

**SALT LAKE**  
**CITY**  
**WEEKLY**

**2015**  
MEDIA KIT



THE CITY WEEKLY BRAND

# Salt Lake City's Award Winning Independent Newsweekly Has Grown Into An Award Winning Media Brand.

Founded in 1984 as Private Eye by John Saltas, Salt Lake City Weekly provides thorough, relevant and interesting reporting on local news, arts and entertainment. Today, City Weekly is more than a newspaper. It is the area leader in all facets of digital news and marketing, providing its progressive, active and thoughtful community with multiple ways to reach deep inside that community to gather and spread news, or to move that community inside the doors of events and local businesses.

## “If we don't publish it, who will?”





## DEMOGRAPHICS

# City Weekly reaches Young Active Consumers

For more than 25 years, Salt Lake City Weekly has provided Utah with an alternative voice in an area that sorely needs one. In addition to City Weekly's unparalleled arts and entertainment coverage, City Weekly is recognized for its investigative stories, insightful political coverage and biting commentary. City Weekly has won more than 100 journalism awards.



### PRINT

|                           |         |
|---------------------------|---------|
| Total weekly distribution | 50,000  |
| Average readers per copy  | 2.4     |
| Weekly readership         | 132,000 |

### ONLINE

|                      |         |
|----------------------|---------|
| Sessions             | 171,090 |
| Users                | 137,725 |
| Page views per month | 308,393 |

### DEMOGRAPHICS

|                  | Print | Online |
|------------------|-------|--------|
| Male             | 58%   | 52%    |
| Female           | 42%   | 48%    |
| 25-54            | 32%   | 68%    |
| Household Income |       |        |
| \$50K+           | 55%   | 47%    |
| College Degree   | 44%   | 34%    |

Print statistics - Verified Audit Circulation, May 2013  
MRI 2013, Media Audit 2012  
Online statistics - Google Analytics, 2014

## Our Readers

City Weekly readers are dynamic, quirky, passionate and involved. They represent and help shape the attitudes and values of our unique community. Our readers are smart; they are more likely to have four-year college degrees and advanced degrees. They are also very active. You will likely find them on the slopes, at concerts, art exhibitions and out dining more frequently than the average adult. They work hard, they play hard and they spend hard!



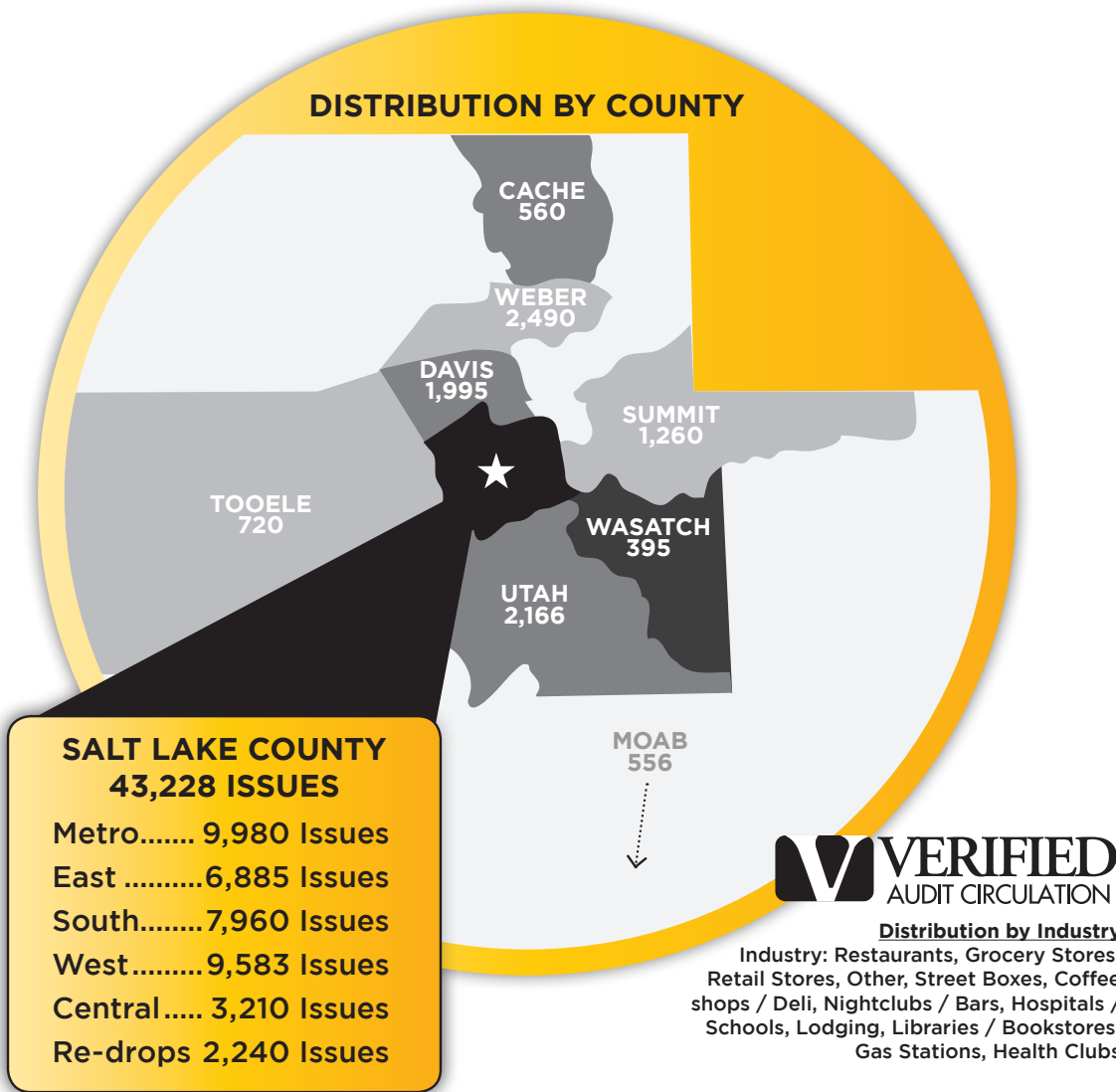
- **Frequent Diners:**
  - 140% more likely to dine out at restaurants 4+ times in past two weeks
- **Drinkers:**
  - 232% more likely to drink wine 3+ times in past two weeks
  - 203% more likely to drink beer 6+ times past two weeks
- **Club and Concert Goers:**
  - 212% more likely to visit a bar or nightclub in the past two weeks
  - 118% more likely to attend a rock/pop concert in the past 12 months
- **Arts Enthusiasts:**
  - 66% more likely to attend opera/symphony/theater in the past 12 months
- **Fun:**
  - 358% more likely to purchase lottery tickets in the past 4 weeks
  - 98% more likely to golf 3+ times in the past 12 months
  - 86% more likely to visit a gambling casino at least once in the past 2 months
- **Affluent home owners:**
  - 28,333 have annual HHI of \$150,000+ (36% of the market)
  - 13,319 are “young with money” – 18-34 year-olds with \$100,000+ annual HHI (20% of the market)
- **Plan to purchase retail:**
  - 86,642 purchased women’s clothing in the past 4 weeks (11% of the market)
  - 24,314 purchased jewelry in the past 4 weeks (16% of the market)
  - 55,136 made purchases at sporting goods stores in the past 4 weeks (13% of the market)
- **Plan to purchase for their home:**
  - 33,816 plan to buy a major household appliance in the next year (37% of the market)
  - 55,542 plan to buy new furniture in the next year (24% of the market)
  - 41,337 plan to remodel home in the next year (15% of the market)
- **Plan to buy a car:**
  - 6,844 plan to buy a new car, truck, van, or SUV in next year (19% of the market)
  - 5,799 plan to spend \$20,000+ on next car (11% of the market)
- **Plan to spend on self-improvement:**
  - 19,692 plan cosmetic surgery in the next year (63% of the market)
- **Plan to buy “green”:**
  - 56,012 plan to buy green because it’s good for the environment (25% of the market)

Source: Media Audit 2011



PRINT CIRCULATION

City Weekly is Utah's largest weekly newspaper with 50,000 papers at more than 1,800 locations.



