
- List and growth management
- Database segmentation

**Minimum send of 10,000**

QTY	B2C CPM	B2B CPM
0-25,000	\$18	\$28
25,001-500,000	\$16	\$26
500,000+	\$13	\$20

## Social Media

Engage your customers with a good social strategy. We can help you develop effective social strategies that help your business:

- Generate high-quality leads
- Boost attendance to your events
- Generate foot traffic to a brick and mortar store
- Increase traffic to your website
- Build your brand's reputation with customers
- Reach audiences to gain new customers

Our team can help you create a fully integrated social media marketing plan that produces results with:

- Posting strategies
- Consumer engagement
- Social advertising
- Targeted content distribution
- Lead generation

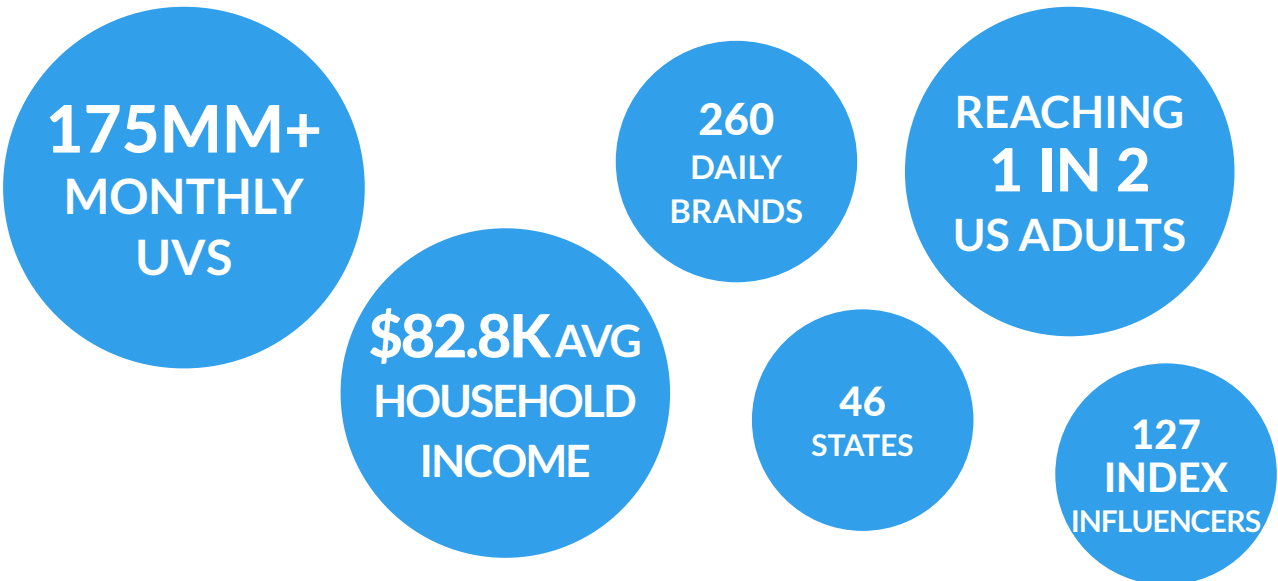
**Min. Monthly Budget**

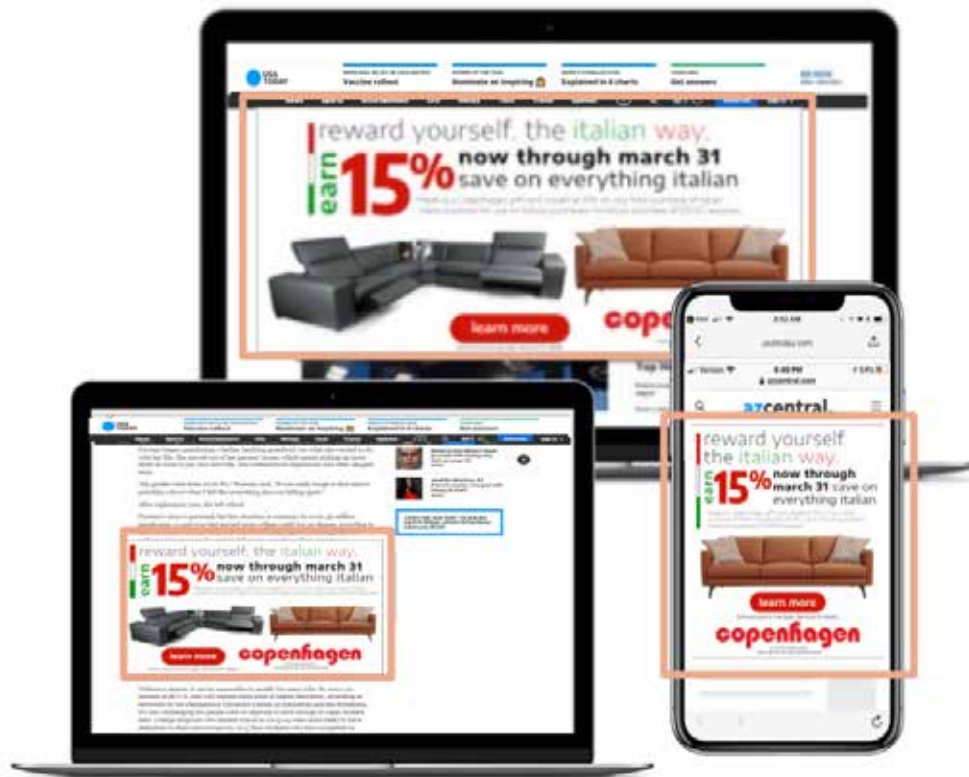
\$500



## Extended Reach Advertising

The passion of a local partner, backed by the power of the USA TODAY NETWORK. Our premium USA TODAY NETWORK provides you access to a large pool of highly engaged, educated, local consumers with average HH income levels of \$83K.





## Paramount Ad

- High impact large ad placement can takeover user's screen
- In-Article ad placement Serves on all device platforms with responsive design
- Available on azcentral.com or across USA TODAY Network (geo-targeted)
- Great engagement rates deliver conversions, branding and awareness
- Static, carousel or rich media
- 3rd Party Tags not accepted for this proprietary ad unit, tracking tags may be implemented by our team



## Gravity Ad

- Available on azcentral.com or across USA TODAY Network (geo-targeted)
- Great branding and awareness
- 3rd Party Tags not accepted for this proprietary ad unit, tracking tags may be implemented by our team



## Standard Digital Display

- 300x250 Poster is Cross-platform
- 300x600 Half Page desktop only
- 320x50 Mobile Only
- Available on azcentral.com or across USA TODAY Network (geo-targeted)
- 3rd Party Tags accepted



## Billboard

- Standard IAB ad unit
- Served across desktop screens
- Available on azcentral.com or across USA TODAY Network (geo-targeted)
- 3rd Party Tags accepted





Ad Sizes	Geo-targeted	Audience + Geo-targeted
300x250 & 320x50	\$7.00 CPM	\$10.00 CPM
300x250 & 320x50 & 728x90	\$7.25 CPM	\$10.25 CPM
300x250 & 320x50 & 300x600	\$8.50 CPM	\$11.50 CPM
970x250	\$30.00 CPM	\$33.00 CPM
Pre-Roll 920x508 & 1024x576	\$30.00 CPM	\$33.00 CPM
In-article Paramount Landscape: 1366x585   1040x585 safe zone; Portrait: 645x768	\$14.00 CPM	\$17.00 CPM
High Impact Paramount ( <i>desktop only</i> ) Landscape: 1366x585   1040x585 safe zone; Portrait: 645x768	\$40.00 CPM	\$43.00 CPM

**Deadlines**

Camera ready creative is due 2 days prior.

