

Magna Carta:

Symbol of Freedom Under Law



LAW DAY 2015

Be part of Law Day, May 1, by advertising in the special focus edition that helps consumers with a wide range of legal topics from labor and business to family law and immigration. Advertising in the edition showcases your expertise in a targeted editorial environment read by thousands of potential customers.



ADVERTISING RATES

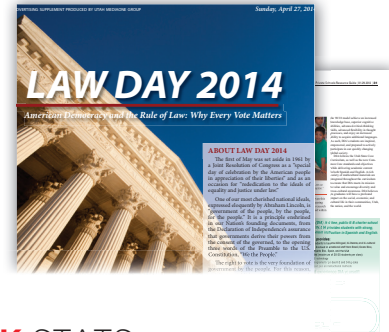
SIZE	COLOR	B/W	ADVERTORIAL
FULL PAGE 5c (9.125") x 10.75"	\$3,278.75	\$2,633.75	Includes sponsorship listing and advertorial copy up to 1,200 words
HALF PAGE 5c (9.125") x 5"	\$1,525.00	\$1,225.00	Includes sponsorship listing and advertorial copy up to 600 words
QUARTER PAGE 3c (5.431") x 5"	\$915.00	\$735.00	Includes sponsorship listing and advertorial copy up to 250 words
DBL BUSINESS CARD 2c (3.583") x 4"	\$488.00	\$384.00	Includes advertorial copy up to 150 words
BUSINESS CARD 2c (3.583") x 2"	\$244.00	\$196.00	NA

TO LEARN MORE PLEASE CONTACT:
KEN STOWE

O: 801 204-6245 E: kstowe@utahmediagroup.com

MARK FULTZ

O: 801 204-6245 E: mfultz@utahmediagroup.com



QUICK STATS

622,897 READERS EACH WEEK
Deseret News The Salt Lake Tribune

412,818
SUNDAY READERS



\$71K
AVG. HH



4
AVG HH SIZE



46
AVG AGE

Scarborough Research R2 2014

BENEFITS

- REACH YOUR CUSTOMERS**
With this special focus edition on professional legal services your firm can reach an affluent audience where you can showcase your expertise.
- EDUCATE & SPREAD AWARENESS**
Educate the public about what sets your firm apart from others.
- GRAB ATTENTION**
Stay in front of your best prospects with branding and editorial ads to help drive influence to your firm.

ADVERTISING DEADLINES

SPACE RESERVATION

APRIL 14, 2015

CAMERA READY ART

APRIL 16, 2015

PUBLICATION DATE

APRIL 26, 2015

Reservation Form

FIRM INFORMATION:

Firm Name _____

Address _____

City _____ State _____

Zip _____

Phone _____

CONTACT INFORMATION:

Contact Person _____

E-mail _____

Phone _____

RESERVATION INFORMATION:

- | | | |
|-------------------|--|-------------------------------------|
| Full Page | <input type="checkbox"/> Black & White | <input type="checkbox"/> Full Color |
| Half Page | <input type="checkbox"/> Black & White | <input type="checkbox"/> Full Color |
| Quarter Page | <input type="checkbox"/> Black & White | <input type="checkbox"/> Full Color |
| Eighth Page | <input type="checkbox"/> Black & White | <input type="checkbox"/> Full Color |
| Dbl Business Card | <input type="checkbox"/> Black & White | <input type="checkbox"/> Full Color |
| Business Card | <input type="checkbox"/> Black & White | <input type="checkbox"/> Full Color |

AD INFORMATION:

- ☐ I will be creating my own camera-ready art.
- ☐ I would like to use your ad creation staff at no extra charge (One proof service).

PAYMENT INFORMATION:

- ☐ Please contact me to get my payment information.
- ☐ Please apply this charge to my Utah Media Group account.

EMAIL COMPLETED RESERVATIONS TO
KSTOWE@UTAHMEDIAGROUP.COM OR
FAX 801-204-6292

RESERVATION DEADLINE: APRIL 14, 2015

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