**WHY IS CITY WEEKLY FREE?**

Our job is to get every single paper we print into the hands of your potential buyers fast. A free paper allows us to accomplish just that. We strategically place City Weekly in locations our readers visit every day such as restaurants, grocery stores, and retail stores so that our papers are available when and where readers want them. Our papers don't just sit in the racks. Over 95% of them get picked up. With City Weekly, you get what you pay for - a paper that does not sit in the driveway or clog up a mailbox. You get your message into the hands of qualified, loyal readers who know when and where to find their favorite lifestyle resource 52 weeks a year.



## PRINT AD DIMENSIONS & DIGITAL REQUIREMENTS

### PRINT AD SIZES AND UNITS



FULL PAGE  
9.75" x 11"  
(24 UNITS)



3/4 PAGE V  
7.275" x 11"  
(18 UNITS)



3/4 PAGE H  
9.75" x 8.213"  
(18 UNITS)



2/3 PAGE H  
9.75" x 7.283"  
(16 UNITS)



1/2 PAGE V  
4.8" x 11"  
(12 UNITS)



1/2 PAGE H  
9.75" x 5.425"  
(12 UNITS)



1/3 PAGE V  
4.8" x 7.283"  
(8 UNITS)



1/3 PAGE H  
9.75" x 3.567"  
(8 UNITS)



1/4 PAGE V  
2.325" x 11"  
(6 UNITS)



1/4 PAGE H  
9.75" x 2.638"  
(6 UNITS)



1/4 PAGE M  
4.8" x 5.425"  
(6 UNITS)



1/6 PAGE V  
2.325" x 7.238"  
(4 UNITS)



1/6 PAGE H  
4.8" x 3.567"  
(4 UNITS)



1/8 PAGE V  
2.325" x 5.425"  
(3 UNITS)



1/8 PAGE H  
4.8" x 2.638"  
(3 UNITS)



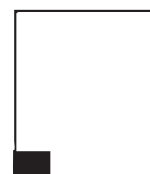
1/12 PAGE V  
2.325" x 3.567"  
(2 UNITS)



1/12 PAGE H  
4.8" x 1.708"  
(2 UNITS)



1/16 PAGE  
2.325" x 2.638"  
(1.5 UNITS)



1/24 PAGE  
2.325" x 1.71"  
(1 UNIT)

### WE ACCEPT ADS IN THE FOLLOWING FORMS:

**INDESIGN** | Package to a disk or folder. If sending to our FTP site, stuff the file before uploading to our site (Stuffit is a file compression utility that can be found at [www.allume.com](http://www.allume.com))

**ILLUSTRATOR** | Convert all text to outlines. Save as an Illustrator EPS. Save all color in the file as CMYK or convert to grayscale if black and white.

**PHOTOSHOP** | Flatten the file. Convert the file to CMYK if color, or grayscale if black and white. Save as an EPS or a TIFF. Please set up your document at 240 dpi.

**ACROBAT PDF** | Make sure all fonts and graphics are embedded. Please make sure in Distiller 4.0 that "Job Options" are set to "Press Optimized" and make sure any color is in CMYK, never RGB (please print the file to separations before submitting).

#### ALL BLACKS SHOULD BE

0% Cyan, 0% Yellow, 0% Magenta and 100% Black.

#### ■ Adobe CS3 Users:

Make sure to turn off "Rich Black OUTPUT" in preferences. When making black Do Not use rich blacks.

■ We cannot accept your Quark, Publisher or Pagemaker files. Please save your files as press-ready PDFs.

■ City Weekly is a Macintosh-based publication, printed on a strictly 4-color web press. We cannot print files set up for spot color. All color documents must be set up for CMYK, including all embedded images and color profiles. Our entire paper is assembled in InDesign.

## UPLOAD TO:

<http://adupload.cityweekly.net/adupload/>

■ To send your ads electronically, simply go to <http://adupload.cityweekly.net/adupload/> for instructions on how to upload your ad. PDF format is acceptable for this procedure, but InDesign files that are compressed into SIT files are optimal if your ad contains color. Please, when sending multiple ads, do not name all files the same or use the # sign. Instead, name the files a,b,c, etc, with the client file name.

**IF YOU HAVE ANY QUESTIONS OR NEED FURTHER INSTRUCTION, PLEASE SPEAK WITH YOUR CITY WEEKLY REPRESENTATIVE.**

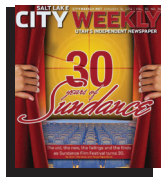


## SPECIAL ISSUES & PUBLICATIONS

### SPECIAL ISSUES

#### FILM FEST GUIDE 1.22.15

Within hours of the Film Festival issue hitting the snow-and-celebrity-laden streets of Park City, they're flying off the racks. No other paper covers Sundance and other indie film festivals like City Weekly.



#### BEST OF UTAH MUSIC 3.5.15

City Weekly celebrates Utah's diverse music scene by paying tribute to the musicians, bands, rappers, djs that are making it happen, with bands competing to be named Band or Rapper/DJ of the Year.



#### DINING + BAR GUIDE 4.9.15

From coffee and bagels to sushi and sake, City Weekly's annual Dining Guide is THE source for Utah restaurant patrons. Utah's most extensive dining guide features Utah's latest food trends and hot picks.



#### SUMMER GUIDE 6.4.15

The only thing hotter than the winter in Utah is the summer—in every sense. The Summer Guide spells out so much to do, from outdoor activities to concerts to plain old relaxation, you may not get to it all in just three months.



#### UTAH BEER FESTIVAL 8.13.15

City Weekly is announcing our 6th annual Utah Beer Festival, August 2015. We will be publishing an 8-page guide to our Beer Festival coming out in our weekly issue. This guide will include a map, a list of the 100 beers that will be served and a "how to Beer Fest" section.



#### BEST OF UTAH ARTS 9.10.15

City Weekly's Best of Utah Arts issue celebrates the wealth of talent in Utah's performing, visual and literary arts by paying tribute to the individuals and organizations that elevate and inspire our culture. City Weekly readers vote on Utah's artistic "cream of the crop" and our writers choose their favorites as well.



#### HALLOWEEN ISSUE 10.1.15

Does Halloween scare and confuse you? Not to worry, with our 3rd annual Halloween Issue we will provide you with the ultimate guide to navigating this frightful holiday. Have ghosts? No problem. No costume? Don't sweat it. No Party to go to? We've got you covered. Don't you have enough to get freaked out about?



#### BEST OF UTAH 11.05.15

City Weekly's readers vote for their favorite local restaurants, clubs, TV anchors, politicians, ski resorts and much, much more; our writers add a few hundred of their own personal picks ranging from the obscure to the obvious—it all adds up to the Best of Utah, City Weekly's biggest issue of the year.



