

UTAH Focus

<i>Issue Sponsor</i> Front Cover Identification	<i>Issue Sponsor</i> Full Back Cover Full color
Issue Sponsor	

<i>Issue Sponsor</i> Full Page B & W	
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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

ISSUE SPONSOR

Front cover sponsor identification
plus back cover in color \$5,760

Front cover sponsor identification
plus inside front cover or inside back cover in color \$5,310

LIST SPONSOR

Full page directly across from sponsored list
4 columns (10") x 13.5" \$3,900

FULL PAGE

4 columns (10") x 13.5" \$3,375

OTHER AD SIZES

2/3 page	4 columns (10") x 9"	\$2,700
1/2 page vertical	2 columns (5") x 13.5"	\$1,950
1/2 page horizontal	4 columns (10") x 6.75"	\$1,950
Island	3 columns (7.5") x 9"	\$1,950

INSERTS

Utah Focus \$5,600

*Rates are net

TO SUBSCRIBE

For 52 weekly issues of *The Enterprise*, go to 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

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

www.slenterprise.com

UTAH Focus

RATE CARD 2011

PUBLISHER'S EDITORIAL STATEMENT:

The **Enterprise** is designed to inform the Utah business community. The paper 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.

LIST SPONSORSHIP

One of the more successful editorial features that the **Enterprise Newspaper Group** publishes is our "Top" or "Leading" list. These lists summarize the leading businesses in various industries. Our readers tell us that they use and save the lists throughout the year as a quick way to find the products or services that they or their companies purchase. Stand-alone lists are printed in the display section of the newspaper and "Industry/Market Focus" issues include numerous lists in special sections. These lists have a high level of readership and retention.

MAJOR BENEFITS

- Full-page ad across from your sponsored list.
- Help determine the title and topic of the list.
- Help the list ranking.
- Assist in creating list categories.

ADDITIONAL BENEFITS

- Be aligned with industry leaders.
- Receive the Best Buy rate — no other **Enterprise** buy delivers more highly qualified readers at a lower cost.
- Be seen and read by every member of your target market.
- Build credibility — advertising with the list is very credible, promotes better recall and is referred to all year.
- Ability to increase the attention of the reader through the use of color (available option).

Lists of top companies are a source of timely and credible information about suppliers, competitors and customers. Businesses value the information contained in the lists.

DEADLINES

All Focus advertising material must be submitted two weeks prior to publication. Consult your **Enterprise Newspaper Group** representative for deadlines. Advertisers requesting proofs must submit material at least two weeks in advance of 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.

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 sent for convenience only. Advertisers are not afforded complimentary subscriptions, due to postal service regulations.

INSERTS

Discounts available for multiple insertions.

Rate is cost per issue

Up to four 7 x 11 inch pages in total. Any additional pages 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