Creative request due 1 week prior.



# WEEKEND PRINT EDITION

Mailed on Saturdays & Wednesdays

Can Utah Pride Center regain trust after a turbulent year?

**The Salt Lake Tribune**

**Three in a row: Utah's top cops leave trail of trouble**

By Heather Hixson

Utah's top law enforcement officials are leaving a trail of trouble as three of the state's top police chiefs have been fired or resigned in the last year.

**JAZZ DANCERS' MOVIES COME WITH HARD WORK**

**BREWING A BIT OF WEST**

**EDUCATION SPENDING: WHAT IS FAIR?**

**OPINION**

**ELECTION STRENGTH**

Utah can't afford to 'teach 'em cheap'

By Heather Hixson

The Legislature is gearing up to solve education problems that don't exist

**OUR VIEW**

**SPORTS**

If old guys rule, then Smith's Utes will roll

By Heather Hixson

More than meets the eye

By Heather Hixson

Jazz's Obyrsk and wife celebrate Christmas by reuniting dog and owner after four years

**THE MIX**

Cafe's aim: 'West Coast vibe and East Coast efficiency'

By Heather Hixson

Bad Bamm, Journey among major acts slated for upcoming concerts

**SUNDAY COMICS**

LOVE IS A LANGUAGE

**PEARLS BEFORE SWINE**

**FORGET**

**COVER STORY**

**NEW YEAR HOME**

**UtLiving.com**

**Torchlight Parade and Fireworks Show**

By Heather Hixson

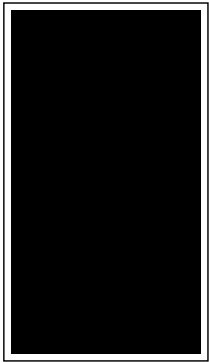
**Hot Property**

**Crafted City Charm**

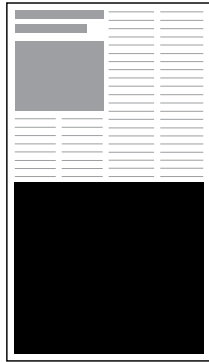
2003 E. Saint Marys Ct. Salt Lake City, Utah 84108

**REGENCY**

# PRINT AD SPECS



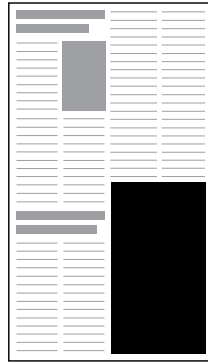
**FULL PAGE**  
\$3,000  
10.5" X 20"



**HALF PAGE**  
\$1,600  
10.5" X 10"



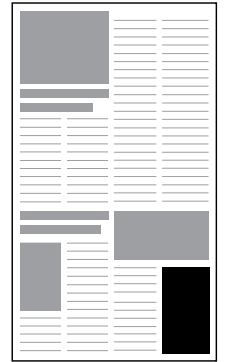
**HALF PAGE VERT.**  
\$1,600  
5.1" X 20"



**QUARTER PAGE**  
\$900  
5.1" X 10"



**EIGHTH PAGE**  
\$500  
5.1" X 5"



**SIXTEENTH PAGE**  
\$275  
2.4" X 5"



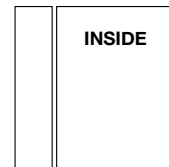
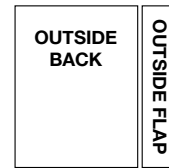
**FRONT COVER  
BANNER**  
\$1,000  
10.5" X 3"



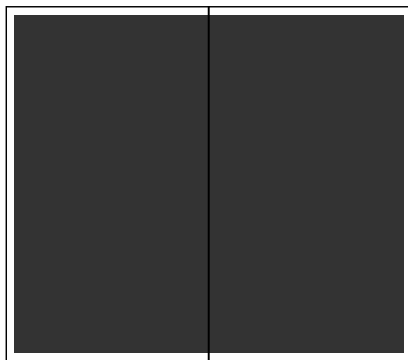
**SECTION BANNER**  
\$600  
10.5" X 3"



**SPADEA**  
\$7,500  
**INSIDE**  
10.5" X 20"  
**FLAP**  
5.1" X 20"  
**FINAL SIZE**  
15.6" X 20"



**FINAL SIZE**  
15.6" X 20"



**TAB DOUBLETRUCK**  
\$5,500  
23" X 20"  
MARGINS: 0.5"

## Deadlines

Weekend space reservation is due on Wednesday by noon.  
 Weekend publish-ready creative is due on Thursday by 11 am.  
 Weekend creative with changes due by Wednesday by noon.  
 Midweek space reservation is due on Friday by noon.  
 Midweek publish-ready creative is due on Monday by 11 am.  
 Midweek creative with changes due by Friday by noon.  
*Advanced deadlines may apply on select holidays.*



# UTLIVING.COM SECTION

The Utah housing market is exploding, across the nation Utah is ranked number one for growth. UTLiving.com is a weekly publication distributed through The Salt Lake Tribune premium print edition and digital e-edition. It spotlights some of the most luxurious homes in Utah for sale, listing releases, hot properties, market watch, realtor advice and more. Reach an audience that is specifically interested in local real estate and purchasing or building a home.

## Premium Positions

### Hot Property

Front cover article featuring a weekly hot property

### Listing Releases

Front cover listing release highlights with property summary

### Sound Off

Front over weekly Realtor Q & A

### Enterprise Story

Featured 750-1,000 word article published in The Salt Lake Tribune, UTLiving section and hosted digitally on UTLiving.com.

## Rates

Premium Position Rates	Color
Enterprise Story (10.5"x20")	\$1,000
Hot Property	\$750
Listing Releases	\$500
Sound Off	\$350

Advertising Rates	Color
Full Page (10.5" x 20")	\$1,500
1/2 Page (10.5" x 10")	\$750
1/4 Page (5.1" x 10")	\$325

## Deadline

**Space reservation:** Wednesday by noon.

**Camera ready art:** Wednesday by EOD.

# HOT PROPERTIES

Hot Properties are an exclusive front cover and page 2 article featuring a weekly hot property in UtLiving.com, the real estate section in The Salt Lake Tribune's. It is a local real estate section that is published every Sunday spotlighting local Utah real estate and lifestyle.

## Premium Position and Advertorial

Your 165 word advertorial and photos have premium front cover positioning to get the attention, interest and information out to our powerful consumer audience spotlighting Utah's most luxurious homes.

## Target Specification

The section caters to an audience that is interested in purchasing new or existing homes, finding a realtor and all things real estate.