#### GIFT GUIDE 12.10.15

From the cheap to the extravagant and everything in between, City Weekly's Gift Guide takes care of all your holiday shopping needs short of going out to buy it. Check your list, then check ours.



#### NYE GUIDE 12.17.15

The ultimate guide to Salt Lake's New Year's Eve celebrations. Coverage of extravagant parties to low-key New Year's Day brunches and every celebration in between. Remind our readers to celebrate with you!



### GLOSSY PUBLICATIONS

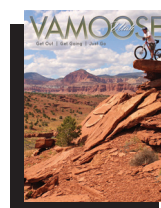
#### CITY GUIDE 2.19.2015\*

New to the city, or just looking to discover something new? The City Guide is the ultimate directory to living in Zion Parks, resorts, restaurants, museums and more in Utah. \*35,000 additional copies.



#### VAMOOSE JUNE 2015

City Weekly's glossy guide for all outdoor enthusiasts. We'll cover everything you can think to do this summer including hiking, running, biking, camping and rafting.



#### UTAH BEER FESTIVAL (PROGRAM GUIDE) 8.13.15\*

The official Glossy Pocket guide will feature stories about Utah brewers and descriptions of the 50+ beers that will be sampled by over 5,000 people. Get your message in front of this captive audience of active locals as they enjoy a cold one at one of the most enjoyable events of the summer.



\*Glossy guide handed out at Utah Beer Festival

#### VAMOOSE OCTOBER 2015

A reference for local and statewide winter activities for our readers to utilize all winter long. From resorts and lodging to skiing, snowboarding, sledding and snowmobiling, Vamoose covers it all!



#### DEVOUR UTAH MAGAZINE 2015

January, March, May, July, September, November

Devour is Utah's new food publication, focusing on dining out, eating well and culinary trends, as well as wine, beer and spirits. Each full-color issue will be stuffed full of food news and how-tos, plus features on local food producers, purveyors and restaurateurs - the people and places that make the Utah eating scene so vibrant.



(GLOSSY STAND ALONE MAGAZINE)



## 2015 DISPLAY RATE CARD - NET

| PRICE + COLOR PER UNIT |       | EVENT RATE<br>1 to 4 Weeks |         | CAMPAIGN RATE<br>5 to 12 Weeks |         | FREQUENCY RATE<br>13 + Weeks |         |
|------------------------|-------|----------------------------|---------|--------------------------------|---------|------------------------------|---------|
|                        |       | \$150                      | \$25    | \$120                          | \$20    | \$90                         | \$15    |
| AD SIZE                | UNITS | B/W                        | COLOR   | B/W                            | COLOR   | B/W                          | COLOR   |
| Full Page              | 24    | \$3,600                    | \$4,200 | \$2,880                        | \$3,360 | \$2,160                      | \$2,520 |
| 3/4 page               | 18    | \$2,700                    | \$3,150 | \$2,160                        | \$2,520 | \$1,620                      | \$1,890 |
| 2/3 page               | 16    | \$2,400                    | \$2,800 | \$1,920                        | \$2,240 | \$1,440                      | \$1,680 |
| 1/2 page               | 12    | \$1,800                    | \$2,100 | \$1,440                        | \$1,680 | \$1,080                      | \$1,260 |
| 1/3 Page               | 8     | \$1,200                    | \$1,400 | \$960                          | \$1,120 | \$720                        | \$840   |
| 1/4 page               | 6     | \$900                      | \$1,050 | \$720                          | \$840   | \$540                        | \$630   |
| 1/6 page               | 4     | \$600                      | \$700   | \$480                          | \$560   | \$360                        | \$420   |
| 1/8 page               | 3     | \$450                      | \$525   | \$360                          | \$420   | \$270                        | \$315   |
| 1/12 page              | 2     | \$300                      | \$350   | \$240                          | \$280   | \$180                        | \$210   |
| 1/16 page              | 1.5   | \$225                      | \$263   | \$180                          | \$210   | \$135                        | \$158   |
| 1/24 page              | 1     | \$150                      | \$175   | \$120                          | \$140   | \$90                         | \$105   |

**DEADLINES 5 PM FRIDAY** | Space reservation deadline for weekly display advertising is 5 p.m. Friday prior to publication date. Camera-ready artwork to City Weekly specs and copy changes due no later than 5 p.m. Friday prior to publication.

**CONDITIONS** | All advertising orders are accepted subject to the terms, provisions and rates on the rate card and require a signature on a City Weekly advertising agreement. The forwarding of an order by advertiser or advertiser's authorized representative is construed as an acceptance of all the rates and conditions under which advertising is sold at the time.

**PAYMENT & CANCELLATION POLICIES** | Payment in advance of publication is required of all first-time advertisers for at least the first four insertions. Credit may be extended only after a fully completed and signed credit application is received and approved. All out-of-state, non-agencies must pre-pay for City Weekly advertising. Only the publisher may waive credit restrictions. Cancellation deadline is noon on Monday prior to publication. Advertisers that cancel after that time will be charged a fee of 50 percent of the price of their insertion order.

- Invoices are due and payable upon receipt.
- Finance charge is 1.5 percent per month.
- 5% discount when you pre-pay entire contract.

**TERMS** | All rates are based on consecutive week schedules. Frequency discounts are granted only to contract advertisers and are in no case retroactive. All advertising is subject to publisher's approval regarding text, illustration and character. Publisher reserves the right to reject any ad or agreement. Publisher reserves the right to change advertising rates and conditions set forth on the rate card at any time. Advertisers then have the right to amend or cancel contracts as of the date the change of rates or conditions take effect.

Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising which advertiser or its agent ordered and for which advertising was published. It is agreed that the advertiser/agency will indemnify and save the publisher harmless from and against any loss, expense, or other liability resulting from any claims or suit filed for libel, violation of right of privacy, plagiarism, copyright infringement, and any other claims or suits that may arise out of the publication of such advertisement.

- Non profits: 10% discount
- Gross Rate: +15%





## 2015 ADULT RATE CARD - NET

|                        |       | EVENT RATE<br>1 to 4 Weeks |         | CAMPAIGN RATE<br>5 to 12 Weeks |         | FREQUENCY RATE<br>13 + Weeks |         |
|------------------------|-------|----------------------------|---------|--------------------------------|---------|------------------------------|---------|
| PRICE + COLOR PER UNIT |       | \$188                      | \$31    | \$144                          | \$25    | \$108                        | \$19    |
| AD SIZE                | UNITS | B/W                        | COLOR   | B/W                            | COLOR   | B/W                          | COLOR   |
| Full Page              | 24    | \$4,500                    | \$5,250 | \$3,456                        | \$4,200 | \$2,592                      | \$3,150 |
| 3/4 page               | 18    | \$3,375                    | \$3,938 | \$2,592                        | \$3,150 | \$1,944                      | \$2,363 |
| 2/3 page               | 16    | \$3,000                    | \$3,500 | \$2,304                        | \$2,800 | \$1,728                      | \$2,100 |
| 1/2 page               | 12    | \$2,250                    | \$2,625 | \$1,728                        | \$2,100 | \$1,296                      | \$1,575 |
| 1/3 Page               | 8     | \$1,500                    | \$1,750 | \$1,152                        | \$1,400 | \$864                        | \$1,050 |
| 1/4 page               | 6     | \$1,125                    | \$1,313 | \$864                          | \$1,050 | \$648                        | \$788   |
| 1/6 page               | 4     | \$750                      | \$875   | \$576                          | \$700   | \$432                        | \$525   |
| 1/8 page               | 3     | \$563                      | \$656   | \$432                          | \$525   | \$324                        | \$394   |
| 1/12 page              | 2     | \$375                      | \$438   | \$288                          | \$350   | \$216                        | \$263   |
| 1/16 page              | 1.5   | \$281                      | \$328   | \$216                          | \$263   | \$162                        | \$197   |
| 1/24 page              | 1     | \$188                      | \$219   | \$144                          | \$175   | \$108                        | \$131   |

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- Invoices are due and payable upon receipt.
- Finance charge is 1.5 percent per month.
- 5% discount when you pre-pay entire contract.

