We’re not a typical
We are a full-service marketing agency.

Utah Media Group specializes in creating a combination of performance-focused strategy, creativity and technical know-how with a can-do approach for our clients. We help you create an online ecosystem to position your company in the marketplace.
**Utah Media Group Executive Team**

- **Brent Low** .............................................................. President and CEO
- **Kirk Simmons** .................................................... Senior Vice President and CFO
- **Trent Eyre** ............................................................ Senior Vice President/Advertising
- **Scott Porter** ............................................................ Senior Vice President/Operations
- **John Sloan** .............................................................. Senior Vice President/Growtix
- **Sally Steed** ............................................................ Senior Vice President/Advertising
- **Brooke Parks** ............................................................ Vice President/Events

**Retail / National Advertising / Automotive / Real Estate**

- **Sally Steed** ............................................................ Senior Vice President, Advertising  
  **e:** ssteed@utahmediagroup.com  
  **p:** (801) 204-6336

- **Janna Jensen** ....................................................... Director, Retail Advertising  
  **e:** jjensen@utahmediagroup.com  
  **p:** (801) 204-6346

- **Pam Barnett** ............................................................ Outside Sales Manager  
  **e:** pambarnett@utahmediagroup.com  
  **p:** (801) 204-6349

- **Jordyn Gallegos** ............................................................ Advertising Sales Manager  
  **e:** jgallegos@utahmediagroup.com  
  **p:** (801) 204-6313

**Classifieds / Recruitment**

- **Trent Eyre** .............................................................. Senior Vice President, Advertising  
  **e:** teyre@utahmediagroup.com  
  **p:** (801) 204-6305

**Hometown Values**

- **Travis Henderson** ...................................................... Production Manager  
  **e:** thenderson@utahmediagroup.com  
  **p:** (801) 204-6325

**Events**

- **Brooke Parks** ............................................................ Vice President, Events  
  **e:** bparks@utahmediagroup.com  
  **p:** (801) 204-6890

- **Barbie Converse** ...................................................... Event Director  
  **e:** bconverse@utahmediagroup.com  
  **p:** (801) 204-6821

**Growtix**

- **John Sloan** .............................................................. Senior Vice President, Growtix  
  **e:** jsloan@growtix.com  
  **p:** (801) 204-6842

**Marketing & Development**

- **Megan Donio** ............................................................ Marketing/Creative Manager  
  **e:** mdonio@utahmediagroup.com  
  **p:** (801) 204-6830

**Utah Business**

- **Donnie Welch** ............................................................ Publisher  
  **e:** dwelch@utahbusiness.com

**Memberships/Affiliations**

- **Chamber of Commerce**
  - American Fork Area Chamber of Commerce
  - Chamber West-Regional Chamber of Commerce
  - Davis County Chamber of Commerce
  - Draper Area Chamber of Commerce
  - Hispanic Chamber of Commerce
  - Latin American Chamber of Commerce
  - Lehi Chamber of Commerce
  - Murray Chamber of Commerce
  - Park City Chamber of Commerce
  - Salt Lake Chamber of Commerce
  - Sandy Area Chamber of Commerce
  - South Jordan Area Chamber of Commerce
  - Sugar House Chamber of Commerce
  - Utah Valley Chamber of Commerce
  - West Jordan Area Chamber of Commerce

- **Realty & Home Builder Associations**
  - Northern Wasatch Home Builders Association
  - Park City Home Builders Association
  - Salt Lake Home Builders Association
  - Utah Association of Realtors
  - Utah Valley Home Builders Association
  - Utah Home Builders Association

- **Newspaper Related Organizations**
  - Advertising Checking Bureau
  - Alliance for Audited Media
  - Newspaper Association of America (NAA)
  - American Advertising Federation of Utah (AAF Utah)
  - Utah Chapter of American Marketing Assoc. (Utah AMA)
  - Other Associations
  - Utah Apartment Association
  - Utah Automobile Dealers Association (UADA)

**Utah Media Group**

4770 S. 5600 W.
West Valley City, Utah 84118
info@utahmediagroup.com
Phone: (801) 204-6500
Fax: (801) 204-6395
We have the luxury of being able to do the most creative and strategic things an agency can do. But our advantage is also that we own the strongest media platforms in the market. **That gives our clients extra leverage.**

**UTAH MEDIA GROUP** is not just in the newspaper business. We are an integrated media company. We are an interactive development company building mobile apps, websites and event technology. We are a publishing (digital and print) company for our own products and clients.

We help connect consumers to engage with our clients. Our products reach more than ninety-percent of households in our primary market area every week. Each month we have a household penetration of more than 98%.

**BUT, CONSUMERS ARE MORE SOCIALLY CONNECTED THAN EVER.** Today we have solutions as we integrate traditional media with the ever-changing mobile consumer: newspapers, magazines, live events, mobile devices, web, in-home mail, social media and more. There has never been a more dynamic time to engage customers across the spectrum of media.

Utah Media Group continues to create solutions for our customers.
WHAT WE DO
We are Utah’s media leader reaching over 1 million adults in Utah every week. Utah Media Group, formerly MediaOne of Utah, is committed to delivering the best publications, events and services for our advertising customers to engage with our audiences. Utah Media Group was incorporated in 1952 — then as Newspaper Agency Corporation — as the joint advertising, circulation and production arm of Deseret News and The Salt Lake Tribune, Utah’s largest daily newspapers. Since then, our portfolio has grown to include magazines, niche publications, events and event management, mobile applications, direct-mail solutions, delivery services, printing services, creative services and real estate — with a combined reach of more than 1 million people in Utah every week.

STRATEGY, COLLABORATION AND INTEGRATION
Understanding your audience is essential to the growth and success of a business. Utah Media Group can help provide information on specific audiences through targeted demographic research defining your audience; what they want, need and like to do.

Your advertising message and brand will be imprinted in the minds of consumers through various advertising mediums via Utah Media Group’s print, digital and event advertising solutions. The frequency of your brand and message makes an impact on consumer recognition and their confidence in using your business.
**Primary Market Area:** The Salt Lake primary market comprises all of Salt Lake County, Park City, Southern Davis County, Northern Utah County and Tooele/Grantsville.

**Newspaper Designated Market Area:** The greater Salt Lake market includes all of Davis, Salt Lake, Summit, Tooele, Utah and Wasatch counties.
Readership

539,768
WEEKLY READERS

326,087
SUNDAY READERS

In addition to reaching the largest audience in Utah and Salt Lake City for advertisers, Utah Media Group also delivers targeted publications to maximize reach and leverage advertising channels.

50% WOMEN

50% MEN

AVERAGE AGE

49

Our publications reach readers who make purchasing decisions for their households.

Digital

MOBILE/SMARTPHONE + TABLET

26,405
COMBINED SUNDAY

49,132
COMBINED DAILY (M-F)

Source: Scarborough Research R2 2018

Household

$77,000
AVERAGE HOUSEHOLD INCOME

$347K
AVERAGE HOME VALUE

3.4
AVERAGE HOUSEHOLD SIZE

MARITAL STATUS

39% Married
61% Not Married

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WEEKLY READERS

326,087
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AVERAGE HOUSEHOLD SIZE

MARITAL STATUS

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61% Not Married
PRINT MEDIA

Daily and weekly newspapers, focused editorial magazines and targeted publications
Comprehensive, Trusted, Effective.

Utah Media Group, the advertising, circulation and production arm of the Deseret News and The Salt Lake Tribune, has long been the leader in print advertising in Utah and continues to offer clients and advertisers a variety of print services through direct mail, preprints, custom publishing and premium products.

When combined, Deseret News and The Salt Lake Tribune deliver the largest audience in Utah and Salt Lake City for advertisers. Together they provide readers the most comprehensive, and trusted, news in the state.

Reach the right audience for your market.

In addition to the daily news, Utah Media Group delivers targeted publications such as Hometown Values, Utah Business, and Sunday Select to maximize reach and leverage channels for our advertisers.