## Deadlines

**Space reservation:** Monday 4pm.

**Article and photos:** Tuesday 4pm.

*Advanced deadlines may apply on select holidays.*

## Rates

Premium Position Rates	Color
Hot Property	
Includes written article	\$750
(165 words)	

# ENTERPRISE STORY

Our team of content creators will create a featured article published in The Salt Lake Tribune, UTLiving section and hosted digitally on UTLiving.com. Enterprise stories are 750-1,000 words and will be shared on UTLiving.com social platforms.

## Deadline

**Space reservation:** 2 weeks prior.

*May send in final art at 10.5"x20"*

## Rates

Premium Position Rates	Color
Enterprise Story	\$1,000
SLTrib.com Exposure Upgrade	\$1,000+
Additional Article Promotion	\$500+



# PREPRINT RATE CARD

## Guidelines

- Preprints are billed at the quantity and size indicated on the accepted insertion order.
- The word “advertisement” must be used in 8-point type on sections that resemble news matter. Layout and copy are subject to regular advertising policies.

Preprint advertisers are billed based on the ordered quantity, which is at the advertiser’s discretion that is reflected on the accepted insertion order. The ordered quantity may be

equal to, greater or less than the circulation distribution projections provided by The Salt Lake Tribune. Circulation distribution projections, updated monthly, are based on forecasts and trends. All circulation distribution projections are provided for estimate purposes only and may not be representative of amounts ultimately distributed. Any order placed by an advertiser constitutes an acceptance of the publisher’s advertising policies.

## Rates

Size	Rate (CPM)
Single Sheet	\$34.00
4 Tab / 2 Std	\$37.00
6 Tab	\$43.00
8 Tab / 4 Std	\$48.00
10 Tab	\$50.00
20 Tab	\$75
30 Tab	\$100
40 Tab	\$125
50 Tab	\$150

# The Salt Lake Tribune Preprint Zone Report

Salt Lake County		
Zip	City	Circulation
84090	South Jordan	223
84020	Draper	468
84044	Magna	230
84047	Midvale	437
84065	Riverton	448
84070	Sandy	425
84081	West Jordan	234
84084	West Jordan	349
84088	West Jordan	317
84092	Sandy	735
84093	Sandy	694
84094	Sandy	443
84095	South Jordan	486
84096	Herriman	203
84101	Salt Lake City	79
84102	Salt Lake City	333
84103	Salt Lake City	831
84104	Salt Lake City	183
84105	Salt Lake City	793
84106	Salt Lake City	953
84107	Salt Lake City	703
84108	Salt Lake City	946
84109	Salt Lake City	897
84111	Salt Lake City	191
84112	Salt Lake City	3
84113	Salt Lake City	5
84114	Salt Lake City	2
84115	Salt Lake City	268
84116	Salt Lake City	352
84117	Salt Lake City	1,027
84118	Salt Lake City	246
84119	Salt Lake City	409
84120	West Valley City	547
84121	Salt Lake City	1,450
84123	Salt Lake City	624
84124	Salt Lake City	787
84128	West Valley City	243
84129	Salt Lake City	631
84150	Salt Lake City	11
Single Copy	Salt Lake County	1,674
<b>Circulation Subtotal</b>		<b>19,880</b>

Utah County		
Zip	City	Circulation
84003	American Fork	109
84004	Alpine	29
84005	Eagle Mountain	26
84042	Lindon	17
84043	Lehi	80
84045	Saratoga Springs	20
OREM	Orem (84057-84097)	122
84062	Pleasant Grove	52
PROVO	Provo (84601-84606)	144
900 UT	S. Utah County	153
Single Copy	Utah County	151
<b>Circulation Subtotal</b>		<b>903</b>

Northern Utah		
Zip	City	Circulation
84010	Bountiful	659
84014	Centerville	193
84015	Clearfield	50
84025	Farmington	134
84037	Kaysville	151
84040	Layton	197
84041	Layton	5
84054	N. Salt Lake	193
84075	Syracuse	71
84087	Woods Cross	152
Box Elder	Box Elder County	43
Cache	Cache County	261
Morgan	Morgan County	18
Weber	Weber County	383
Single Copy	N.UT Single Copy	429
<b>Circulation Subtotal</b>		<b>2,939</b>

Tooele County		
Zip	City	Circulation
84029	Grantsville	57
84074	Tooele	325
Single Copy	Tooele Co.	86
<b>Circulation Subtotal</b>		<b>468</b>

Southern Utah Counties		
County	Circulation	
Beaver	15	
Carbon	127	
Dagget	0	
Duchesne	0	
Emery	12	
Garfield	0	
Grand	0	
Iron	51	
Juab	45	
Millard	52	
San Juan	0	
Sanpete	59	
Sevier	71	
Washington	223	
Wayne	0	
S.UT Single Copy	462	
<b>Circulation Subtotal</b>		<b>1,117</b>

Eastern Utah Counties		
County	Circulation	
Summit	2,632	
Wasatch	228	
Single Copy	142	
<b>Circulation Subtotal</b>		<b>3,002</b>

**Full Run Distribution (ROP + Online Users): 93,000**

*\*Preprints are full run only.  
\*Circulation figures provided are preprint eligible only.  
These figures are estimates and subject to change.  
\*ROP Full Run Circ - 50,359*

*Report updated as of 12/4/2020*

## Deadlines

**Space reservation:** Monday prior to publish date.

**Receiving:** Wednesday prior to publish date by 3pm.

**Dock Address:** Ogden Standard Examiner, 332 Standard Way Ogden, UT 84404

# WEPRINT RATES

## Half Blast 8.5”x5.5”

Image area: 8.25” x 5.25”

Bleed: 8.75” x 5.75”

QUANTITY	PRINT AND DISTRIBUTION	Rush Print Fee*
50,000 - 74,999	\$20 cpm	\$7 cpm
75,000 - 99,999	\$17 cpm	\$4 cpm
100,000 +	\$16 cpm	\$3 cpm

## Single Sheet 8.5”x11”

Image area: 8.25” x 10.75”

Bleed: 8.75” x 11.25”

QUANTITY	PRINT AND DISTRIBUTION	OVER-RUNS	Rush Print Fee*
10,000 - 19,999	\$71 cpm	\$58 cpm	\$10 cpm
20,000 - 29,999	\$59.50 cpm	\$49 cpm	\$5 cpm
30,000 - 49,999	\$42 cpm	\$31.50 cpm	\$3 cpm
50,000 - 99,999	\$35 cpm	\$25 cpm	\$2 cpm
100,000 +	\$30 cpm	\$21 cpm	Included

## Big Sheet 10”x11”

Image area: 9.75” x 10.75”

Bleed: 10.25” x 11.25”

QUANTITY	PRINT AND DISTRIBUTION	OVER-RUNS	Rush Print Fee*
10,000 - 19,999	\$75 cpm	\$60 cpm	\$5 cpm
20,000 - 29,999	\$63 cpm	\$51 cpm	\$4 cpm
30,000 - 49,999	\$49 cpm	\$37 cpm	\$2 cpm
50,000 - 99,999	\$39 cpm	\$28 cpm	Included
100,000 +	\$36 cpm	\$25 cpm	Included

## Benefits

### Large Coverage

Large distribution through The Salt Lake Tribune Sunday newspaper.