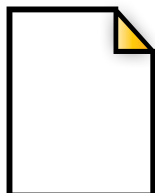
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Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising which advertiser or its agent ordered and for which advertising was published. It is agreed that the advertiser/agency will indemnify and save the publisher harmless from and against any loss, expense, or other liability resulting from any claims or suit filed for libel, violation of right of privacy, plagiarism, copyright infringement, and any other claims or suits that may arise out of the publication of such advertisement.

- Non profits: 10% discount
- Gross Rate: +15%



## 2015 RATE CARD - INSERTS



### INSERTS

- \$50/THOUSAND
- \$100 SET-UP FEE

Fee waived with an agreement of 6x or more.

### WHERE |

Standard Examiner  
332 S. Standard Way  
Ogden, UT 84404

**WHEN |** Noon, Friday prior to the week of insertion

**HOW |** Uniform bundles, boxes of equal quantities or on skids in uniform turns. Markings should indicate "for City Weekly" and insert date.

### SPECIFICATIONS |

Minimum size 5.5" x 8.5"  
Maximum size 10.5" x 12"  
Paper weight 60 lb.

**QUANTITY |** ALL INSERTS MUST BE A MINIMUM OF 15,000. Inserts are by distribution routes only. Please see route breakdown for details. For maximum efficiency, please include an additional 2 percent of your total number of inserts. City Weekly is a controlled circulation newspaper limited to one copy per reader. Circulation figures for a given area are approximate. Billing will reflect actual circulation for that area in the given week.

**NOTES |** Insertions will be randomly placed within each paper. Doubling or missing may occur on single-sheet inserts City Weekly reserves the right to accept or reject any circular, flier, catalog or product sample submitted for delivery. Any additional cost incurred by City Weekly for special handling, late arrival, damaged shipments, etc., will be the responsibility of the advertiser, notification of such to be made to the advertiser if time allows. Two samples must be provided to City Weekly by 10 a.m. Friday prior to issue date.

W. Temple - 700 W..... 3425  
 State - 900 E..... 1515  
 S. Temple - 300 S.....1775  
 State - 9th & 9th..... 4150  
 Office/Downtown .....270  
 700 W. Airport ..... 1570  
 Holladay .....2475  
 Magna - West Valley..... 3488  
 9th & 9th - Sugarhouse 2865  
 Murray..... 2170  
 Ogden.....1390

North Ogden..... 1100  
 Ogden - Clearfield .....1190  
 Parleys - Park City ..... 990  
 Main St. - Heber.....665  
 Lehi - Provo ..... 2181  
 Redwood Rd. ....1930  
 S. Salt Lake ..... 2065  
 N. Sandy..... 1325  
 University..... 1115  
 Foothill ..... 1895  
 Moab .....556

W. & S. Jordan ..... 2210  
 Sandy - Draper .....1760  
 Tooele - Grantsville..... 420  
 N. Salt Lake - Bountiful... 805  
 Midvale .....1510  
 Logan..... 560  
 Re-Drops..... 2240

**Total .....50,000**



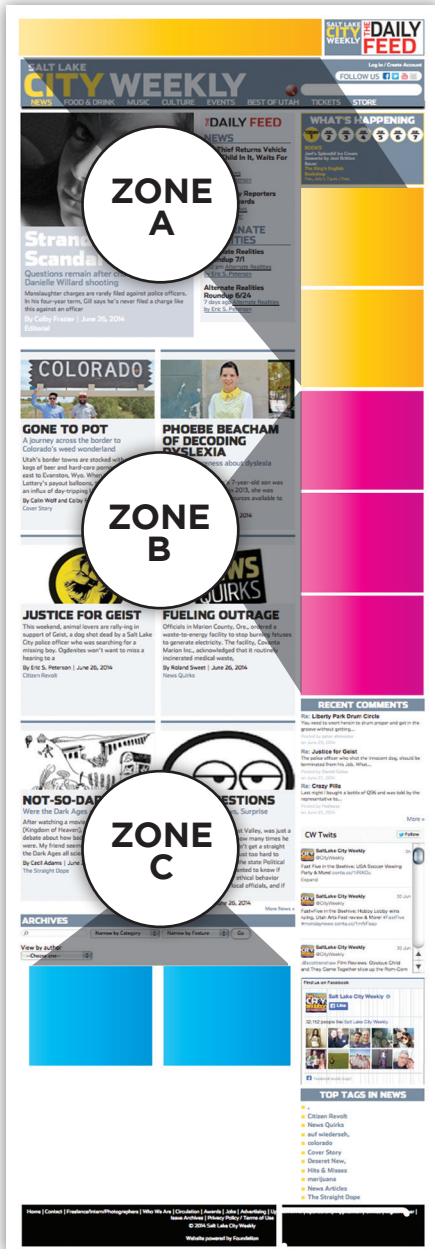
## ONLINE BANNERS

# CITYWEEKLY.NET RUN OF SITE

### Website Statistics

308,393 page views, 171,090 sessions,  
137,725 users

Google Analytics, October 2014

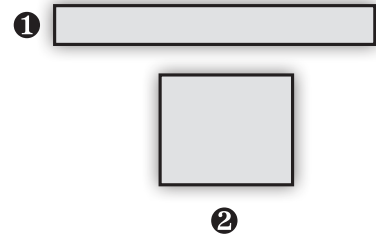


|   | UNITS | EVENT RATE<br>  1 to 3 Weeks | CAMPAIGN RATE<br>  4 to 12 Weeks<br>SAVE 20% | FREQUENCY RATE<br>  13+ Weeks<br>SAVE 40% |
|---|-------|------------------------------|----------------------------------------------|-------------------------------------------|
| A | 2     | \$300                        | \$240                                        | \$180                                     |
| B | 1     | \$150                        | \$120                                        | \$90                                      |
| C | .5    | \$75                         | \$60                                         | \$45                                      |

You provide:

• Artwork, ad sizes below:

- ① Leaderboard - 728 x 90 pixels
- ② Rectangle - 300 x 250 pixels



Terms:

- **Sessions:** A session is a period of time a user is actively engaged with the website.
- **Users:** User that have had at least one session within a selected date range. Includes both new and returning users.
- **Page Views:** Total number of pages viewed.