Hometown Values | hometownvalues.net

Hometown Values Magazine is Utah’s largest monthly direct-mail publication. With over 23 years of success, Hometown Values currently reaches over 552,000 homes every month. Hometown Values has a proven record of helping businesses grow and succeed through targeted market-driven advertising. Our monthly magazines help consumers save money and help local businesses grow their bottom line by increasing the exposure of their brands.
THE MOST TRUSTED NEWS

UTAH MEDIA GROUP is owned in a joint operating agreement between the Deseret News and The Salt Lake Tribune. Together, these two news organizations have been the largest local media sources in Utah since the 1800’s.

Some say the newspaper is dead. Mostly people in TV and radio say newspaper is dead. That notion is not old fashioned. Long before the Internet, TV and radio media had said newspapers will become obsolete by some vague time in the future. Yet today, newspapers remain relevant and retain more than a 20% share of audience in the market. In fact, Utah’s flagship newspapers, Deseret News and The Salt Lake Tribune, continue to be strong and vibrant despite the sheer number of competitors in the marketplace. Why? Because newspapers remain as the number one trusted source for news and information.
We would be naive to not recognize the disruption that has occurred in our industry and market. Many markets across the country that enjoyed two major news voices, now only have one. It is true that the newspaper industry has lost a substantial audience share. Five years ago we enjoyed a robust 35%+ market share in Utah. But, we aren’t crying the blues. These two publications retain more market share than all local TV combined. And we won’t even mention radio station market shares.

To be honest, smart phones became the single largest disrupter to our industry. Not TV. Not radio. Not the Internet. A phone that is rarely used as a phone had the largest impact on the paper business. But we embrace the changes and we adapt and integrate to new technology.

**Today, our objective is to provide our audiences the information they want, when they want it, on the platform they choose.**
The Deseret News is Utah’s oldest continually published, fastest growing, award-winning, daily newspaper. Deseret News continues to see circulation growth, bucking the national trend of dwindling readership. Through distinct content, the Deseret News has a unique, targeted audience throughout the state and a strong national and international following, giving advertisers an exclusive audience reach not available anywhere else.

Deseret News was first published in 1850, three years after Brigham Young led Mormon pioneers into the Salt Lake Valley. Dr. Willard Richards, the first editor of the Deseret News, wrote: “We hold ourselves responsible to the highest court of truth for our intentions and the highest court of equity for our execution.”

- The Deseret News does not accept ROP advertising for alcohol (including, beer), tobacco, tea or coffee; NC-17 or X-rated movies; unlicensed massage therapy; astrology services; gambling; or escort and adult entertainment services.
- The Deseret News reserves the right to reject or deny any advertising, whether previously published or not, at Publisher’s sole discretion.
- The Deseret News prohibits any gun advertising on A1.
The Salt Lake Tribune is Utah’s largest-circulation, Pulitzer prize-winning, daily newspaper. Readers turn to The Salt Lake Tribune for in-depth and breaking news in Utah. Advertisers turn to The Salt Lake Tribune to reach informed, affluent decision-makers across Utah. The Salt Lake Tribune targets adults 18 and older with an annual household income of more than $50,000.

The first edition of The Salt Lake Daily Tribune and Utah Mining Gazette was published in 1871. More than 140 years later, The Salt Lake Tribune editors push their reporters to find “solution” stories — accounts that demonstrate people solving their communities’ problems through cooperation, intelligence and diligence as Utah’s independent voice.
WEEKLY PUBLICATIONS

Reach relevant audiences both locally and nationwide by placing advertisements for your business in Utah Media Group’s weekly publications. Each of these engaging and informative sections reach growing audiences of high-value subscribers.

Weekly section by the Deseret News and delivered to subscribers of Desert News, publishing partners across state, mailed to Church News subscribers, and campus.

Homes and real estate category with editorial, native content focused around homes and lifestyle. Delivered in the Friday newspaper to subscribers and single copy.

PREMIUM PUBLICATIONS

In partnership with Deseret News and The Salt Lake Tribune, Utah Media Group produces a premium subscriber publication every month that features quality content and has a large, affluent audience. Secure a space in one of these glossy magazines to reach readers who will hold onto their copies throughout the year.
Utah Media Group’s special sections are distributed to subscribers of Deseret News and The Salt Lake Tribune. Each of these publications contains content centered around a specific topic and offers a great opportunity for your business to reach a tailor-made, worthwhile audience.
<table>
<thead>
<tr>
<th>Day</th>
<th>Deseret News</th>
<th>The Salt Lake Tribune</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday</td>
<td>A Section</td>
<td>A Section</td>
</tr>
<tr>
<td></td>
<td>Voices</td>
<td>Opinion</td>
</tr>
<tr>
<td></td>
<td>Arts</td>
<td>The Mix</td>
</tr>
<tr>
<td></td>
<td>Local</td>
<td>Utah</td>
</tr>
<tr>
<td></td>
<td>Sports</td>
<td>Sports</td>
</tr>
<tr>
<td></td>
<td>Travel</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td>Deseret News (Sunday Edition)</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td>Sunday Funnies</td>
<td>Sunday Funnies</td>
</tr>
<tr>
<td>Monday</td>
<td>A Section</td>
<td>A Section</td>
</tr>
<tr>
<td></td>
<td>Local</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td>Sports</td>
<td>Sports</td>
</tr>
<tr>
<td>Tuesday</td>
<td>A Section</td>
<td>A Section</td>
</tr>
<tr>
<td></td>
<td>Moneywise</td>
<td>Money</td>
</tr>
<tr>
<td></td>
<td>Local</td>
<td>Utah</td>
</tr>
<tr>
<td></td>
<td>Sports</td>
<td>Sports</td>
</tr>
<tr>
<td>Wednesday</td>
<td>A Section</td>
<td>A Section</td>
</tr>
<tr>
<td></td>
<td>Business</td>
<td>Money</td>
</tr>
<tr>
<td></td>
<td>Family</td>
<td>Mix</td>
</tr>
<tr>
<td></td>
<td>Local</td>
<td>Utah</td>
</tr>
<tr>
<td></td>
<td>Sports</td>
<td>Sports</td>
</tr>
<tr>
<td>Thursday</td>
<td>A Section</td>
<td>A Section</td>
</tr>
<tr>
<td></td>
<td>Business</td>
<td>Money</td>
</tr>
<tr>
<td></td>
<td>Local</td>
<td>Utah</td>
</tr>
<tr>
<td></td>
<td>Sports</td>
<td>Sports</td>
</tr>
<tr>
<td></td>
<td>Latter-Day Saint Living Weekly</td>
<td>N/A</td>
</tr>
<tr>
<td>Friday</td>
<td>A Section</td>
<td>A Section</td>
</tr>
<tr>
<td></td>
<td>Business</td>
<td>Money</td>
</tr>
<tr>
<td></td>
<td>Local</td>
<td>Utah</td>
</tr>
<tr>
<td></td>
<td>Weekend</td>
<td>Mix</td>
</tr>
<tr>
<td></td>
<td>Sports</td>
<td>Sports</td>
</tr>
<tr>
<td></td>
<td>Spaces</td>
<td>Spaces</td>
</tr>
<tr>
<td>Saturday</td>
<td>A Section</td>
<td>A Section</td>
</tr>
<tr>
<td></td>
<td>Business</td>
<td>Money</td>
</tr>
<tr>
<td></td>
<td>Faith</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td>Local</td>
<td>Utah</td>
</tr>
<tr>
<td></td>
<td>Sports</td>
<td>Sports</td>
</tr>
<tr>
<td></td>
<td>Sunday Preview</td>
<td>Sunday Preview</td>
</tr>
</tbody>
</table>
### Daily ROP Deadlines Monday through Saturday