### Customized Buys

Efficient targeting by zone, radius and drive-time tools.

### Affordable

Averaging pennies per household.

### Full Suite of Services

Design, printing, research, media, content distribution and more.

## Deadline: 18 Days Prior

## 4 Page Tabloid 11”x17” (Folded to 8.5” x 11”)

Image area: 16.75” x 10.75”

Bleed: 17.25” x 11.25”

QUANTITY	PRINT AND DISTRIBUTION	OVER-RUNS
10,000 - 19,999	\$115 cpm	\$100 cpm
20,000 - 29,999	\$79 cpm	\$63 cpm
30,000 - 49,999	\$69 cpm	\$53 cpm
50,000 - 99,999	\$62 cpm	\$46 cpm
100,000 +	\$53 cpm	\$38 cpm

*\*Rush Print Fee is an additional charge for past deadline orders. This fee does not guarantee distribution on your desired date. Please contact your sales rep for details.*



# STICKER NOTE



## Size 2-7/8" x 2-3/8"

Sticker Note: 2.875" x 2.375"

Image area: 2.75" X 2.25"

Bleed: 3" X 2.5"

Quantity	Print + Distribution
20,000-49,999	\$45 CPM
50,000+	\$35 CPM

## Additional Options

\*Larger size, die-cut, sequential number, scratch and win, 6 or 8 panel sticker notes and other options available on a per bid basis. Placement restrictions may apply.

## Benefits

### High Impact Advertising

Targeted front-page advertising above the fold.

### Affordable

Averaging pennies per household

### Full Suite of Services

Design, printing, research, media, content distribution and more

## Deadlines

### Artwork

Artwork that requires production needs to be received **4 weeks prior** to insertion date. There is no additional charge for production of artwork.

### Camera Ready Art

Camera ready artwork needs to be received **3 weeks prior** to insertion date.

### Other Terms

\*\*\*All notes must be developed within 60 days of printing\*\*\*

Rush/late charges may apply to late orders (see sales executive for details).

# The Spectrum.

PART OF THE USA TODAY NETWORK

## Special Print Advertising

The Spectrum & Daily News, part of the USA TODAY Network, brings daily news to southern Utah. Printed daily that is also available online thru the e-edition available to subscribers.

The Salt Lake Tribune advertisers have a special discount that is available.

## Rates

Advertising Rates	Color
Full Page (10" x 20")	\$1,437.50
Half Page (10" x 9.95")	\$718.75
Quarter Page (4.91" x 9.95")	\$359.38

## Deadlines

Camera ready creative due 2 days prior.

Creative request due 3 days prior.



# THE SPECTRUM & DAILY NEWS

TUESDAY, DECEMBER 26, 2023 | THE SPECTRUM.COM

PART OF THE USA TODAY NETWORK

## Tribe at odds with US energy agenda



## Thousands join up sprawling migrant caravan

Procession comes days before Blinken's visit

Edgar H. Clemente  
ASSOCIATED PRESS

TAPACHULA, Mexico - A sprawling caravan of migrants from Central America, Venezuela, Cuba and other countries trekked through Mexico on Sunday, heading toward the U.S. border. The procession came just days before Secretary of State Antony Blinken arrives in Mexico City to hammer out new agreements to control the surge of migrants seeking entry into the United States.

The caravan, estimated at around 6,000 people, many of them families with young children, is the largest in more than a year, a clear indication that joint efforts by the Biden administration and President Andrés Manuel López Obrador's government to deter migration are falling short.

The Christmas Eve caravan depart-

# The Times-Independent

## Special Print Advertising

The Moab Time-Independent is part of The Salt Lake Tribune network, bringing daily news to southern Utah on moabtimes.com. Printed and distributed every Thursday to all those in Moab city, and also available online thru the e-edition available to all.

The Salt Lake Tribune advertisers have a special discount that is available.

## Rates

Advertising Rates	Color
Full Page (10.5" x 20")	\$1,638
Half Page (10.5" x 10")	\$819
Quarter Page (5.1" x 10")	\$409.50
Eigth Page (5.1" x 5")	\$208
Sixteenth Page (2.4" x 5")	\$104
Front Cover Banner (10.5" x 3")	\$500
Section Banner (10.5" x 3")	\$375
Doubletruck (23" x 20")	\$3,000
Spadea (15.6" x 20")	\$4,000

### Deadlines

Space reservation is due Thursday prior by 4 PM.  
Publish-ready creative is due Friday prior by noon.  
Creative with changes due Thursday prior by noon.  
**Advanced deadlines may apply on select holidays.**



**LEGAL NOTICES ARE \$1.80 PER LINE, CLASSIFIED ADS ARE \$1.78 PER LINE, WITH A \$5 PUBLICATION CHARGE.**

- One E-Edition day is included with the cost of print.
- Additional E-Edition days are \$50.
- Legal notices are published as 1, 2, 3 and 4 column widths.

*Please email your ad copy and requested dates of publication to [legals@sltrib.com](mailto:legals@sltrib.com).*

### PRINT OBITUARY (SAMPLE PRICING)

#### Single Photo – \$240

- 12 lines of text, averaging 30 characters per line
- Additional lines are \$5 per line averaging 60 characters per line
- One emblem (such as a flag) is about \$10 more

#### Two Small Photos – \$225

- 9 lines of text, averaging 30 characters per line
- Additional lines are \$5 per line averaging 60 characters per line



# DIGITAL SERVICES

## Standard Banner Ads Run of Site (ROS) MoabTimes.com

URL supplied to direct clicks.

Complete reporting after campaign

**Pageviews: 69,648**

**Unique visitors: 29,095**

### Acquisition stats:

Direct entries: 16,882 (43% of visits)

Search Engines: 14,407 (37%)

Social Networks: 6,241 (16%)

Ad Sizes	Rate
970x250	
728x90	1 Week (7 days)
320x50	\$250
300x250	

### Deadlines

Reservation: 4 days prior

Camera ready creative: 2 days prior

*\*Files should be sent over as png, jpg or gif.*

## Moab Newsletter

This Week in Moab brings you the latest stories from The Times-Independent right to your inbox.