### WE ACCEPT ADS IN THE FOLLOWING FORMS:

**ANIMATION** | Allowed

**FILE TYPES** | GIF, JPEG, HTML, DHTML, Javascript/jscript, Flash

**FILE WEIGHT** | Non-flash 20k, Flash 30k

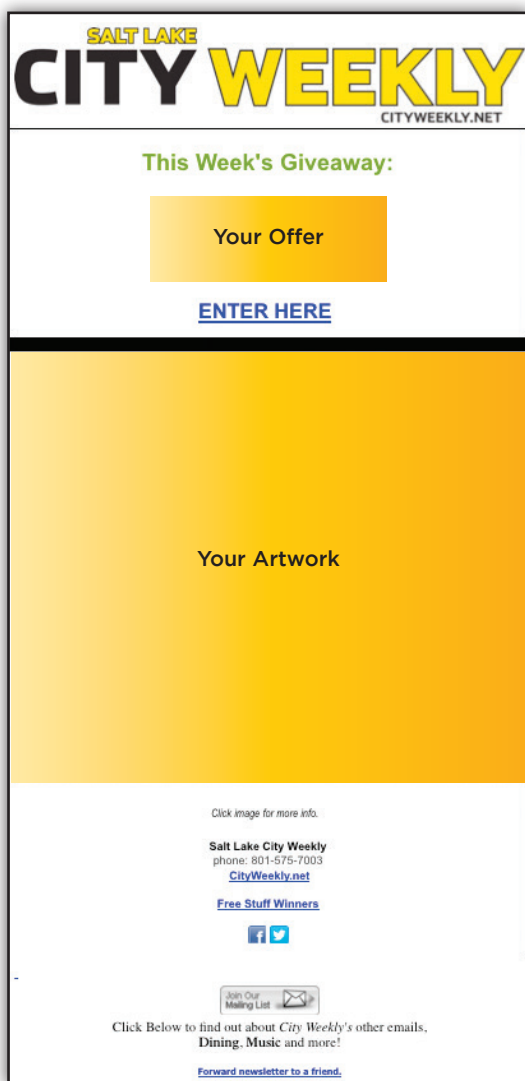
### UPGRADES

■ Rich Media: Add \$20 per insertion

■ Video: Add 25% Premium



## Promote your special offer or event with City Weekly's Custom Email Blast



Your exclusive message is sent to 20,000 opt-in subscribers. The beauty of this newsletter is that you are the only advertiser on the email and yours is the exclusive content. Essentially, you "own" this email. The Custom Email Blast includes opt-in email sharing on all enter-to-win contests.

Email blasts are sent Mondays, Wednesdays, and Fridays. They sell out fast, so check with your Account Executive about availability.

■ \$900 FOR THE EXCLUSIVE SPONSORSHIP | 6 UNITS

You provide:

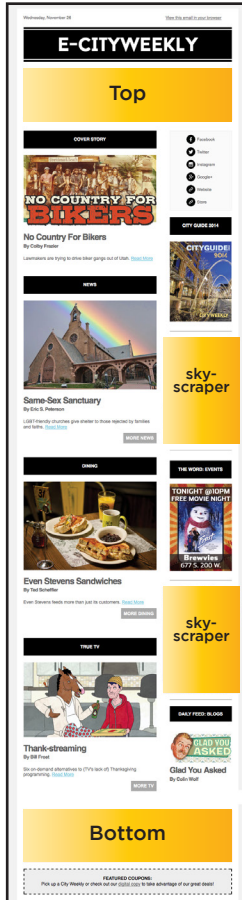
- Artwork - 600 x 500 pixels.
- An offer - The email must highlight a prize, contest, giveaway, or special discount code for City Weekly subscribers. The more universal the offer, the more effective the contest or giveaway will be.
- Subject line - The subject line will start with CW Free. Your offer will be listed after that. For example, CW Free: Win ski passes.

WE ACCEPT ADS IN THE FOLLOWING FORMS:

ANIMATION | Not Allowed FILE TYPES | GIF, JPEG, TIFF DUE | 48 hours prior to e-blast being sent



# NEWSLETTERS

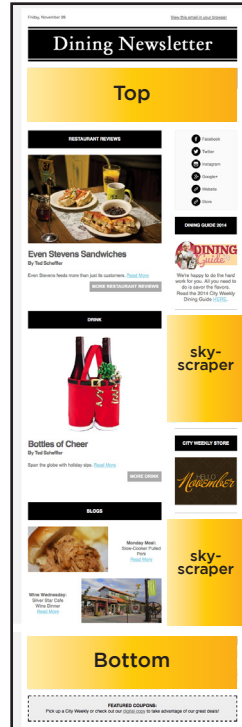


## MAIN NEWSLETTER

This email highlights content from the latest edition of City Weekly as well as lists of upcoming events and links to the latest stories and blogs. It's the latest news from City Weekly in your inbox. The Main Newsletter is sent every Thursday to 16,000 opt-in subscribers.

■ **\$600 PREMIER SPONSOR**  
 Top Banner (600 x 150 pixels),  
 Bottom Banner (600 x 150 pixels)

■ **\$300 FEATURED SPONSOR**  
 Skyscraper (213 x 300 pixels)

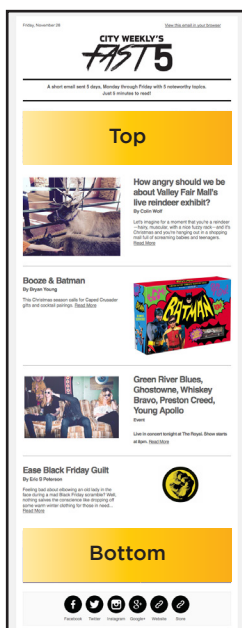


## DINING NEWSLETTER

This email features exclusive content from our food critic, Ted Scheffler, including videos from local dining events, coverage of new restaurant openings, and a link to Ted's blog. It's a great way to get your message to the 10,000 opt-in subscribers who are interested in food and drinks. Dining Newsletter is sent every Wednesday.

■ **\$300 PREMIER SPONSOR**  
 Top Banner (600 x 150 pixels),  
 Bottom Banner (600 x 150 pixels)

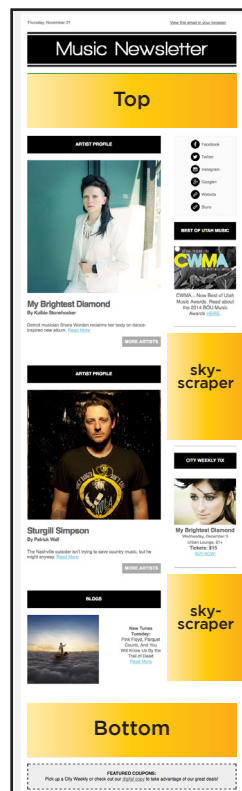
■ **\$150 FEATURED SPONSOR**  
 Skyscraper (213 x 300 pixels)



## FAST 5 IN THE BEEHIVE NEWSLETTER

This newsletter is a short email sent 5 days a week with noteworthy topics of the day. It's a five minute read to kick off the day. Fast 5 In The Beehive is sent to 13,000 opt-in subscribers.

■ **\$600 FOR THE EXCLUSIVE SPONSORSHIP**  
 Top Banner (600 x 150 pixels),  
 Bottom Banner (600 x 150 pixels)



## MUSIC NEWSLETTER

The Music Newsletter is sent to 7,000 opt-in subscribers every Thursday. Content includes music reviews, live music listings and music-themed content that you will not find in the paper.