<table>
<thead>
<tr>
<th>Day of Insertion</th>
<th>Space Reservation &amp; One-Proof Service</th>
<th>Camera Ready</th>
<th>Final Proof Corrections</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DAILY SECTIONS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sunday</td>
<td>3 p.m. Wednesday</td>
<td>3 p.m. Thursday</td>
<td>Noon Friday</td>
</tr>
<tr>
<td>Monday</td>
<td>3 p.m. Thursday</td>
<td>Noon Friday</td>
<td>Noon Friday</td>
</tr>
<tr>
<td>Tuesday</td>
<td>3 p.m. Friday</td>
<td>Noon Monday</td>
<td>Noon Monday</td>
</tr>
<tr>
<td>Wednesday</td>
<td>3 p.m. Friday</td>
<td>3 p.m. Monday</td>
<td>Noon Tuesday</td>
</tr>
<tr>
<td>Thursday</td>
<td>3 p.m. Monday</td>
<td>3 p.m. Tuesday</td>
<td>Noon Wednesday</td>
</tr>
<tr>
<td>Friday</td>
<td>3 p.m. Tuesday</td>
<td>3 p.m. Wednesday</td>
<td>Noon Thursday</td>
</tr>
<tr>
<td>Saturday</td>
<td>3 p.m. Wednesday</td>
<td>3 p.m. Thursday</td>
<td>Noon Friday</td>
</tr>
<tr>
<td><strong>WEEKLY ROP SECTIONS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comics (Sunday)</td>
<td>3 pm Friday (23 days prior)</td>
<td>Noon Tuesday (19 days prior)</td>
<td>Noon Tuesday (19 days prior)</td>
</tr>
<tr>
<td>4x Insert Jacket (Monday)</td>
<td>3 pm Wednesday (12 days prior)</td>
<td>3 pm Thursday (11 days prior)</td>
<td>Noon Friday (10 days prior)</td>
</tr>
<tr>
<td>Mormon Times (Thursday)</td>
<td>3 pm Monday</td>
<td>3 pm Tuesday</td>
<td>10 am Wednesday</td>
</tr>
<tr>
<td>Spaces</td>
<td>3 pm Tuesday</td>
<td>3 pm Wednesday</td>
<td>10 am Thursday</td>
</tr>
<tr>
<td>Deseret News National Edition (Sunday)</td>
<td>3 pm Friday (9 days prior)</td>
<td>3 pm Tuesday</td>
<td>10 am Wednesday</td>
</tr>
<tr>
<td><strong>SPECIALTY</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DML Card(Monday)</td>
<td>3 pm Wednesday (12 days prior)</td>
<td>Noon Thursday (11 days prior)</td>
<td>Noon Thursday (11 days prior)</td>
</tr>
</tbody>
</table>

- Cancellations accepted after deadline are subject to a 50 percent cancellation fee.
- Double-truck deadline is an additional 24 hours in advance of appropriate color deadline.
- Spot Page deadline is an additional 24 hours in advance of appropriate color deadline.
- Advanced deadlines may apply on select holidays.
### Daily

Annual commitment and/or number of ads per insertion order

<table>
<thead>
<tr>
<th>Standard Sizes</th>
<th>Inches</th>
<th>Size</th>
<th>1x</th>
<th>4x</th>
<th>13x</th>
<th>26x</th>
<th>39x</th>
<th>52x</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Business Card</strong></td>
<td>4.00</td>
<td>2 col x 2&quot;</td>
<td>$264.00</td>
<td>$252.00</td>
<td>$224.00</td>
<td>$204.00</td>
<td>$184.00</td>
<td>$156.00</td>
</tr>
<tr>
<td><strong>w/color</strong></td>
<td></td>
<td></td>
<td>$330.00</td>
<td>$315.00</td>
<td>$280.00</td>
<td>$255.00</td>
<td>$230.00</td>
<td>$195.00</td>
</tr>
<tr>
<td><strong>Large Business Card</strong></td>
<td>6.00</td>
<td>2 col x 3&quot;</td>
<td>$396.00</td>
<td>$378.00</td>
<td>$336.00</td>
<td>$306.00</td>
<td>$276.00</td>
<td>$234.00</td>
</tr>
<tr>
<td><strong>w/color</strong></td>
<td></td>
<td></td>
<td>$495.00</td>
<td>$472.50</td>
<td>$420.00</td>
<td>$382.50</td>
<td>$345.00</td>
<td>$292.50</td>
</tr>
<tr>
<td><strong>Dbl. Business Card</strong></td>
<td>8.00</td>
<td>2 col x 4&quot;</td>
<td>$528.00</td>
<td>$504.00</td>
<td>$448.00</td>
<td>$408.00</td>
<td>$368.00</td>
<td>$312.00</td>
</tr>
<tr>
<td><strong>w/color</strong></td>
<td></td>
<td></td>
<td>$660.00</td>
<td>$630.00</td>
<td>$560.00</td>
<td>$510.00</td>
<td>$460.00</td>
<td>$390.00</td>
</tr>
<tr>
<td><strong>Building Block</strong></td>
<td>10.00</td>
<td>2 col x 5&quot;</td>
<td>$660.00</td>
<td>$630.00</td>
<td>$560.00</td>
<td>$510.00</td>
<td>$460.00</td>
<td>$390.00</td>
</tr>
<tr>
<td><strong>w/color</strong></td>
<td></td>
<td></td>
<td>$825.00</td>
<td>$787.50</td>
<td>$700.00</td>
<td>$637.50</td>
<td>$575.00</td>
<td>$487.50</td>
</tr>
<tr>
<td><strong>Eighth Page</strong></td>
<td>15.00</td>
<td>3 col x 5&quot;</td>
<td>$990.00</td>
<td>$945.00</td>
<td>$840.00</td>
<td>$765.00</td>
<td>$690.00</td>
<td>$585.00</td>
</tr>
<tr>
<td><strong>w/color</strong></td>
<td></td>
<td></td>
<td>$1,237.50</td>
<td>$1,181.25</td>
<td>$1,050.00</td>
<td>$956.25</td>
<td>$862.50</td>
<td>$731.25</td>
</tr>
<tr>
<td><strong>Banner Ad</strong></td>
<td>18.00</td>
<td>6 col x 3&quot;</td>
<td>$1,188.00</td>
<td>$1,134.00</td>
<td>$1,008.00</td>
<td>$918.00</td>
<td>$828.00</td>
<td>$702.00</td>
</tr>
<tr>
<td><strong>w/color</strong></td>
<td></td>
<td></td>
<td>$1,485.00</td>
<td>$1,417.50</td>
<td>$1,260.00</td>
<td>$1,147.50</td>
<td>$1,035.00</td>
<td>$877.50</td>
</tr>
<tr>
<td><strong>Sixth Page</strong></td>
<td>21.00</td>
<td>3 col x 7&quot;</td>
<td>$1,386.00</td>
<td>$1,323.00</td>
<td>$1,176.00</td>
<td>$1,071.00</td>
<td>$966.00</td>
<td>$819.00</td>
</tr>
<tr>
<td><strong>w/color</strong></td>
<td></td>
<td></td>
<td>$1,732.50</td>
<td>$1,653.75</td>
<td>$1,470.00</td>
<td>$1,338.75</td>
<td>$1,207.50</td>
<td>$1,023.75</td>
</tr>
<tr>
<td><strong>Quarter Page</strong></td>
<td>29.25</td>
<td>3 col x 9.75&quot;</td>
<td>$1,930.50</td>
<td>$1,842.75</td>
<td>$1,638.00</td>
<td>$1,491.75</td>
<td>$1,345.50</td>
<td>$1,140.75</td>
</tr>
<tr>
<td><strong>w/color</strong></td>
<td></td>
<td></td>
<td>$2,413.13</td>
<td>$2,303.44</td>
<td>$2,047.50</td>
<td>$1,864.69</td>
<td>$1,681.88</td>
<td>$1,425.94</td>
</tr>
<tr>
<td><strong>Tabloid Half Page</strong></td>
<td>25.00</td>
<td>5 col x 5&quot;</td>
<td>$1,650.00</td>
<td>$1,575.00</td>
<td>$1,400.00</td>
<td>$1,275.00</td>
<td>$1,150.00</td>
<td>$975.00</td>
</tr>
<tr>
<td><strong>w/color</strong></td>
<td></td>
<td></td>
<td>$2,062.50</td>
<td>$1,968.75</td>
<td>$1,750.00</td>
<td>$1,593.75</td>
<td>$1,437.50</td>
<td>$1,218.75</td>
</tr>
<tr>
<td><strong>Stand Alone</strong></td>
<td>90.00</td>
<td>5 col x 18&quot;</td>
<td>$5,940.00</td>
<td>$5,670.00</td>
<td>$5,040.00</td>
<td>$4,590.00</td>
<td>$4,140.00</td>
<td>$3,510.00</td>
</tr>
<tr>
<td><strong>w/color</strong></td>
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<td></td>
<td>$7,425.00</td>
<td>$7,087.50</td>
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<td>$5,737.50</td>
<td>$5,175.00</td>
<td>$4,387.50</td>
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<tr>
<td><strong>Tabloid Page</strong></td>
<td>53.75</td>
<td>5 col x 10.75&quot;</td>
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<td>$3,402.00</td>
<td>$3,024.00</td>
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<td>$2,484.00</td>
<td>$2,106.00</td>
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<td><strong>w/color</strong></td>
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<td></td>
<td>$4,455.00</td>
<td>$4,252.50</td>
<td>$3,780.00</td>
<td>$3,442.50</td>
<td>$3,105.00</td>
<td>$2,632.50</td>
</tr>
<tr>
<td><strong>Half Page</strong></td>
<td>58.50</td>
<td>6 col x 9.75&quot;</td>
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<td>$3,685.50</td>
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<td>$2,691.00</td>
<td>$2,281.50</td>
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<tr>
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<td></td>
<td></td>
<td>$4,826.25</td>
<td>$4,606.88</td>
<td>$4,095.00</td>
<td>$3,729.38</td>
<td>$3,363.75</td>
<td>$2,851.88</td>
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<tr>
<td><strong>Vertical Half Page</strong></td>
<td>59.25</td>
<td>3 col x 19.75&quot;</td>
<td>$3,910.50</td>
<td>$3,732.75</td>
<td>$3,318.00</td>
<td>$3,021.75</td>
<td>$2,725.50</td>
<td>$2,310.75</td>
</tr>
<tr>
<td><strong>w/color</strong></td>
<td></td>
<td></td>
<td>$4,888.13</td>
<td>$4,665.94</td>
<td>$4,147.50</td>
<td>$3,777.19</td>
<td>$3,406.88</td>
<td>$2,888.44</td>
</tr>
<tr>
<td><strong>3/4 Page</strong></td>
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<td>4 col x 15.75&quot;</td>
<td>$4,158.00</td>
<td>$3,969.00</td>
<td>$3,528.00</td>
<td>$3,213.00</td>
<td>$2,898.00</td>
<td>$2,457.00</td>
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<td></td>
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<td>$4,961.25</td>
<td>$4,410.00</td>
<td>$4,016.25</td>
<td>$3,622.50</td>
<td>$3,071.25</td>
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<tr>
<td><strong>Full Page</strong></td>
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<td>6 col x 19.75&quot;</td>
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<td>$7,465.50</td>
<td>$6,636.00</td>
<td>$6,043.50</td>
<td>$5,451.00</td>
<td>$4,621.50</td>
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<tr>
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<td></td>
<td>$9,776.25</td>
<td>$9,331.88</td>
<td>$8,295.00</td>
<td>$7,554.38</td>
<td>$6,813.75</td>
<td>$5,776.88</td>
</tr>
<tr>
<td><strong>PCI Rate</strong></td>
<td></td>
<td></td>
<td>$66.00</td>
<td>$63.00</td>
<td>$56.00</td>
<td>$51.00</td>
<td>$46.00</td>
<td>$39.00</td>
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</table>
## Sunday