- 1,000 Subscribers
- 60% Open Rate
- Sent Thursday mornings
- 1 advertiser per Thursday
- Ad size 300x250 / png file for creative
- URL to direct clicks
- Full reporting

Newsletter Ad	Rate
Moab Newsletter	1x week send \$100

### Deadlines

Space Reservation: Monday - 3 days prior

Camera Ready Art: Tuesday - 2 days prior

*\*Files should be sent over as png, jpg or gif.*

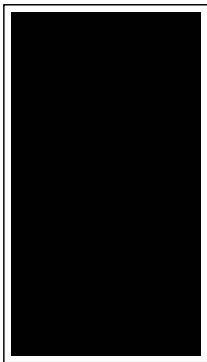
**Sign up for the newsletter at**  
**[moabtimes.com/this-week-in-moab](http://moabtimes.com/this-week-in-moab)**

# The Tribune

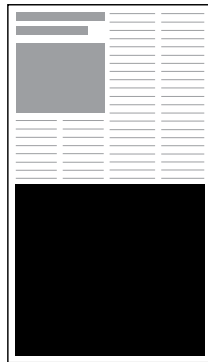
HOLBROOK • SNOWFLAKE • TAYLOR • WINSLOW

ARIZONA

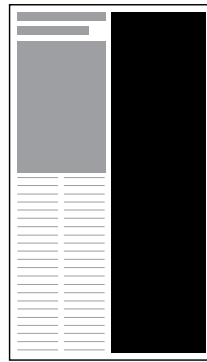
## PRINT ADVERTISING



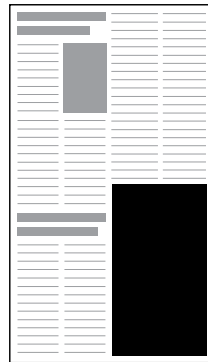
**FULL PAGE**  
\$1,250  
10" X 21"



**HALF PAGE**  
\$700  
10" X 10.5"



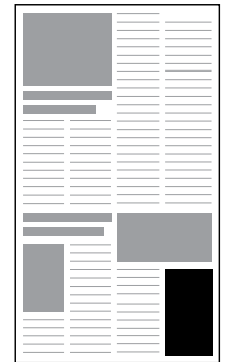
**HALF PAGE VERT.**  
\$700  
4.9" X 21"



**QUARTER PAGE**  
\$400  
4.9" X 10.5"



**EIGHTH PAGE**  
\$250  
4.9" X 5.25"



**SIXTEENTH PAGE**  
\$75  
2.379" X 5.25"



**FRONT COVER  
BANNER**  
\$750  
10" X 3"



**TAB DOUBLETRUCK**  
\*SEE REP FOR DETAILS



### Deadlines

Space reservation is due Thursday prior by 4 PM.  
Publish-ready creative is due Friday prior by noon.  
Creative with changes due Thursday prior by noon.  
**Advanced deadlines may apply on select holidays.**

### General Policy

The publishers reserves the right to decline publication of any news or advertising copy submitted. Special promotions are not covered by contract rates except when expressly stated by the newspaper's representatives. Political Advertising: Same as other display advertising, with payment in advance.



# DIGITAL ADVERTISING

TribuneNewsNow.com

\$150/Week (5 ad sizes)

300x250, 320x50, 728x90, 300x600, 970x250

## PREPRINT RATE CARD

### Guidelines

Payment Policy: Invoices are due and payable on receipt. There is a service charge of one and one-half (1.5) percent per month after 30 days. The minimum service charge is \$5.00 per month. Payment in advance is requested until credit has been established.

•**Mechanical Specifications:** Page size: 6 columns (9.8889 inches) by 21 inches. Gutter width: 0.1111 inches.

#### Deadlines

**Receiving:** Thursday prior by 10 AM.

**Address:** 218 W. 2nd St., Casa Grande, AZ 85122 Attn: Delia

*The Tribune serves the communities of central Navajo County, Arizona.*

#### **Contact**

801-237-2700

advertising@yourtrib.com

tribunenewsnow.com

### Rates

All prices are per 1,000 copies  
Tab page = 10" x 11.5"

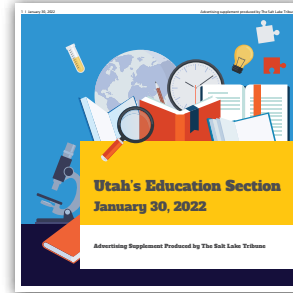
Size	Rate (CPM)
8 Tab pages or less	\$65
8-15 Page Tab	\$70
15-24 Page Tab	\$76
24-32 Page Tab	\$82

### Annual Contract Rates

# Supplements/yr.	Discount
12-24 Supp/yr.	4%
25-37 Supp/yr.	6%
38-52 Supp/yr.	9%

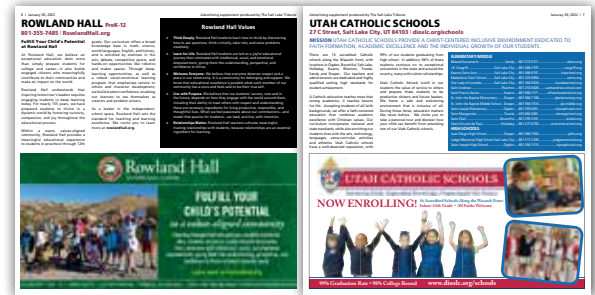
# EDUCATION SECTION

Be a part of a feature section that is specifically targeting those looking to enroll their children in a private or a charter school. Be seen by the many parents who are currently finding alternative schooling options for their children.

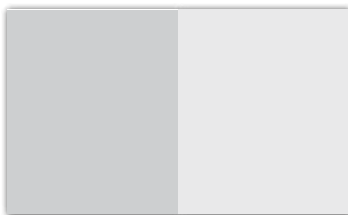


## Benefits

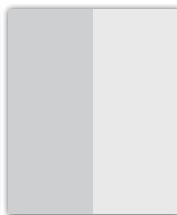
- Reach a Captive Audience**  
 Reach an audience with children who are looking for schooling options.
- Educate and Spread Awareness**  
 Educate the public about what sets your school apart from others.
- Grab Attention**  
 Grab the attention of an audience that is currently focused on the education of their children.



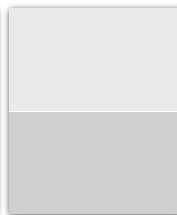
EDUCATION SECTION 2021	Premium	Plus	Standard	Stand Alone	Business Card
School Section Ad	9.75"x10"	9.75"x5"	4.8"x5"	4.8"x5"	4.8"wx 2"h
E-edition	•	•	•	•	•
Approx. 400,000 page views per day					
Programmatic Digital Display	100,000 Impressions	100,000 Impressions	75,000 Impressions		
Advertorial	800 words	400 words	200 words		
Email Blast Ad (500x500px) 100k Sends	•	•	•	•	•
Package Totals	\$2,000.00	\$1,500.00	\$1,000.00	\$225.00	\$125.00



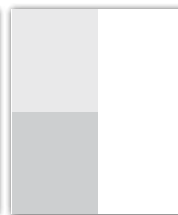
**Premium**  
9.75"x10" ad  
+ advertorial



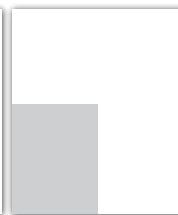
**Plus (V)**  
4.8"x10" ad  
+ advertorial



**Plus (H)**  
9.75"x5" ad  
+ advertorial



**Standard**  
4.8"x5" ad  
+ advertorial



**Stand Alone Ad**  
4.8"x5" ad

## Deadlines

- Space reservation: January 22, 2024
- Publish ready creative: January 23, 2024
- Creative with changes: January 22, 2024
- Advertorial: January 23, 2024
- Publication Date: January 28, 2024

