

SPECIAL *Focus* REPORT

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 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 Special Focus Report advertising material must be submitted one week 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.

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.

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.

SPECIAL *Focus* REPORT

List Sponsor
Full Page
B & W

1/2 page
horizontal

1/2
page
vertical

2/3 page

Island

LIST SPONSOR

Full page across from list 4 column (10") x 13.5" \$3,200

FULL PAGE

4 column (10") x 13.5" \$2,700

OTHER AD SIZES

| | | |
|---------------------|-------------------------|---------|
| 2/3 page | 4 columns (10") x 9" | \$2,150 |
| 1/2 page vertical | 2 columns (5") x 13.5" | \$1,600 |
| 1/2 page horizontal | 4 columns (10") x 6.75" | \$1,600 |
| 1/2 Island | 3 columns (7.5") x 9" | \$1,600 |

* Rates are net

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 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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