Annual commitment and/or number of ads per insertion order

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<tr>
<th>Standard Sizes</th>
<th>Inches</th>
<th>Size</th>
<th>1x</th>
<th>4x</th>
<th>13x</th>
<th>26x</th>
<th>39x</th>
<th>52x</th>
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</thead>
<tbody>
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<td>Business Card</td>
<td>4.00</td>
<td>2 col x 2”</td>
<td>$328.00</td>
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<td>$284.00</td>
<td>$256.00</td>
<td>$232.00</td>
<td>$196.00</td>
</tr>
<tr>
<td>w/color</td>
<td></td>
<td></td>
<td>$410.00</td>
<td>$395.00</td>
<td>$355.00</td>
<td>$320.00</td>
<td>$290.00</td>
<td>$245.00</td>
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<tr>
<td>Large Business Card</td>
<td>6.00</td>
<td>2 col x 3”</td>
<td>$492.00</td>
<td>$474.00</td>
<td>$426.00</td>
<td>$384.00</td>
<td>$348.00</td>
<td>$294.00</td>
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<td>w/color</td>
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<td></td>
<td>$615.00</td>
<td>$592.50</td>
<td>$532.50</td>
<td>$480.00</td>
<td>$435.00</td>
<td>$367.50</td>
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<tr>
<td>Dbl. Business Card</td>
<td>8.00</td>
<td>2 col x 4”</td>
<td>$656.00</td>
<td>$632.00</td>
<td>$568.00</td>
<td>$512.00</td>
<td>$464.00</td>
<td>$392.00</td>
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<td></td>
<td>$820.00</td>
<td>$790.00</td>
<td>$710.00</td>
<td>$640.00</td>
<td>$580.00</td>
<td>$490.00</td>
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<tr>
<td>Building Block</td>
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<td>2 col x 5”</td>
<td>$1,025.00</td>
<td>$987.50</td>
<td>$887.50</td>
<td>$800.00</td>
<td>$725.00</td>
<td>$612.50</td>
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<tr>
<td>w/color</td>
<td></td>
<td></td>
<td>$1,537.50</td>
<td>$1,481.25</td>
<td>$1,331.25</td>
<td>$1,200.00</td>
<td>$1,087.50</td>
<td>$918.75</td>
</tr>
<tr>
<td>Eighth Page</td>
<td>15.00</td>
<td>3 col x 5”</td>
<td>$1,230.00</td>
<td>$1,185.00</td>
<td>$1,065.00</td>
<td>$960.00</td>
<td>$870.00</td>
<td>$735.00</td>
</tr>
<tr>
<td>w/color</td>
<td></td>
<td></td>
<td>$1,537.50</td>
<td>$1,481.25</td>
<td>$1,331.25</td>
<td>$1,200.00</td>
<td>$1,087.50</td>
<td>$918.75</td>
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<tr>
<td>Banner Ad</td>
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<td>6 col x 3”</td>
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<td>$1,422.00</td>
<td>$1,278.00</td>
<td>$1,152.00</td>
<td>$1,044.00</td>
<td>$882.00</td>
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<td></td>
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<td>$1,777.50</td>
<td>$1,597.50</td>
<td>$1,440.00</td>
<td>$1,305.00</td>
<td>$1,102.50</td>
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<td>3 col x 7”</td>
<td>$1,722.00</td>
<td>$1,659.00</td>
<td>$1,491.00</td>
<td>$1,344.00</td>
<td>$1,218.00</td>
<td>$1,029.00</td>
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<tr>
<td>w/color</td>
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<td></td>
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<td>$2,073.75</td>
<td>$1,863.75</td>
<td>$1,680.00</td>
<td>$1,522.50</td>
<td>$1,286.25</td>
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<tr>
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<td>$2,310.75</td>
<td>$2,076.75</td>
<td>$1,872.00</td>
<td>$1,696.50</td>
<td>$1,433.25</td>
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<td></td>
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<td>$2,888.44</td>
<td>$2,595.94</td>
<td>$2,340.00</td>
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<td>$1,791.56</td>
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<tr>
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<td>25.00</td>
<td>5 col x 5”</td>
<td>$2,050.00</td>
<td>$1,975.00</td>
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<td>$1,600.00</td>
<td>$1,450.00</td>
<td>$1,225.00</td>
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<tr>
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<td></td>
<td>$2,562.50</td>
<td>$2,468.75</td>
<td>$2,218.75</td>
<td>$2,000.00</td>
<td>$1,812.50</td>
<td>$1,531.25</td>
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<tr>
<td>Stand Alone</td>
<td>90.00</td>
<td>5 col x 18”</td>
<td>$7,380.00</td>
<td>$7,110.00</td>
<td>$6,390.00</td>
<td>$5,760.00</td>
<td>$5,220.00</td>
<td>$4,410.00</td>
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<tr>
<td>w/color</td>
<td></td>
<td></td>
<td>$9,225.00</td>
<td>$8,887.50</td>
<td>$7,987.50</td>
<td>$7,200.00</td>
<td>$6,525.00</td>
<td>$5,512.50</td>
</tr>
<tr>
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<td>53.75</td>
<td>5 col x 10.75”</td>
<td>$4,428.00</td>
<td>$4,266.00</td>
<td>$3,834.00</td>
<td>$3,456.00</td>
<td>$3,132.00</td>
<td>$2,646.00</td>
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<tr>
<td>w/color</td>
<td></td>
<td></td>
<td>$5,535.00</td>
<td>$5,332.50</td>
<td>$4,792.50</td>
<td>$4,320.00</td>
<td>$3,915.00</td>
<td>$3,307.50</td>
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<tr>
<td>Half Page</td>
<td>58.50</td>
<td>6 col x 9.75”</td>
<td>$4,797.00</td>
<td>$4,621.50</td>
<td>$4,153.50</td>
<td>$3,744.00</td>
<td>$3,393.00</td>
<td>$2,866.50</td>
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<td>$5,996.25</td>
<td>$5,776.88</td>
<td>$5,191.88</td>
<td>$4,680.00</td>
<td>$4,241.25</td>
<td>$3,583.13</td>
</tr>
<tr>
<td>Vertical Half Page</td>
<td>59.25</td>
<td>3 col x 19.75”</td>
<td>$4,858.50</td>
<td>$4,680.75</td>
<td>$4,206.75</td>
<td>$3,792.00</td>
<td>$3,436.50</td>
<td>$2,903.25</td>
</tr>
<tr>
<td>w/color</td>
<td></td>
<td></td>
<td>$6,073.13</td>
<td>$5,850.94</td>
<td>$5,258.44</td>
<td>$4,740.00</td>
<td>$4,295.63</td>
<td>$3,629.06</td>
</tr>
<tr>
<td>3/4 Page</td>
<td>63.00</td>
<td>4 col x 15.75”</td>
<td>$5,166.00</td>
<td>$4,977.00</td>
<td>$4,473.00</td>
<td>$4,032.00</td>
<td>$3,654.00</td>
<td>$3,087.00</td>
</tr>
<tr>
<td>w/color</td>
<td></td>
<td></td>
<td>$6,457.50</td>
<td>$6,221.25</td>
<td>$5,591.25</td>
<td>$5,040.00</td>
<td>$4,567.50</td>
<td>$3,858.75</td>
</tr>
<tr>
<td>Full Page</td>
<td>120.00</td>
<td>6 col x 19.75”</td>
<td>$9,717.00</td>
<td>$9,361.50</td>
<td>$8,413.50</td>
<td>$7,584.00</td>
<td>$6,873.00</td>
<td>$5,806.50</td>
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<tr>
<td>w/color</td>
<td></td>
<td></td>
<td>$12,146.25</td>
<td>$11,701.88</td>
<td>$10,516.88</td>
<td>$9,480.00</td>
<td>$8,591.25</td>
<td>$7,258.13</td>
</tr>
</tbody>
</table>