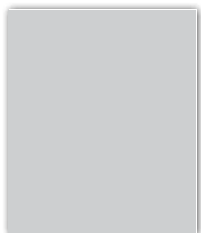
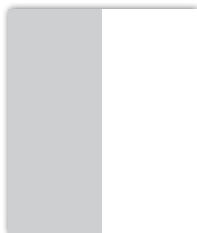

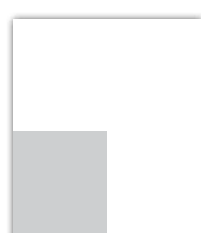
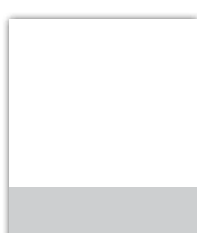
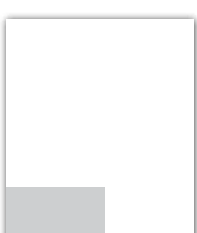
- Advertisement
- Advertorial





# LDS GENERAL CONFERENCE SPRING & FALL SPECIAL SECTION

Every April and October, members of the Church of Jesus Christ of Latter-day Saints turn to The Salt Lake Tribune and their website for in depth coverage of all conference sessions. An estimated 60% of Utahns will participate in conference proceedings.

 <b>Full Page</b> 9.75"x10" ad \$1,620	 <b>Half Page (V)</b> 4.8"x10" ad \$750	 <b>Half Page (H)</b> 9.75"x5" ad \$750
 <b>1/4 Page</b> 4.8"x5" ad \$450	 <b>Dbl. Business Card</b> 9.75"x2" ad \$240	 <b>Business Card</b> 4.8"x2" ad \$120

## Spring '24 Deadlines

- Space reservation:**  
March 22, 2024
- Publish ready creative:**  
March 26, 2024
- Creative with changes:**  
March 25, 2024
- Publication Date:**  
March 31, 2024

## Fall '24 Deadlines

- Space reservation:**  
September 20, 2024
- Publish ready creative:**  
September 24, 2024
- Creative with changes:**  
September 23, 2024
- Publication Date:**  
September 29, 2024

**9,763** PRINT SUBSCRIBERS

**7,191** DIGITALLY-ACTIVATED PRINT SUBSCRIBERS

463,679 people who visited sltrib.com in the last month attend religious services regularly.

\*As of 1/11/2024

# 2024 THINGS TO DO SECTION

Utah is bursting with things to do, from festivals to exploring the great outdoors, Utahns enjoy knowing what's going on in the busy beehive state. Share your story in The Salt Lake Tribune Things to Do issue with branded content placement and display next to editorial content written by The Salt Lake Tribune journalists.



## Benefits

- Reach a Captive Audience**  
 Reach an audience with interest and connection to specific communities, like the outdoors community, concert going crowd, and LGBT+ community in Utah.
- Educate and Spread Awareness**  
 Educate the public about what your company does to support our strong community.
- Grab Attention**  
 Grab the attention of a supportive and influential audience who embrace the local, blooming community in Utah.

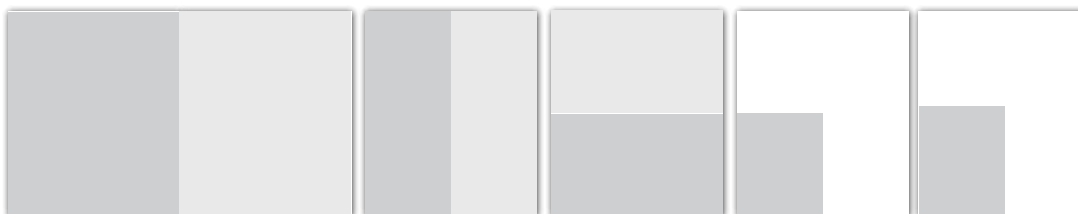
## 52%

of individuals who identify as LGBTQ+ in Utah interact with The Salt Lake Tribune on a regular basis via sltrib.com, mobile app, or The Salt Lake Tribune weekly editions.

## 36%

of individuals who identify as LGBTQ+ visit sltrib.com and our mobile app multiple times a week.

THINGS TO DO SECTION	Premium	Plus	Standard	Stand Alone	Business Card
Things to Do Section Ad	10"x10"	10"x4.9"	4.9"x4.9"	4.9"x4.9"	3.583" x 2"
E-edition	•	•	•	•	•
Approx. 400,000 page views per day					
Email Blast Ad (500x500px)	•	•	•	•	•
100k Sends					
sltrib.com + Mobile App	100,000 Impressions	100,000 Impressions	100,000 Impressions		
Advertorial	800 words	400 words			
Branded content article on sltrib.com with homepage exposure and social media promotion via SLTRIB social network	•	•			
Package Totals	\$2,250.00	\$1,750.00	\$1,000.00	\$225.00	\$125.00



**Premium**  
10"x10" ad + advertorial

**Plus (V)**  
4.9"x10" ad + advertorial

**Plus (H)**  
10"x4.9" ad + advertorial

**Standard**  
4.9"x4.9" ad

**Stand Alone**  
4.9"x4.9" ad

## Deadlines

- Space reservation: May 20, 2024
- Publish ready creative: May 21, 2024
- Creative with changes: May 20, 2024
- Advertorial: May 20, 2024
- Publication Date: May 26, 2024

- Advertisement
- Advertorial

# The Salt Lake Tribune

## 2024 VOTER GUIDE



**47.6%**

of Utah Democrat registered voters visit sltrib.com or mobile app on a monthly basis

**32%**

of Utah Republican registered voters visit sltrib.com or mobile app on a monthly basis

When you advertise in the Election Guide special section, we deliver not only swing voters, but a chance to state your platform in your own words. This section will be in both English and Spanish delivered through The Salt Lake Tribune e-edition and premium print editions distributed across the Wasatch front and in prominent Spanish speaking communities throughout the valley.

### Voter Guide Quarter Page Package

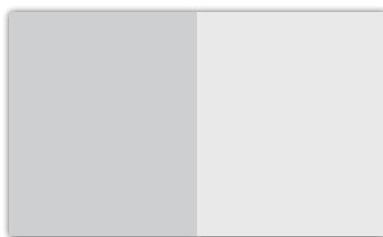
The Salt Lake Tribune Election Guide	Quarter Page+300Word Advertorial&Photos	Premium Print & Digital Edition Subscribers
The Salt Lake Tribune Sunday + Midweek Combo	Main/Local	Premium Print & Digital Edition Subscribers
sltrib.com Digital Impressions	Zip Code/Demo Targeted	100,000 Impressions
sltrib.com Political Section Floorboard	1 Day Exclusive	24 HR Sponsorship
		<b>Total Investment: \$1,800</b>

### Voter Guide Half Page Package

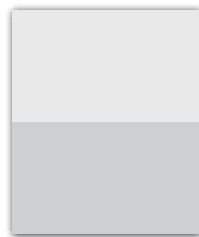
The Salt Lake Tribune Election Guide	Half Page + 600 Word Advertorial & Photos	Premium Print & Digital Edition Subscribers
The Salt Lake Tribune Sunday + Midweek Combo	Main/Local	Premium Print & Digital Edition Subscribers
sltrib.com Digital Impressions	Zip Code/Demo Targeted	200,000 Impressions
sltrib.com Political Section Floorboard	1 Day Exclusive	24 HR Sponsorship
The Rundown	Political Newsletter	<b>Total Investment: \$3,300</b>