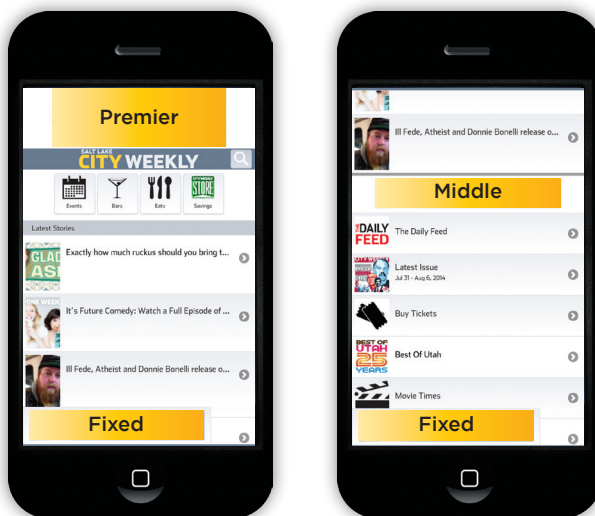
■ **\$300 PREMIER SPONSOR**  
 Top Banner (600 x 150 pixels),  
 Bottom Banner (600 x 150 pixels)

■ **\$150 FEATURED SPONSOR**  
 Skyscraper (213 x 300 pixels)





Speak to the City Weekly crowd when they are on the go



**MOBILE DISPLAY** | Mobile ads drive awareness and target mobile users. City Weekly's mobile site is the easiest way to find Utah's events, restaurants and City Weekly Store.

■ **\$300 - PREMIER SPONSOR | 2 UNITS**

Top Leaderboard ad (300 x 100 pixels) for one week (max rotation- 5 per week)

■ **\$150 - MIDDLE SPONSOR | 1 UNIT**

Middle Leaderboard ad (320 x 50 pixels) for one week (max rotation- 5 per week)

■ **\$300 - FIXED SPONSOR | 2 UNITS**

Fixed Position Leaderboard ad (300 x 50 pixels) for 2 days (exclusive sponsor)



**TEXTS** | Text messages are sent out twice a week Monday-Friday to 3,000 phone numbers. The text can be customized with your offer, promotion, or discount.

■ **\$300 EXCLUSIVE SPONSOR | 2 UNITS**

· Message with a maximum of 119 characters



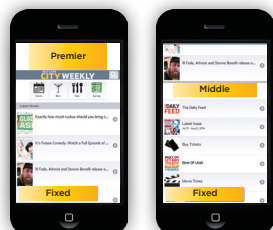
## 2015 RATE CARD - NET DIGITAL RATES



↳ Newsletters



↳ Online Banners



↳ Mobile Display Ads



↳ Text Marketing

**COST PER UNIT: \$150**

|        |                                         | UNITS |       |
|--------|-----------------------------------------|-------|-------|
| EMAIL  | Premier Sponsor Main Newsletter         | 4     | \$600 |
|        | Exclusive Sponsor Fast 5 in the Beehive | 4     | \$600 |
|        | Premier Sponsor Dining Newsletter       | 2     | \$300 |
|        | Premier Sponsor Music Newsletter        | 2     | \$300 |
|        | Featured Sponsor Main Newsletter        | 2     | \$300 |
|        | Featured Sponsor Dining Newsletter      | 1     | \$150 |
|        | Featured Sponsor Music Newsletter       | 1     | \$150 |
| ONLINE | Zone A                                  | 2     | \$300 |
|        | Zone B                                  | 1     | \$150 |
|        | Zone C                                  | 0.5   | \$75  |
| MOBILE | Premier (top leaderboard ad 300x100)    | 2     | \$300 |
|        | Middle (middle leaderboard ad 320x50)   | 1     | \$150 |

\* Ask your sales representative about our Bundles and save!

### WE ACCEPT ADS IN THE FOLLOWING FORMS:

ANIMATION | Not Allowed    FILE TYPES | GIF, JPEG, TIFF  
 DUE | 48 hours prior to ad going live.



## 2015 BUNDLES RATE CARD



# City Weekly Bundles The Most Effective Results

The best way to get your message out, to generate new and repeat customers, is to combine the branding and awareness power of print with the direct, call-to-action results of digital marketing and e-commerce. Each City Weekly Bundle includes print and online advertising plus dollar credits that can be used to create a custom digital marketing campaign using our email and mobile sponsorships, text messaging and social media products. Each Bundle also gives you the opportunity to pay a portion of the cost in the form of trade, which significantly reduces your cash outlay and which brings you new customers. We convert your trade value into discounted offers, which are then purchased by local consumers in our online City Weekly Store.

## 20% AND 40% SAVINGS

### ▶ EVENT PRICING

The \$150 per black & white Unit, \$25 per Unit for color pricing is for 1-3 insertions.

Example:

1/4 page black & white is 6 units @ \$150 per Unit = \$900.

### ▶ CAMPAIGN PRICING

Save 20% with 4 to 12 insertions: \$120 per black & white Unit, \$20 per color Unit pricing is for 4-12 insertions.

Example:

1/4 page black & white is 6 units @ \$120 per Unit = \$720.

### ▶ FREQUENCY PRICING

Save 40% with 13 or more insertions: \$90 per black & white Unit, \$15 per color Unit pricing is for 13+ insertions.

Example:

1/4 page black & white is 6 units @ \$90 per Unit = \$540.





2015 BUNDLES RATE CARD

**1/12 PAGE BUNDLE**

INCLUDES: 1/12 PAGE FULL COLOR PRINT AD  
 ZONE C ONLINE BANNER AD • 75 POINTS/WK FOR E-MARKETING

|                                                         | EVENT RATE<br>2-4 WEEKS | CAMPAIGN RATE<br>5-12 WEEKS | FREQUENCY RATE<br>13+ WEEKS |
|---------------------------------------------------------|-------------------------|-----------------------------|-----------------------------|
| BUNDLE VALUE                                            | \$500                   | \$500                       | \$500                       |
| CASH ONLY                                               | \$300                   | \$240                       | \$180                       |
| CASH + <b>TRADE</b> PORTION                             | \$225/ <b>\$150</b>     | \$180/ <b>\$120</b>         | \$135/ <b>\$90</b>          |
| ADD THE SOCIAL <small>SAVE OVER<br/>50% A MONTH</small> | \$35/WK                 | \$35/WK                     | \$35/WK                     |

**1/8 PAGE BUNDLE**

INCLUDES: 1/8TH PAGE FULL COLOR PRINT AD  
 ZONE C ONLINE BANNER AD • 75 POINTS/WK FOR E-MARKETING

|                                                         | EVENT RATE<br>2-4 WEEKS | CAMPAIGN RATE<br>5-12 WEEKS | FREQUENCY RATE<br>13+ WEEKS |
|---------------------------------------------------------|-------------------------|-----------------------------|-----------------------------|
| BUNDLE VALUE                                            | \$675                   | \$675                       | \$675                       |
| CASH ONLY                                               | \$450                   | \$360                       | \$270                       |
| CASH + <b>TRADE</b> PORTION                             | \$338/ <b>\$225</b>     | \$270/ <b>\$180</b>         | \$203/ <b>\$135</b>         |
| ADD THE SOCIAL <small>SAVE OVER<br/>50% A MONTH</small> | \$35/WK                 | \$35/WK                     | \$35/WK                     |