PCI Rate

- **$82.00**
- **$79.00**
- **$71.00**
- **$64.00**
- **$58.00**
- **$49.00**
**Utah Media Group Broadsheet sizes**

**Mechanical requirements**

**Standard advertising units (SAU)**

The number of columns in width by the depth in inches is the ad designation.

<table>
<thead>
<tr>
<th>Columns</th>
<th>Inches</th>
<th>Picas</th>
</tr>
</thead>
<tbody>
<tr>
<td>1xFull</td>
<td>1.736&quot;</td>
<td>10.5p</td>
</tr>
<tr>
<td>1x18</td>
<td>3.583&quot;</td>
<td>21.6p</td>
</tr>
<tr>
<td>1x30</td>
<td>5.431&quot;</td>
<td>32.7p</td>
</tr>
<tr>
<td>1x40</td>
<td>7.278&quot;</td>
<td>43.8p</td>
</tr>
<tr>
<td>1x60</td>
<td>9.125&quot;</td>
<td>54.9p</td>
</tr>
<tr>
<td>1xFull</td>
<td>10.972&quot;</td>
<td>65.1p</td>
</tr>
</tbody>
</table>

**Double truck**

<table>
<thead>
<tr>
<th>Columns</th>
<th>Inches</th>
<th>Picas</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x9</td>
<td>15.61&quot;</td>
<td>93.8p</td>
</tr>
<tr>
<td>1x11</td>
<td>19.31&quot;</td>
<td>115.1p</td>
</tr>
<tr>
<td>1x13</td>
<td>23&quot;</td>
<td>138p</td>
</tr>
</tbody>
</table>

**Tabloid sizes**

**Mechanical requirements**

**Standard advertising units (SAU)**

The number of columns in width by the depth in inches is the ad designation.

<table>
<thead>
<tr>
<th>Columns</th>
<th>Inches</th>
<th>Picas</th>
</tr>
</thead>
<tbody>
<tr>
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<td>1.736&quot;</td>
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<tr>
<td>1x2</td>
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<tr>
<td>1x3</td>
<td>5.431&quot;</td>
<td>32.7p</td>
</tr>
<tr>
<td>1x4</td>
<td>7.278&quot;</td>
<td>43.8p</td>
</tr>
<tr>
<td>1x5</td>
<td>9.125&quot;</td>
<td>54.9p</td>
</tr>
<tr>
<td>1x6</td>
<td>10.972&quot;</td>
<td>65.1p</td>
</tr>
</tbody>
</table>

Strip ads: 6 columns by 3" are available on selected pages and must be approved in advance.
Mechanical measurements
Standard page ROP 5 column (SAU)
Tabloid and TV Week 5 column
Image area: 9.125” wide x 10.75” deep (11” deep without folio)

Columns | Inches | Picas
--- | --- | ---
1 | 1.736” | 10.5p
2 | 3.583” | 21.6p
3 | 5.431” | 32.7p
4 | 7.278” | 43.8p
5 | 9.125” | 54.9p
Double truck | 20” | 120.6p

ROP depth requirements
Advertisements in standard size format more than 18 inches deep are charged a full column depth of 19.75 inches.

ROP/Classified columns in inches

<table>
<thead>
<tr>
<th>ROP</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classified</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
</tbody>
</table>
| 1 | 1.736” | 1.03”
| 2 | 3.583” | 2.12”
| 3 | 5.431” | 3.25”
| 4 | 7.278” | 4.35”
| 5 | 9.125” | 5.44”
| 6 | 10.972” | 6.54”

Recommended quality standards
Print media such as newspapers and magazines differ in their production requirements. Adherence to these standards will ensure the best possible reproduction of your ad.

Black-and-white
Screen ruling: 110 lines per inch

Black-and-white halftone reproduction
(Camera-Ready Positive Prints)

- Black type with screened background; no greater than 30 percent screen recommended.
- Reverse white type with screened background; 60 percent or greater screen recommended.

Process color
- Minimum type size: 6 point.
- Minimum reverse type size: 10 point (avoid serif type).
- Minimum process color reverse type size: 12 point or greater (avoid serif type).
- Minimum line width: positive print — 1 point rule; reverse positive print — 2 point rule.

<table>
<thead>
<tr>
<th>Cyan</th>
<th>Magenta</th>
<th>Yellow</th>
<th>Black</th>
</tr>
</thead>
</table>

Make total print density 240%

Digital ad specifications
Utah Media Group recommends PDF as the preferred file format. We prefer not to receive native format files. If necessary, consult a sales representative. All native formats should include packaged links, fonts and interchange files.