### Voter Guide Full Page Package

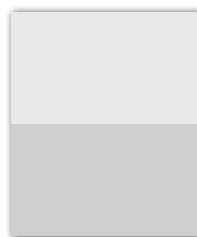
The Salt Lake Tribune Election Guide	Full Page + 1200 Word Advertorial & Photos	Premium Print & Digital Edition Subscribers
The Salt Lake Tribune Sunday + Midweek Combo	Main/Local	Premium Print & Digital Edition Subscribers
sltrib.com Digital Impressions	Zip Code/Demo Targeted	200,000 Impressions
sltrib.com Political Section Floorboard	1 Day Exclusive	24 HR Sponsorship
The Rundown	Political Newsletter	<b>Total Investment: \$4,750</b>



**Full Page**  
9.75"x10" ad



**Half Page**  
9.75"x5" ad



**Quarter Page**  
4.8"x5" ad

#### Ad Only Rates

Full Page: \$2,000

Half Page: \$1,000

Quarter Page: \$500

■ Advertisement  
■ Advertorial

## Deadlines

#### Space reservation:

October 14, 2024

#### Creative with changes:

October 15, 2024

#### Publish ready creative:

October 16, 2024

#### Publication Date:

October 20, 2024



# SALT CITY WINE & DINE

## WHEN

**Saturday, Aug. 19, 2023**

La Caille Restaurant & Winery

3:00 p.m. - 9:30 p.m.

VIP: Doors open at 3:00 p.m.

GA: 5:00 p.m.

## WHO

**With 1,000 VIP guests in attendance, and 2,000 total attendees,** your business will gain valuable exposure while investing in local food and drink businesses. Salt City Utah Wine and Dine is the promotional destination for brands looking to maximize involvement in the community.

## BENEFITS

Opportunities to showcase your company through

- event signage
- online & social media presence
- event-related collateral materials
- pre-event emails
- advertising and promotions
- digital in-event onscreen acknowledgment
- Portion of the proceeds from event goes to helping support local journalism

## RUN OF SHOW

3:00 p.m. — Doors Open for VIP

3:30 p.m. — Wine Tasting/Food Pairing for VIP

5:00 p.m. – 9:30 p.m. — Event open to all attendees

9:00 p.m. — Last Call at Bars

9:30 p.m. — Event ends

\* Live entertainment throughout the event including a magician, tarot, interactive bingo, raffles, and a late-night concert!



## PAST PARTNERS OF SALT CITY EVENTS

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### **Past Sponsors:**

Smith's, La Caille, Dented Brick Distillery, Salt Flats Spirits, Eight Settlers, Maverick Gaming and The Wendover Nugget, Shades Brewing, Proper Brewing Co., Doterra, Prohibition, Flanker Kitchen & Sporting Club, Green Mountain Grill, Utah Transit Authority, Pirate O's

### **Previous Food Vendors:**

Bewilder Brewing, Carvers Steakhouse, Cluck Truck, Cuisine Unlimited Catering, FLANKERS, Garage Grill, Good Spirits Bar & Grill, Green Mountain Grills, Honest Eatery, Icy Mountain, La Caille, Les Madeleine, The Nugget Steakhouse, Pat's BBQ, Prohibition, Shades Tap House, Sicilia Mia, Boar's Head, Stratford Proper, Sweet Vinyl Bakeshop, Toscana, Waffle Love, WB Eatery

### **Previous Drink Vendors:**

IG Winery, Dented Brick Distillery, La Caille, Prohibition, Proper Brewing Co., Roots Coffee & Co., Salt Flats Spirits, Shades Brewing, Vida Tequila, Wasatch Brewery,

### **Previous Entertainment:**

Chris Clouse, Blaine Long Trio, Rodney Reyes, Jay Warren, Bri Ray, Maddie Wilson, Prohibition Burlesque Show

*201,291 people who visited [sltrib.com](http://sltrib.com) in the last month have had wine, beer or spirits in the past week.*

### **Event and Ticket Info:**

**[SaltCityWineAndDine.com](http://SaltCityWineAndDine.com)**

### **Vendor and Sponsor Contact:**

**[Connect@TribConnect.com](mailto:Connect@TribConnect.com)**



# TOP WORKPLACES

## Event & Special Section Benefits

The Top Workplaces Program identifies organizations that excel at organizational health and workplace engagement. We do that through our brilliantly simple and scientifically sound employee feedback survey.

We conduct the Top Workplaces Program in partnership with more than 40 prestigious media partners across the United States, such as The Washington Post, The Chicago Tribune, and The Boston Globe.

WorkplaceDynamics recruits participating organizations, administers the survey, and creates the list of top-ranking organizations. Participation is free.

What's in it for you? Consider the benefits of being named a Top Workplace:

**Assess, reward and improve your organization:**

The results from the Top Workplaces survey can help you assess the health of your organization.

Use them to honor your achievements and set new goals.

**Boost recruiting: Attract and retain the best talent.**

Employees want to work at companies recognized as leaders that operate by a strong set of values.

**Raise your business profile:** Use the Top Workplaces logo on company materials and websites to help spread the word about your successful work environment. Your customers and business partners will take notice. That awareness can help create new business opportunities, too.

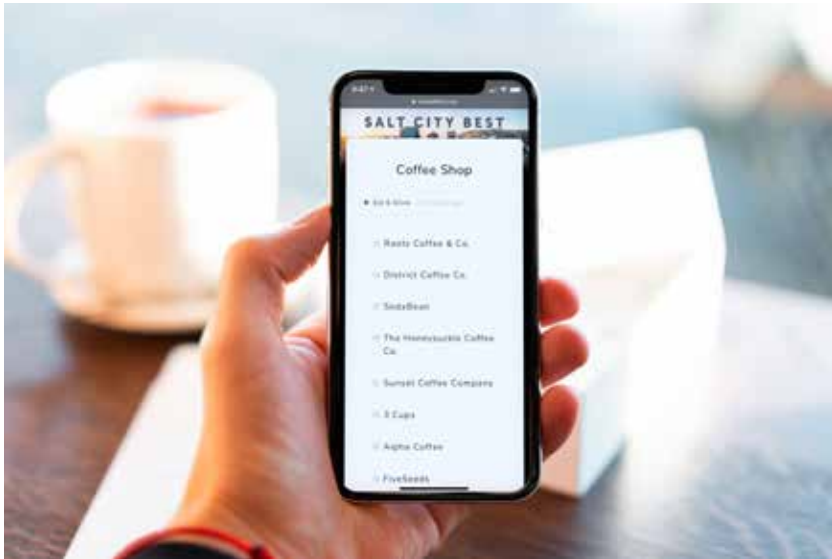
**Earn public recognition:** Your achievements will be recognized by local media, in print and online.

- You will be recognized in a special edition of The Salt Lake Tribune and receive an online profile on topworkplaces.com.
- Becoming a Top Workplace is a great way to attract and retain the best talent.
- You can use the Top Workplaces logo on company materials and websites.
- The Top Workplaces program is evaluated on the basis of the brilliantly simple WorkplaceDynamics survey. The results of which can be used to assess the health of your organization.