**1/6 PAGE BUNDLE**

INCLUDES: 1/6TH PAGE FULL COLOR PRINT AD  
 ZONE C ONLINE BANNER AD • 75 POINTS/WK FOR E-MARKETING

|                                                         | EVENT RATE<br>2-4 WEEKS | CAMPAIGN RATE<br>5-12 WEEKS | FREQUENCY RATE<br>13+ WEEKS |
|---------------------------------------------------------|-------------------------|-----------------------------|-----------------------------|
| BUNDLE VALUE                                            | \$850                   | \$850                       | \$850                       |
| CASH ONLY                                               | \$600                   | \$480                       | \$360                       |
| CASH + <b>TRADE</b> PORTION                             | \$450/ <b>\$300</b>     | \$360/ <b>\$240</b>         | \$270/ <b>\$180</b>         |
| ADD THE SOCIAL <small>SAVE OVER<br/>50% A MONTH</small> | \$35/WK                 | \$35/WK                     | \$35/WK                     |



2015 BUNDLES RATE CARD

**1/4 PAGE BUNDLE**

INCLUDES: 1/4 PAGE FULL COLOR PRINT AD  
 ZONE B ONLINE BANNER AD • 150 POINTS/WK FOR E-MARKETING

|                                                     | EVENT RATE<br>2-4 WEEKS | CAMPAIGN RATE<br>5-12 WEEKS | FREQUENCY RATE<br>13+ WEEKS |
|-----------------------------------------------------|-------------------------|-----------------------------|-----------------------------|
| BUNDLE VALUE                                        | \$1,350                 | \$1,350                     | \$1,350                     |
| CASH ONLY                                           | \$900                   | \$720                       | \$540                       |
| CASH + TRADE PORTION                                | \$675/ <del>\$450</del> | \$540/ <del>\$360</del>     | \$405/ <del>\$270</del>     |
| ADD THE SOCIAL <small>SAVE OVER 50% A MONTH</small> | \$35/WK                 | \$35/WK                     | \$35/WK                     |

**1/3 PAGE BUNDLE**

INCLUDES: 1/3RD PAGE FULL COLOR PRINT AD  
 ZONE B ONLINE BANNERS AD • 150 POINTS/WK FOR E-MARKETING

|                                                     | EVENT RATE<br>2-4 WEEKS | CAMPAIGN RATE<br>5-12 WEEKS | FREQUENCY RATE<br>13+ WEEKS |
|-----------------------------------------------------|-------------------------|-----------------------------|-----------------------------|
| BUNDLE VALUE                                        | \$1,700                 | \$1,700                     | \$1,700                     |
| CASH ONLY                                           | \$1,200                 | \$960                       | \$720                       |
| CASH + TRADE PORTION                                | \$900/ <del>\$600</del> | \$720/ <del>\$480</del>     | \$540/ <del>\$360</del>     |
| ADD THE SOCIAL <small>SAVE OVER 50% A MONTH</small> | \$35/WK                 | \$35/WK                     | \$35/WK                     |

**1/2 PAGE BUNDLE**

INCLUDES: 1/2 PAGE FULL COLOR PRINT AD  
 ZONE A ONLINE BANNER AD • 300 POINTS/WK FOR E-MARKETING

|                                                     | EVENT RATE<br>2-4 WEEKS   | CAMPAIGN RATE<br>5-12 WEEKS | FREQUENCY RATE<br>13+ WEEKS |
|-----------------------------------------------------|---------------------------|-----------------------------|-----------------------------|
| BUNDLE VALUE                                        | \$2,700                   | \$2,700                     | \$2,700                     |
| CASH ONLY                                           | \$1,800                   | \$1,440                     | \$1,080                     |
| CASH + TRADE PORTION                                | \$1,350/ <del>\$900</del> | \$1,080/ <del>\$720</del>   | \$810/ <del>\$540</del>     |
| ADD THE SOCIAL <small>SAVE OVER 50% A MONTH</small> | \$35/WK                   | \$35/WK                     | \$35/WK                     |



## 2015 BUNDLES RATE CARD

### 2/3 PAGE BUNDLE

INCLUDES: 2/3RD FULL COLOR PRINT AD  
ZONE A ONLINE BANNER AD • 300 POINTS/WK FOR E-MARKETING

|                                                     | EVENT RATE<br>2-4 WEEKS | CAMPAIGN RATE<br>5-12 WEEKS | FREQUENCY RATE<br>13+ WEEKS |
|-----------------------------------------------------|-------------------------|-----------------------------|-----------------------------|
| BUNDLE VALUE                                        | \$3,400                 | \$3,400                     | \$3,400                     |
| CASH ONLY                                           | \$2,400                 | \$1,920                     | \$1,440                     |
| CASH + TRADE PORTION                                | \$1,800/ <b>\$1,200</b> | \$1,440/ <b>\$960</b>       | \$1,080/ <b>\$720</b>       |
| ADD THE SOCIAL <small>SAVE OVER 50% A MONTH</small> | \$35/WK                 | \$35/WK                     | \$35/WK                     |

### 3/4 PAGE BUNDLE

INCLUDES: • 3/4 PAGE FULL COLOR PRINT AD  
ZONE A ONLINE BANNER AD • 450 POINTS/WK FOR E-MARKETING

|                                                     | EVENT RATE<br>2-4 WEEKS | CAMPAIGN RATE<br>5-12 WEEKS | FREQUENCY RATE<br>13+ WEEKS |
|-----------------------------------------------------|-------------------------|-----------------------------|-----------------------------|
| BUNDLE VALUE                                        | \$3,900                 | \$3,900                     | \$3,900                     |
| CASH ONLY                                           | \$2,700                 | \$2,160                     | \$1,620                     |
| CASH + TRADE PORTION                                | \$2,025/ <b>\$1,350</b> | \$1,620/ <b>\$1,080</b>     | \$1,215/ <b>\$810</b>       |
| ADD THE SOCIAL <small>SAVE OVER 50% A MONTH</small> | \$35/WK                 | \$35/WK                     | \$35/WK                     |

### FULL PAGE BUNDLE

INCLUDES: • A FULL PAGE FULL COLOR PRINT AD  
ZONE A ONLINE BANNER AD • 600 POINTS/WK FOR E-MARKETING

|                                                     | EVENT RATE<br>2-4 WEEKS | CAMPAIGN RATE<br>5-12 WEEKS | FREQUENCY RATE<br>13+ WEEKS |
|-----------------------------------------------------|-------------------------|-----------------------------|-----------------------------|
| BUNDLE VALUE                                        | \$5,100                 | \$5,100                     | \$5,100                     |
| CASH ONLY                                           | \$3,600                 | \$2,880                     | \$2,160                     |
| CASH + TRADE PORTION                                | \$2,700/ <b>\$1,800</b> | \$2,160/ <b>\$1,440</b>     | \$1,620/ <b>\$1,080</b>     |
| ADD THE SOCIAL <small>SAVE OVER 50% A MONTH</small> | \$35/WK                 | \$35/WK                     | \$35/WK                     |