PDF export settings
- High quality print (preset)
- Compatibility Acrobat 4.0 (PDF 1.3)
- 240 dpi resolution
- Bitmap images 600 dpi

Double-truck width requirements
- Standard broadsheet size — 23 inches wide includes gutter.
- Tabloid size — 20 inches wide includes gutter.

Miscellaneous mechanical notes
- Classified display ads are measured at 12.7 lines per column inch.
- Classified in-column ads are not billed at 12.7 lines per inch.
- Embed all fonts.

The ad document must be built to the correct size according to this book.
**Hometown Values**

*Hometown Values* is Utah's largest monthly, direct mail coupon publication. It is a free publication distributed to more than half a million homes amongst 15 different markets ranging from Cache County to southern Utah County.

Each market zone has its own custom *Hometown Values* magazine that highlights and holds focus on the local businesses within the subscriber’s designated market area. This featured, hyper-localized outreach opportunity is a significant way to personalize your brand and relationship to consumers closest to your location(s).

Our mission is to provide the highest quality, full color, direct mail advertising available, as well as extend your reach on various digital platforms. We utilize Facebook, Twitter and our website, hometownvalues.net, where the digital version of our magazine is available for download. As an advertiser, you have the option to offer additional digital coupons to further maximize your reach.

Helping your business succeed by building long-term relationships with your customers is our top priority.

**CIRCULATION:**
560,000+

**FREQUENCY:**
Monthly

**DISTRIBUTION:**
Direct Mail

<table>
<thead>
<tr>
<th>Area</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Area 1</td>
<td>560,543</td>
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<tr>
<td>Area 2</td>
<td>33,733</td>
</tr>
<tr>
<td>Area 3</td>
<td>13,674</td>
</tr>
<tr>
<td>Area 4</td>
<td>38,412</td>
</tr>
<tr>
<td>Area 5</td>
<td>26,665</td>
</tr>
<tr>
<td>Area 6</td>
<td>14,432</td>
</tr>
<tr>
<td>Area 7</td>
<td>55,459</td>
</tr>
<tr>
<td>Area 8</td>
<td>38,598</td>
</tr>
<tr>
<td>Area 9</td>
<td>45,000</td>
</tr>
<tr>
<td>Area 10</td>
<td>44,374</td>
</tr>
<tr>
<td>Area 11</td>
<td>28,736</td>
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<tr>
<td>Area 12</td>
<td>44,719</td>
</tr>
<tr>
<td>Area 13</td>
<td>45,972</td>
</tr>
<tr>
<td>Area 14</td>
<td>40,990</td>
</tr>
<tr>
<td>Area 15</td>
<td>33,530</td>
</tr>
<tr>
<td>Area 16</td>
<td>32,688</td>
</tr>
<tr>
<td>Area 17</td>
<td>23,561</td>
</tr>
</tbody>
</table>

* Total distribution is 2019 averages. Numbers subject to change.
For a map of zones and updated distribution, please go to hometownvalues.net
For nearly 30 years, Utah Business has been the statewide leader for business news and information. It is targeted toward business leaders, professionals and executives in all of Utah’s dynamic, growing industries.

With 12 monthly issues and three core custom publications—Life In Utah, Business In Utah and the Book Of Lists—Utah Business gives you the opportunity to reach the audience you’re looking for. Our publications can be found on the desks of Utah’s business elite, middle managers, and even the up-and-comers.

Finding and connecting with Utah's distinguished business executives and managers is made simple with Utah Business.

Utah Business is a subscription magazine throughout Utah, but can also be found at the following local stores for single copy purchases: Barnes & Noble, Dan’s Foods, Fresh Market, Harmons, Maceys, Reams, Smith’s, The Market at Park City, Walgreens, WinCo and Winegars.
Since 2006 we have been focused on diversifying our core products with targeted publications, editorials, partnerships and specialty. Today, our team publishes statewide with growing interest outside of the state. Our partnerships include the State of Utah, builders associations, cities, chambers of commerce and many more. Regional and specialty publications continue to be an advertiser solution as we expand publication relevance online and across social channels.
### Magazine sizes

**Hometown Values**

**Full page**
- 9.125” x 10.875” with tab
- (9.375” x 11.125” w/.125 bleed)
- 8.375” x 10.875” without tab
- (8.625” x 11.125” w/.125 bleed)

**Half page**
- 7.625” W x 5.00” H

**One third horizontal**
- 7.625” W x 3.325” H

**Quarter page**
- 3.735” W x 5.00” H

**One sixth page**
- 3.735” W x 3.325” H

**Downtown the Magazine**

**Two page spread**
- 16.75” W x 10.875” H - trim size
- 17.0” W x 11.125” H - including bleed
- 0.375” - live margins

**Full page**
- 8.375” x 10.875” H - trim size
- 8.625” x 11.125” H - including bleed
- 0.375” - live margins
- 7.875” W x 10.375” H - without bleeds

**Half page**
- 7.25” W x 4.85” H

**One third vertical**
- 2.25” W x 10” H

**Quarter page**
- 3.6” W x 4.85” H

**Parade of Homes, Life in Utah**

**Two page spread**
- 16.75” W x 10.875” H - trim size
- 17.0” W x 11.125” H - including bleed
- 0.25” - live margins

**Full page**
- 8.375” x 10.875” - trim size
- 8.625” x 11.125” - including bleed
- 0.25” - live margins

**Half page**
- 7.25” W x 4.85” H

**Quarter page**
- 3.55” W x 4.85” H

### Acceptable images

1. All images must be in CMYK mode 300 dpi (high res.).
2. Web images are not usable for magazines. The only acceptable method of getting images from a web site is if the web site has a separate area for downloading high-resolution images. A signed release of copyright must accompany use for such photos.
3. Advertiser is responsible for all copyright usage and releases Utah Media Group of any responsibility for copyright for items/photos provided to Utah Media Group.
4. Due to copyright issues, we will not scan preprinted advertising photos or other material for use in any ad.
5. All placed images must be embedded and must not be compressed, ie, LZW or JPG.
6. All color in document must be in CMYK mode (no spot or RGB colors).
7. All fonts (both screen and printer fonts) must be included or converted to paths (outlined).
8. Publisher reserves the right to refuse any ad for objectional content.

### Acceptable formats

Adobe InDesign, Adobe Photoshop, Adobe Illustrator and print-ready PDF files

Your sales representative is available to give you ideas and help on planning your advertising needs.

For graphics questions, please feel free to call our art department at 801-204-6300.
EVENT SOLUTIONS

Power successful events and reach extraordinary people
Activate Your Brand.

When you position your business at a conference or event, you gain credibility by being in front of your target market. You are seen as an industry leader and regional authority. Creating brand awareness at a targeted conference allows you to stand out from industry competitors with a better and stronger voice. As a benefit of being an event sponsor or supporter, you can prominently display your products and services to a refined group of event attendees along with additional influential audiences.

Sponsoring an event is a unique advertising platform. Unlike picking multiple platforms for advertising solutions and paying huge costs, sponsoring an event allows you to be a part of a wider range of advertising mediums. Your company is seen by the event market as well as event attendees. As a sponsor, you have the ability to give your audience a unique in-depth look at your business, meet with clients, build a stronger network and give your customers immediate feedback. Take advantage of the opportunity to increase your sales with onsite activation at an event targeted to your client demographic.

GrowTix

This incredibly powerful event management system allows you to easily manage all aspects of your event. See your event’s ticket sales in real time and see where they’re coming from, manage your event volunteers, coordinate with celebrity contacts, panelists and exhibitors, and utilize a custom event app using this all-in-one, user-friendly platform.
The Economic Summit brings together Utah’s top leaders and decision makers from the business, government and academic communities. It provides a platform for strategic dialogue related to the current economic impacts and future growth of Utah’s business communities. With a new overall theme chosen each year, the Economic Summit is an ever-changing event filled with fascinating keynotes, speakers, and panelists whose ideas and insights give attendees the chance to learn new opportunities to further the growth of Utah’s economy.
**Utah Energy Development Summit**  
May 2019, Grand America Hotel

**Partner Organization:** Governor’s Office of Energy Development  
**Projected Attendance:** 1,200+

The Energy Summit provides Utah’s energy stakeholders the opportunity to hear from industry leaders and elected officials. Participants will engage on a range of regional, national and international energy issues and policy options, encouraging the attendance of energy professionals from the Intermountain West and throughout the nation. The Energy Summit annually recognizes the significance of energy and aims to promote the sector’s growth.

