

2009 NON-COMMISSIONABLE
RETAIL RATE CARD

SALT LAKE MAGAZINE ADVERTISING RATES

Ad Size	1 time	3 time	6 time
Full page	\$4,590	\$4,230	\$3,350
2/3 vertical	\$3,800	\$3,505	\$2,770
1/2 horizontal	\$3,330	\$3,065	\$2,425
1/3 page	\$2,205	\$2,035	\$1,605
1/6 vertical	\$1,735	\$1,595	\$1,260
Dining Ad	\$895	n/a	\$810

Premium Positions	1 time	3 time	6 time
Back Cover*	\$7,615	\$7,000	\$5,555
Inside Back/Page 1/Opp TOC	\$5,935	\$5,460	\$4,325

AD DIMENSIONS

Ad Sizes	Width" x Height"
Full page	8-5/8 x 11 1/8
Trim size	8-3/8 x 10-7/8
Live area	7-5/8 x 10-1/8
Full page non-bleed	7-1/4 x 9-3/4
2/3 page	4-3/4 x 9-3/4
1/2 page (horizontal only)	7-1/4 x 4-3/4
1/3 page vertical	2-5/16 x 9-3/4
1/3 page square	4-3/4 x 4-3/4
1/6 page (vertical only)	2-5/16 x 4-3/4
2 pg. spread (bleed)	17 x 11-1/4
2 pg. spread (non-bleed)	15-5/8 x 9-3/4
Dining	7-1/8 x 3-1/8

UTAH STYLE & DESIGN ADVERTISING RATES

Ad Size	1 time	4 time
Full page	\$3,685	\$3,150
1/2 horizontal	\$2,595	\$2,205
1/3 square	\$1,795	\$1,525

Premium Positions	1 time	4 time
Back Cover*	\$5,575	\$5,290
Inside Cover	\$4,465	\$4,240
Page 1/Opp TOC	\$4,210	\$4,000

AD DIMENSIONS

Ad Sizes	Width" x Height"
Full page	9-1/4 x 11-1/8
Trim size	9 x 10-7/8
Live area	8-1/4 x 10-1/8
Full page non-bleed	7-1/4 x 9-3/4
1/2 page (horizontal only)	7-1/4 x 4-3/4
1/3 page square	4-3/4 x 4-3/4
2 pg. spread (bleed)	18-1/4 x 11-1/4
2 pg. spread (non-bleed)	18 x 9-3/4

UTAH BRIDE & GROOM ADVERTISING RATES

Ad Size	1 time	2 time
Full page	\$3,500	\$3,045
1/2 horizontal	\$2,395	\$2,080
1/3 square	\$1,510	\$1,315

Premium Positions	1 time	2 time
Back Cover*	\$5,810	\$5,810
Inside Cover	\$4,915	\$4,915
Page 1/Opp TOC	\$4,915	\$4,915

AD DIMENSIONS

Ad Sizes	Width" x Height"
Full page	9-1/4 x 11-1/8
Trim size	9 x 10-7/8
Live area	8-1/4 x 10-1/8
Full page non-bleed	7-1/4 x 9-3/4
1/2 page (horizontal only)	7-1/4 x 4-3/4
1/3 page square	4-3/4 x 4-3/4
2 pg. spread (bleed)	18-1/4 x 11-1/4
2 pg. spread (non-bleed)	18 x 9-3/4

INSERTS, REPRINTS & FIFTH/SPOT COLOR

- SUPPLIED INSERTS: Bind-in and tip-on inserts require custom quotes and a full-page ad in same issue
- REPRINTS: Require a custom quote
- 5TH/SPOT COLOR: PMS, Gold, Silver requires a custom quote

* Available in Full Page 4/color Process only. Color rates include color and bleed charges. Color separation charges are additional. Preferred Position guaranteed add 15%