## 2015 BACKSTOP BUNDLES



1x1 Full Color

| 1-3 WKS | 4-7WKS | 8-12WKS | 13+WKS |
|---------|--------|---------|--------|
| \$150   | \$105  | \$90    | \$75   |



1x2 or 2x1 Full Color  
+ Zone C Banner Ad

| 1-3 WKS | 4-7WKS | 8-12WKS | 13+WKS |
|---------|--------|---------|--------|
| \$300   | \$210  | \$180   | \$150  |



1x3 Full Color + Zone C Banner Ad  
+ 1 Fast 5 Newsletter

| 1-3 WKS | 4-7WKS | 8-12WKS | 13+WKS |
|---------|--------|---------|--------|
| \$450   | \$315  | \$270   | \$225  |



1x4 or 2x2 Full Color + Zone C Banner Ad  
+ 1 Fast 5 Newsletter

| 1-3 WKS | 4-7WKS | 8-12WKS | 13+WKS |
|---------|--------|---------|--------|
| \$600   | \$420  | \$360   | \$300  |



2x3 or 3x2 Full Color + Zone B Banner Ad  
+ 2 Fast 5 Newsletters

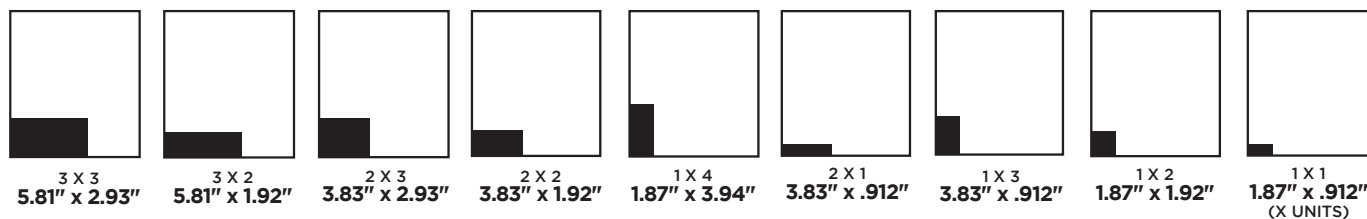
| 1-3 WKS | 4-7WKS | 8-12WKS | 13+WKS |
|---------|--------|---------|--------|
| \$900   | \$630  | \$540   | \$450  |



3x3 Full Color + Zone A Banner Ad  
+ 2 Fast 5 Newsletters

| 1-3 WKS | 4-7WKS | 8-12WKS | 13+WKS |
|---------|--------|---------|--------|
| \$1,350 | \$945  | \$810   | \$675  |

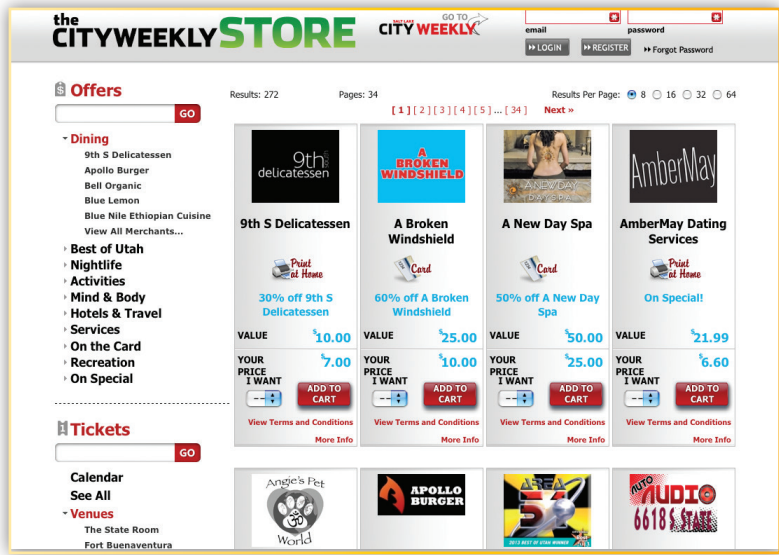
### CHOOSE THE RIGHT SIZE FOR YOUR BUSINESS



DUE | Friday by 5 p.m. for space. Monday by 5 p.m. for art.



cityweeklystore.com



The City Weekly Store is a LOCAL online shopping venue where consumers purchase discounted merchant goods and services as well as tickets for shows and events. Participating merchants benefit from generating new, local, repeat customers.

### Two Ways to Be a Part of the City Weekly Store

**OPTION 1 )**  
**Pay for part of your advertising in trade.**  
Each advertising bundle gives you the opportunity to pay a portion of the cost in the form of trade, which significantly reduces your out of pocket cash cost and helps bring you new customers.

**OPTION 2 )**  
**No up-front cost: Consignment**  
Promote your consumer offers in our store and get paid when they sell. You determine the amount of inventory you wish to sell, the value and selling price.



## Digital Credits. What? How?

### WHAT ARE DIGITAL CREDITS ›

Each City Weekly advertising bundle comes with BONUS dollar amount credits that can be used to purchase our digital products: online banners, email and mobile sponsorships, text messaging and social media. Every week, you accrue these credits, from \$50-\$600, depending on the bundle you select.

### HOW DO I USE MY CREDITS ›

Your sales representative will consult with you on how to best use your digital credits. Restaurants will be particularly interested in our digital Dining Newsletter, while other advertisers may prefer text messaging. Together, we'll customize a digital marketing plan to fit your business goals.

### AN EXAMPLE ›

You purchase a 6 unit bundle for 13 weeks: You accrue \$150 in digital credits each week. After 4 weeks you have already accrued \$600 in credits! You can now purchase, for example, a Dining Newsletter

Premier sponsorship (\$300) and a Text blast (\$300). You continue to accrue credits through the remainder of your contract that you can use at anytime!

### Credits can be used for any of these products:



Online Banners



Newsletters



Mobile Display Ads



Text Marketing



## Create A Buzz

### CITY WEEKLY BOOTH

Event promotion at City Weekly booth distributing your promotional materials

■ **City Weekly Booth and Table Events**

- \$50-\$100 per event
- \$50: display fliers/hand-outs or merch at City Weekly booth or tabled event of your choice
- \$100: display fliers/hand-outs or merch at City Weekly booth or tabled event of your choice and have us help you get market research! We'll create a questionnaire that our street team will have people fill out at events and give you the results including emails. Surveys must be from 1-10 questions.

(we encourage you to offer prizes for completed questionnaires to increase quantity filled out)

### STREET TEAM

Event promotion at third party location distributing your promotional materials

■ **\$250 per event includes:**

- 2 street team members
  - 2 hours at event
  - Listing on weekly print street team ad the week before the event
  - Photos from event published in weekly street team ad after event
  - Event listing on promotions page on cityweekly.net (not available with new site yet)
- Photos uploaded to cityweekly.net photo gallery on promotions page (not available with new site yet)
- One FB and Twitter post on City Weekly social sites about events.
  - Listing on weekly print street team ad the week before the event

### POSTERING

■ **\$2 PER POSTER**

- Minimum 50 posters
- All distribution materials are subject to approval.

Distribution locations are based on a City Weekly approved list.

### SOCIAL MEDIA BLAST

Want to increase your Facebook fans, Twitter followers, and email list? Need to promote your event? There are 2 ways we can help:

■ **\$150 Social Posts:**

Includes 2 Facebook and Twitter posts over a one-week period. You can link to event page, website or any link of your choice. See Tips sheet for details on how best to utilize your posts. Ask your sales rep what our current Social Media fan numbers are.

■ **\$300 Social Contest:**

Let us promote and host a contest for you. We'll direct our fans and followers to enter your contest. This is the perfect way to build your email list or social following. You can have us host the contest on CityWeekly.net along with our social sites. Or keep it strictly on Facebook, Twitter, or Instagram, encouraging page likes, shares or answering a question to win. You provide the prize and we'll share the emails from those who entered (must use our contest form to receive emails.) Contest will run for one week. City Weekly reserves the right to final approval of all contests.

### HANDBILLS

■ **No larger than 5x7**

- \$2 per location
- A min. of 15 per stack per location
- Min. 50 locations