[utahenergydevelopmentsummit.com](http://utahenergydevelopmentsummit.com)

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**Utah Outdoor Recreation Summit**  
October 2019, St. George

**Partner Organizations:** Governor’s Office of Economic Development, Utah Office of Outdoor Recreation  
**Projected Attendance:** 400+

The Outdoor Summit gives outdoor enthusiasts of all types the opportunity to discuss issues and opportunities surrounding Utah’s outdoor recreation. It aims to explore new ways to grow, promote, and enhance Utah’s recreation economy. The Outdoor Summit is an inspiring and insightful statewide initiative planned in conjunction with the state of Utah, counties, cities, industry leaders, retailers, state and federal land management agencies.

[utahoutdoorsummit.com](http://utahoutdoorsummit.com)

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**Utah Global Forum**  
November 2019, Grand America Hotel

**Partner Organizations:** World Trade Center Utah, Governor’s Office of Economic Development, Salt Lake Chamber  
**Projected Attendance:** 450-600

The Global Forum provides instruction on how businesses can expand beyond local borders and develop a strategy of expansion into the global marketplace through importing opportunities and service exports. It offers an incredible breadth of content, bringing experts from across the industry together, all with a single objective: help Utah businesses adapt to the global stage and succeed in untapped markets.

[utahglobalforum.com](http://utahglobalforum.com)

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**Utah Ops Conference**  
TBA 2019, Grand America Hotel

**Partner Organization:** Governor’s Office of Management & Budget  
**Projected Attendance:** 600+

The OPS Conference aids organizations in improving service, quality, and cost. Attendees will learn how to implement operational excellence fundamentals, through the SUCCESS Framework, that will help their organization reach peak performance. Specifically, the framework strives to sequentially and deliberately address the critical variables within an organization to ensure they are working toward the same objectives and goals.

[utahinnovationsummit.org](http://utahinnovationsummit.org)  
[utahexcellence.com](http://utahexcellence.com)
FanX® Comic Conventions are the most attended conventions in the state of Utah and the largest comic convention in North America per capita. The conventions produced by Dan Farr, have attracted celebrities like Chris Evans, Mark Hamill, Jeremy Renner, Elijah Wood, and so many more. FanX is all about celebrities, comic creators, photo ops, autographs, authors, cosplay-ers, panels, merchandise, workshops, and other comic special events. This convention is a total comic super-fan experience.

FanX® Salt Lake Comic Convention™
April, September, 2019, Salt Palace

Partner Organization: Growtix
Projected Attendance: 100,000+

The Salt Lake Women’s Show brings together thousands of women with food, entertainment, shopping and fun. It offers attendees the opportunity to connect with hundreds of industry leaders and innovators among female products and services in one place for a weekend of one-stop shopping at promotional rates.

Salt Lake Women’s Show
February, 2019

Partner Organization: In-house
Projected Attendance: 3,000+

saltlakewomensshow.com
STUDENT STEM Fest introduces and engages middle school and high school students into the world of science, technology, engineering and math. It sparks their imaginations with interactive experiences and gives them a peek into future career opportunities that can be found in Utah. STEM Fest offers networking opportunities with some of Utah’s top science and technology companies.

Utah STEM Fest
October 2019, Mountain America Expo Center

Partner Organization: STEM Action Center
Projected Attendance: 30,000+

utahstemfest.com
FULL SERVICE EVENT MANAGEMENT & TICKETING

Growtix provides a full compliment of integrated services that allow us to plan and execute events from start to finish. This allows our clients to focus on developing the content for attendees. You may engage us to manage the entire event or select aspects of the event.

Providing ticketing and registration to more than 204 U.S. and international events. Event directors turn to Growtix when they need technology to help simplify and customize the event experience for their attendees on the front-end, while managing the data and communication tools on the backend.

**TICKETING & REGISTRATION**
- RFID integration
- Mobile check-in app
- Real-time metrics
- Ticketing upgradability
- Memberships
- Social marketing integration

**SCHEDULE MANAGER**
- Push-notification reminders
- Web & mobile app integration
- Class registration & sign-up
- Public & private schedule management

**EXHIBIT MANAGER**
- eCommerce event ordering
- Real-time booth selection / management
- Contract & progress management

**CLIENTS INCLUDE**

FEAR FACTORY
GOVERNOR’S ENERGY SUMMIT
SILICON VALLEY COMIC CON
PREPPERCON
RUSTMEDIA
GATEHOUSE LITE
PLANET SUPERCON
SPINGO
NATURAL HISTORY MUSEUM OF UTAH
CALGARY EXPO
GrowTix has been working with diverse events large and small since 2007. Being show producers ourselves, we know what it takes to put on a good event. We can handle anything from a business summit, to a comic convention, to a show with multiple venues, to a parade of homes.

See how your tickets sales are faring in real time, manage your printed, online and internal schedules, and manage volunteers, celebrity contacts, panelists, exhibitors and guests all from a single, powerful and user-friendly platform. Get in touch with us today to see how we can help your event grow.
ADVERTISING MATERIAL AND LIMITATION OF PUBLISHER’S LIABILITY

1. Advertising material submitted by Advertiser or Agency shall conform to the regulations of Publisher as set forth in this Agreement and in the applicable Publisher’s Rate Card, as in effect or amended (incorporated herein by reference), receipt of which is acknowledged by Advertiser or, if applicable, Agency can be accessed online by advertiser or Agency at: www.utahmediagroup.com.

2. Publisher reserves the right to classify all advertisements; to delete objectionable words or phrases; to refuse or revise any advertisement; to change regulations and rates applicable to such advertisements subject to terms of this Agreement; and to insert the word “Advertisement” above or below any advertisement set to resemble a news story in minimum 10pt. type face.

3. Cancellations (“kills”) of individual advertisements shall be governed by the terms of the Publisher’s Rate Card. The advertising contracted for will be located in the publication(s) at the discretion of the Publisher. Position is not guaranteed. However, a reasonable attempt will be made to fill position requests so far as conditions permit. No refunds will be made because of the position in which an advertisement appears. No orders will be accepted on a “position-or-omit” basis. A limited number of positions may be requested with, advanced notice and a premium surcharge on the over-all cost of the ad (will be refunded if position is not provided).

4. Publisher assumes no responsibility for subject matter contained in advertising placed by Advertiser or Agency. Publisher is not responsible for false and misleading advertising. Ads deemed by Publisher to inconvenience or mislead readers are unacceptable and may be withheld.

5. Advertiser and Agency agree that all advertising and materials submitted shall comply with all applicable federal, state, and local laws, ordinances, regulations, guidelines and administrative standards as now or hereafter in effect. Advertiser and Agency, jointly and severally, agree to indemnify and hold Publisher harmless against all loss, damage, expense, claim, liability or injury, including attorneys’ fees and costs, sustained by reason of Publisher’s printing advertising for Advertiser giving rise, directly or indirectly, to any claim for slander, libel, infringement of trade name, copyright or patent, damages in tort, violations of statutes regulating solicitations by fax, telephone, mail or e-mail; illegal or unfair competition or trade practice, or any other demand of any sort whatsoever. In addition, Advertiser represents to the Indemnified Party that the use in any ad of any person’s name, photograph, likeness or any other identifying characteristic has been approved expressly by such person in writing, and Advertiser agrees to indemnify and hold the Indemnified Parties harmless from any and all claim, loss, lawsuit, and expenses (including attorneys’ fees) with respect to the use of such name, photograph, likeness or other identifying characteristic. This provision shall survive termination of this Agreement.

