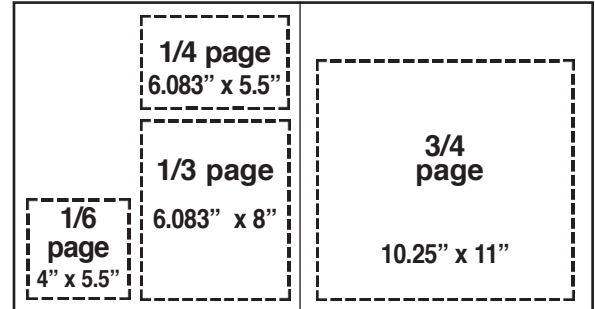
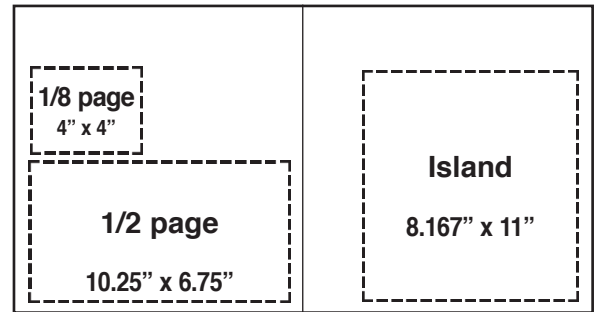


# THE Enterprise

## ANNUAL CONTRACT DISCOUNT RATES

Contract Inches	Rate	Discount from Flat Rate
0-49	28.25	0%
50-99	27.12	4%
100-199	25.71	9%
200-399	23.73	16%
400-699	21.19	25%
700-999	18.36	35%
1000 & above	15.54	45%

\*Rates are net



THERE IS AN ADDITIONAL 5% DISCOUNT FOR ANNUAL CONTRACTS PAID IN ADVANCE

AD SIZE	SIZE	COLUMN INCHES	COST PER AD				
			1 TIME	2 TIMES	6 TIMES	12 TIMES	24 TIMES
Full Page:	5 col. x 13.5"	67.5	\$1,830.60	\$1,735.43	\$1,430.33	\$1,239.30	\$1,048.95
3/4 Page:	5 col. x 11"	55	\$1,491.60	\$1,414.05	\$1,305.15	\$1,165.46	\$854.70
Island:	4 col. x 11"	44	\$1,243.00	\$1,193.28	\$1,044.12	\$932.36	\$683.76
1/2 Page Horizontal:	5 col. x 6.75"	33.75	\$953.48	\$915.30	\$800.89	\$715.16	\$619.65
1/3 Page:	3 col. x 8"	24	\$678.00	\$678.00	\$617.04	\$569.52	\$508.56
1/4 Page:	3 col. x 5.5"	16.5	\$466.13	\$466.13	\$447.48	\$424.22	\$391.55
1/6 Page:	2 col. x 5.5"	11	\$310.75	\$310.75	\$298.32	\$282.81	\$261.03
1/8 Page:	2 col. x 4"	8	\$226.00	\$226.00	\$226.00	\$216.96	\$205.68

### COLOR RATES

Full Color - \$695

Electronic files with color proofs required.

### SPECIAL PLACEMENT

Add 20% to space charges

Based on availability

### GRAPHIC SERVICES

\$150 flat rate

## TO SUBSCRIBE

For 52 weekly issues of *The Enterprise*, go to [slenterprise.com](http://slenterprise.com), or call (801) 533-0556

## TO ADVERTISE

Call the Enterprise Newspaper Group at (801) 533-0556 and ask for an Account Representative.

## ENTERPRISE NEWSPAPER GROUP

825 N. 300 W. Suite 309 C • Salt Lake City, UT 84103

Phone: (801) 533-0556 • FAX: (801) 533-0684

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

## RATE CARD 2011

### PUBLISHER'S EDITORIAL STATEMENT:

**The Enterprise** is designed to inform the Utah business community. It reports on all sectors of that community: finance, agribusiness, construction, real estate, marketing, petrochemical, energy, transportation, manufacturing, wholesale and retail trade and communications as well as government action affecting business. **The Enterprise** forecasts future trends and evaluates past events and trends as they relate to the business community.

**The Enterprise** was established in 1971.

**Subscriptions are \$52 per year.**

### DEADLINES

All advertising material must be submitted by 12:00 noon on the Monday immediately prior to the Monday publication date. Advertisers requesting proofs must submit material at least one week in advance of regular deadline. If the advertiser fails to provide material to meet the deadline of the issue in which space was ordered, the publication reserves the right to charge for space reserved by putting the company's name, address and phone number in the space.

### MECHANICAL REQUIREMENTS

Please send your prepared electronic ad in one of our supported file types:

- Acrobat (PDF with fonts embedded)
- Adobe Illustrator (save as EPS or PDF with fonts outlined)
- Adobe Photoshop (save as EPS or TIFF)
- Indesign (save as PDF)

We support all Mac files. *No Publisher files.* We prefer press optimized PDFs to preserve the integrity of your ad. Save all support files with at least 170 dpi. We print at 85 line screen on newsprint.

**Submit your ad through e-mail or Mac-formatted CD.**

### ADVERTISING RATES

#### FLAT RATES

\$28.25 per column inch. The \$28.85 flat rate applies to all advertising purchases under 49 column inches with a minimum ad size of 8 column inches. Ads under the minimum size will be accepted if they are prepaid and the purchase is for a minimum of 48 column inches. Rates are net

### TOP LISTS

Top lists of business categories are published in The Enterprise throughout the year. Your Enterprise representative has information on publication dates for specific industry lists.

### TEAR SHEETS AND BILLING

One tear sheet will be provided as proof of advertising and included with the weekly invoice. Invoices are due and payable by the tenth day of the month following publication. Monthly statements are for convenience only. Advertisers are not afforded complimentary subscriptions due to postal service regulations.

### NON-FULFILLMENT OF CONTRACT

Non-fulfillment of contract will result in short rate billing of \$28.25 per column inch for inches used.

### INSERTS \$2,060

Discounts available for multiple insertions.  
Rate is cost per issue

Up to four 7 x 11 inch pages in total. Any additional pages or larger sizes must be approved and priced by the publisher.

Inserts must fit within fold of newspaper.

Inserts must be sent directly to and received by The Enterprise the Monday prior to publication date.

*All inserts must be free of postal indicia, and cannot reference "catalog" on any part of insert. If rejected by USPS for second class rate, the advertiser will be charged for additional postage.*

*Rates effective Jan. 1, 2010*