## Sponsorship

Sponsor Level	Price
Presenting	\$25,000
Gold	\$10,000
Breakfast	\$15,000
Diversity & Inclusion	\$15,000
Supporting	\$2,000

*255,058 people in Salt Lake who visited sltrib.com in the last month are employed full time.*



# SALT CITY BEST

The Salt Lake Tribune presents Salt City Best to engage the community in celebrating the places, restaurants and local businesses we love.

The nomination period requires an email address from a user for the purpose of helping to verify unclear nominations. There is no registration or email necessary for voting. Salt City Best does not cost anything for a business or organization to be nominated, voted upon or to win.

Our results will be tabulated by a 3rd party which will result in naming a Gold, Silver and Bronze winner for each category voted upon. Results are then released via a special winner's magazine as well as online at SaltCityBest.com.

## 13 Main Categories

- Eat & Drink
- Education
- Entertainment
- Health & Beauty
- Home & Garden
- Law
- Motors
- Outdoor Adventures
- Real Estate
- Services
- Shopping
- Things to Do
- Winter Sports

## Promotion

- The Salt Lake Tribune Weekly Print Edition
- SLTrib.com + Mobile App
- The Salt Lake Tribune Daily E-Edition
- The Salt Lake Tribune Newsletters
- Salt City Best featured display & content in The Salt Lake Tribune
- Salt City Best Nomination Ballot
- Salt City Best Voting Ballot
- Exclusive Voting Pages
- Salt City Best Presenting Sponsorship
- Salt City Best Winners Results Magazine
- Targeted Email
- Targeted Digital Display
- Targeted Social Media
- YouTube Pre-Roll



# CREATIVE SERVICES

## Web Design

Basic landing page	\$700 + URL purchase
Seo add on with Google events	\$150
Minor web changes with admin access to site (Wordpress)	\$150/hr

## Social Media Management

Profile creation with optimization	\$500
Profile optimization	\$250
1 Static post	\$75
1 Reel 15-30 sec	\$150

### Monthly social content creation and post packages:

12x static posts 1x reel (3 static per week)	\$750 (\$1,050 value)
12x static posts 4x reels (3 static 1 reel per week)	\$1,150 (\$1,500 value)
20x static posts 8x reels (4 static 2 reels per week)	\$2,000 (\$2,700 value)

*1 monthly photoshoot + reel recording per package.*



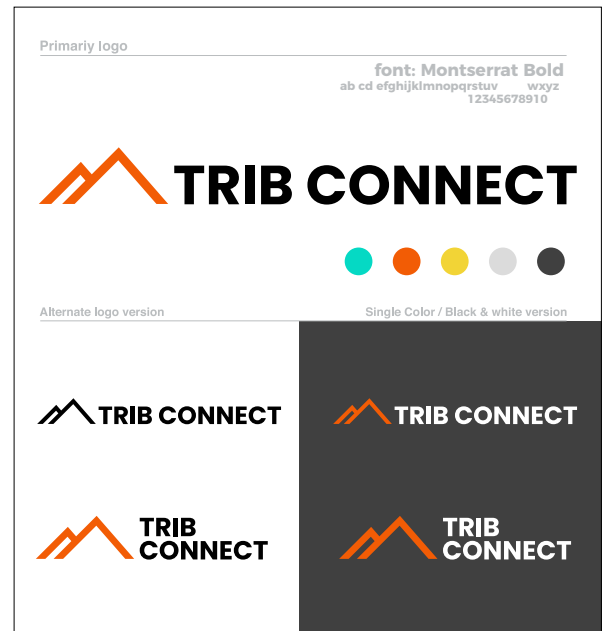
# Graphic Design

Basic logo design	\$500
Logo + branding one sheet	\$700
Logo and branding guide book	\$1,000
Logo reveal animation	\$75

[\[Logo Questionnaire Form\]](#)



Logo only



Logo + branding one sheet  
(Dynamic logo, emblem, color palette, brand font)



Logo + branding guide book  
(Dynamic logo, emblem, color palette, brand fonts, about us, brand voice, and selection of stock photos with brand vibe)

# Additional Hourly Services

Design services (publication design, event promotion packages, interactive pdf forms, etc.)

Custom office stock photo shoot (15 photos)

Studio headshots

On-site Headshots



## Video Production

Video marketers overwhelmingly say that video has helped increase client understanding of their product or service, and many say video has had a direct help in increasing sales. Our video production experts will help you from beginning to end to create the right video for your business. All video production includes filming, editing, music and opening/closing branding.

### **Reel Creation Bundles:** (vertical)

Set of 3 reels	\$500
Set of 5 reels	\$750

### **Commercial Creation:** (horizontal)

30 sec commercial (with shoot)	\$2,500
60 sec commercial (with shoot)	\$3,500

### **Editing Services:**

20% discount for using only your footage	
15-30 sec video (your footage)	\$350

Motion graphics	\$150/hr
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[\[Video Questionnaire Form\]](#)



## Photography

Whether you need images of your employees for your website, product images for a menu, or documenting an event, our professional photographers have you covered. We offer a wide range of photographic services to provide you with anything you need. All our photography products include photo editing and access to the edited photos.

Some of the options available are:

- Professional headshots (Traditional professional as well as more casual)
- Event photography
- Real estate
- 360 degree and virtual tours
- Personalized stock photography

**Pricing starting at \$250.**

***Inquire if you have a need that is not listed.***



# PODCAST COMMERCIALS

## Mormon Land

Mormon Land explores the contours and complexities of LDS news. It is hosted by award-winning religion writer Peggy Fletcher Stack and Managing Editor David Noyce.

1.24 million episode listens in 2023  
Published weekly on Spotify, iTunes, SoundCloud and sltrib.com

**10-20 second spot, played twice during the episode**

Podcast	Rate Per Episode
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Mormon Land	\$1,000
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# PODCAST PRODUCTION

The number of monthly podcast listeners in the US is approaching 130 million and climbing every day. We'll help you develop, create and distribute an engaging podcast that showcases your expertise and reaches your audience. Podcast production includes use of studio, sound editing and video add on.

## Podcast Studio Setup

- Recording setup for up to 4 podcasters
- High quality sound recording equipment
- Mounted TV with HDMI hookup
- Lighting setup and disco ball
- Secure location in the heart of downtown
- Packages include producer in studio during recording and editing of podcast

1 Podcast episode up to 30 min	\$500
1 Podcast episode up to 60 min	\$1,000
1 Season of 10 podcasts 20-30 min episodes	\$3,500
1 Season of 10 podcasts 60 min episodes	\$7,000
Podcast hosting fee	\$80/mo
Video add on per package	\$2,000
Studio rental only	\$65/hr

View a tour of our podcast room and listen to our podcasts on [tribconnect.com/podcast](https://tribconnect.com/podcast)



**Contact**

801-237-2700

[connect@tribconnect.com](mailto:connect@tribconnect.com)

[www.tribconnect.com](http://www.tribconnect.com)

**Address**

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