6. Publisher’s liability to Advertiser and/or Agency in the event it fails to publish advertising purchased hereunder or in the event that errors are made in the publishing of advertising purchased hereunder shall not exceed the cost of the advertising space actually occupied by the ad, or, in the case of errors, by the error and/or omission. Advertiser and Agency expressly waive and release Publisher from any and all liability for actual and/or consequential damages (including claims for lost profits or business) claimed to result from the publication of and/or failure to publish advertising for Advertiser and/or Agency. The foregoing notwithstanding, in no event does Publisher assume liability or responsibility for errors in advertising purchased hereunder unless a proof of such advertising is requested by Advertiser or Agency and submitted to Publisher with the error or correction plainly noted in writing thereon prior to the scheduled publication date of the advertising in question. Claims for adjustment or re-runs must be made within 10 days of original publication. Credit is allowed for the first insertion only. No adjustments will be made for errors the Advertiser fails to mark for correction on its proof.

7. Advertiser and Agency agree that original creative artwork, logos or designs created by Publisher for the Advertiser and/or Agency remains the property of Publisher and may not be provided to other media without prior written consent of Publisher. Subject to this reservation of rights, Publisher provides to Advertiser and/or Agency unlimited use of Publisher-created original creative artwork, logos or designs in advertisements and materials published by Publisher.

GENERAL TERMS

1. A waiver by Publisher of any breach of this Agreement or default in payment shall not be construed as a waiver of any subsequent breach or default.

2. This Agreement shall not be assigned by Advertiser or Agency without the express written consent of Publisher.

3. It is agreed that this Agreement and Addendums as written, including Publisher’s Rate Card, as now in effect or as subsequently amended, constitutes the sole and entire agreement between the parties. No representative of Publisher is authorized to make any oral modification to this Agreement or Publisher’s Rate Card. In case of conflict between this Agreement and Publisher’s Rate Card, this Agreement (together with Addendum Agreements, if any) shall control. This Agreement may be amended only by specific terms expressed in writing by an Addendum Agreement signed by Advertiser and/or Agency and at least a Vice President of Publisher. This Agreement and Addendum Agreements, if any, may not be supplemented, expanded, modified, revised or added to by an Advertiser’s or Agency’s insertion order form or other document requesting advertising. It is expressly agreed this Agreement (together with any Addendum Agreements signed by all parties, if any) shall govern the terms, rates, conditions and liabilities of and for all advertising hereunder.

4. This Agreement shall not be binding until signed by Publisher’s Vice President of Advertising. It is not binding if signed only by an account executive of Publisher without at least a Vice President level title signed approval.

5. This authorization shall be continuing without expiration and a photocopy or fax copy shall be given the same effect as the original.

6. In the event of flood, fire, strike, or other emergencies beyond the control of either party, this contract shall be suspended and neither Publisher nor the Advertiser held liable for damages.
RATES AND TERMS OF PAYMENT

1. The Agreement is made and accepted pursuant to the rates, terms and conditions set forth in Publisher’s Rate Card as now in effect or as amended from time to time. Publisher reserves the right to revise and amend its Rate Card at its option. The Publisher reserves the right, because of possible publication manufacturing costs beyond its control, to revise advertising rates upon thirty (30) days notice.

2. Publisher may revise the rates for advertising purchased hereunder upon thirty (30) calendar days’ advance written notice to Advertiser or, if applicable, Agency. Notice to Agency shall constitute notice to Advertiser. Notice shall be complete upon deposit in the U.S. mail or overnight delivery service, properly addressed to Advertiser’s or, if applicable, Agency’s address set forth herein, or to such change of address that may be amended in a written notice to the other party. Advertiser or Agency may terminate this Agreement within ten (10) calendar days of receipt of any such notice by giving written notice of termination to Publisher. In the event of such termination, the rates for advertising purchased before and including the date of termination shall be at the rate as set forth in Publisher’s Rate Card in effect on the date(s) of publication, for the minimum amount of spending on advertising specified under this Agreement, and the rate for all advertising purchased after the date of termination shall be the Open Rate, as set forth in Publisher’s Rate Card in effect on the date(s) of publication.

3. If Advertiser spends less than the minimum quantity of advertising required by this Agreement, Publisher may, at its option, charge (“short rate”) for the expenditure actually made at the applicable rate set forth in Publisher’s Rate Card in effect on the date(s) of publication, and/or terminate this Agreement as provided hereinafter. If Advertiser spends more than it is obligated to spend hereunder, Advertiser’s rate shall be adjusted to the applicable rate on the Publisher’s Rate Card for that amount of spending effective on the date(s) of publication, (see respective addendums for specific policy on re-rate terms).

4. This Agreement does not constitute an extension of credit to Advertiser or Agency by Publisher. Publisher, at its option, may at any time require Advertiser and/or Agency to pay in advance for all advertising purchased hereunder in cash, check, or certified funds. Publisher may, at its option, extend Advertiser and/or Agency credit upon the completion of an application for credit, agent of record form (if applicable), and/or a personal guaranty (ies) by Advertiser, Agency or their representatives. In the event Publisher extends credit, Publisher shall submit statements for advertising purchased hereunder to Advertiser, or, if applicable, Agency, and payment shall be made to Publisher in the full amount thereof. Statements are due and payable in full on the (30th) of the month following the month of publication at Publisher’s principal place of business, 4770 South 5600 West, West Valley City, Utah 84170. If payment of any statement or statements has not been made to Publisher as provided above, Publisher at its option may, without waiving any other rights hereunder, do any or all of the following: (a) require Advertiser and/or Agency to arrange for special credit terms, including a promissory note and a guaranty, corporate or personal; (b) refuse to accept any further advertising from Advertiser and/or Agency until all past-due payments are made; (c) terminate this Agreement.

5. Any statement submitted to Advertiser or, if applicable, Agency, by Publisher shall be conclusive as to the correctness of the items therein set forth and shall constitute an account stated unless objection is made to such statement in writing and delivered to Publisher on or before the due date of said statement. Any and all disputes as to the correctness of said statement must be made within 12 months of receipt of said statement. Failure to notify in writing Publisher within said time frame constitutes the acceptance of statement as being correct and releases Publisher from any future challenge or audit. Publisher does not participate in 3rd Party Audits.

6. In the event Publisher in its sole discretion deems it necessary or advisable to bring suit to collect amounts due and owing hereunder, Publisher shall be entitled to recover its reasonable costs of collection, including reasonable attorneys’ fees, investigators’ costs, including any such expenses in a bankruptcy of Advertiser or any guarantor (whether internal or external) and other court costs, plus interest on all unpaid sums calculated at the rate of two percent (2%) per month (twenty-four percent (24%) per annum APR).

7. Taxes: In the event any tax (federal, state, or municipal) is levied on advertising, Advertiser agrees to have this tax added to the regular rates (including those earned under contract) shown on the agreement.

TERMINATION

1. Publisher may terminate this Agreement immediately at any time and for any reason, with or without cause, upon 30 days written notice. If termination is given to Advertiser that is in good standing of this agreement there will be no rate penalty given. If termination is given due to breach of contract by Advertiser, the advertising actually purchased shall be charged (“short rated”) at the applicable discount rate earned as set forth in Publisher’s Rate Card as in effect on the date(s) of publication, unless Advertiser or Agency has met its contractual obligations provided in this Agreement. Payment for such advertising shall be due and payable immediately upon termination.

2. Advertiser or Agency may terminate this Agreement prior to the end of the term stated herein by delivering thirty (30) days’ written notice to Publisher and by making the termination payment “short rate” due Publisher, if any, as outlined in “Rates and Terms” paragraph 3 this agreement. If such termination occurs for any reason other than Publisher’s revision in rates as provided herein, the rate for all advertising purchased from the effective date of this Agreement to the date of termination shall be at the applicable discount rate earned as set forth in Publisher’s Rate Card in effect on the date(s) of publication. All termination payments shall be due and payable immediately.
GET STARTED TODAY

Visit us @ utahmediagroup.com