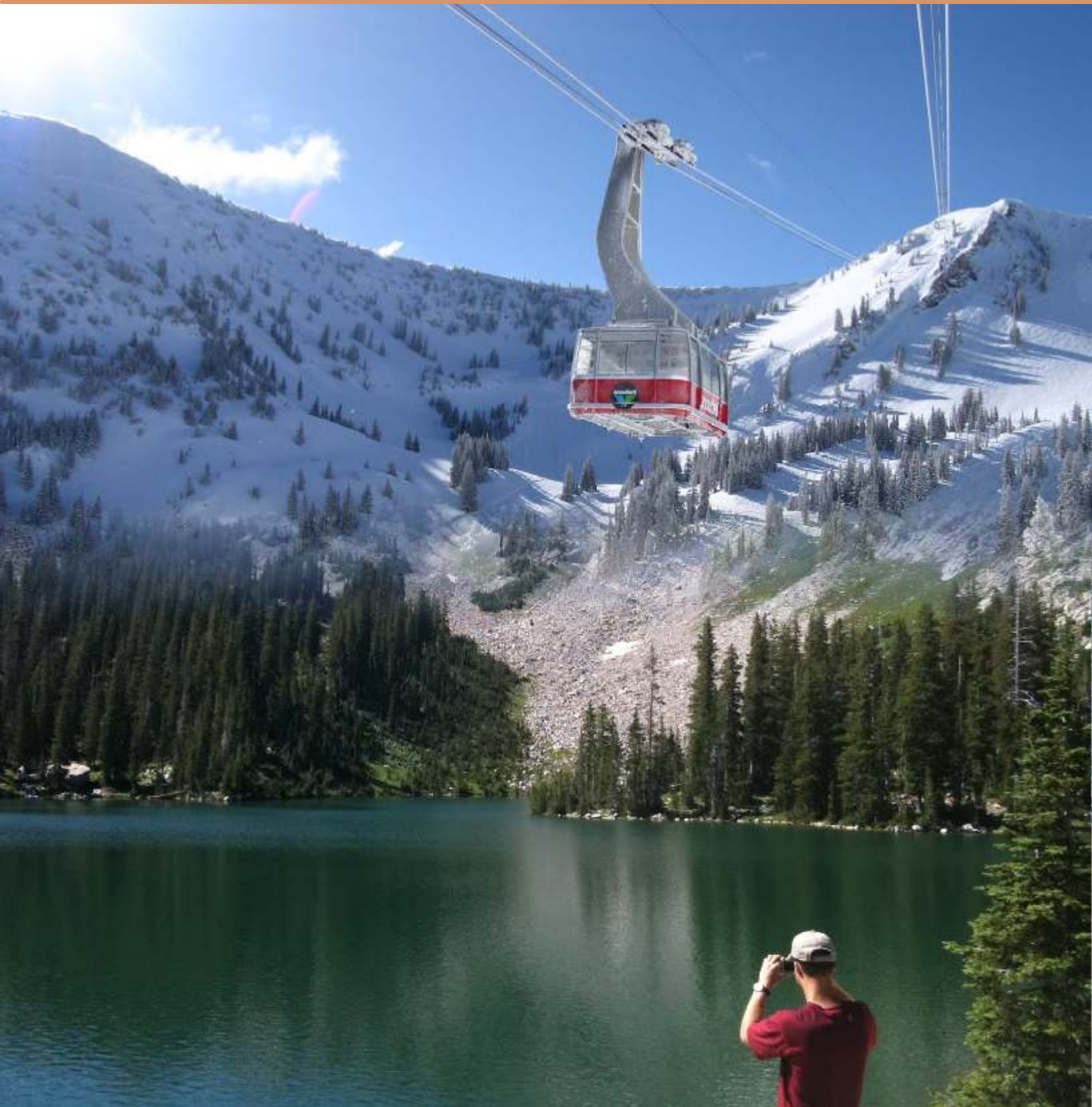


SALT LAKE CITY

T A L E N T ★ M A G A Z I N E

MEDIA KIT



SALT LAKE CITY TALENT MAGAZINE

Salt Lake City is the capital and the most populous city of the U.S. state of Utah. The name of the city is often shortened to Salt Lake or SLC. With an estimated population of 183,171, the city lies in the Salt Lake City metropolitan area, which has a total estimated population of 1,130,293. Salt Lake City is further situated in a larger urban area known as the Wasatch Front, which has an estimated population of 2,298,915.

The city was founded in 1847 as Great Salt Lake City by Brigham Young and his Mormon followers, who extensively irrigated and cultivated the arid valley, and continued to face legal prosecution from the U.S. government for their practice of polygamy, which was officially discontinued in 1890 in order to gain statehood. Although Salt Lake City is still home to the headquarters of The Church of Jesus Christ of Latter-day Saints (LDS, also known as the Mormon Church), less than half the population of Salt Lake City proper is Mormon today. [citation needed]

Mining booms and the construction of the first transcontinental railroad initially brought economic growth, and the city was nicknamed the Crossroads of the West. Salt Lake City has since developed a strong outdoor recreation tourist industry based primarily on skiing. Salt Lake City was host to the 2002 Winter Olympics and is the industrial banking center of the United States.

Submission Deadlines 21st of every month

PRICING:

Ad Type	Width	Height
Full page	7.25" X	9.375"
1/2 page	7.25" X	4.5"
1/4page	3.5" X	4.5"

COLOR DISPLAY ADS

Size	1x	3x	6x	12x
Full page	\$605	\$550	\$517	\$473
Half page H or V	\$429	\$385	\$341	\$308
Quarter page H or V	\$264	\$209	\$176	\$132

AUDIO VISUAL ADS

Add The Audio Visual advantage* to your display ad and get a 50% discount on your display ad.

- 15 Sec A/V Ads \$ 688
- 30 Sec A/V Ads \$1100
- 60 Sec A/V Ads \$1650
- 120 Sec A/V Ads \$2063

***Audio Visual ads will be embedded along with your display ads in the online magazine.**

DESIGN SERVICES

Ad Design \$50* (*With maximum two revisions)

(Ad copy to be provided by advertiser. All ads designed by Salt Lake City Talent Magazine will be considered the sole property of the Magazine, unless otherwise negotiated.)



▶ INTERNET ADVERTISING:

The current *edition* of the magazine is on display at www.saltlakecitytalent.com. Click on the photo of *the front cover*, it will open an **electronic** version of the entire magazine.

Multi edition Advertiser: Can also take advantage of upgrades, such as; Banner Ads **and** linking to their website and email address. Contact **Salt Lake City Talent Magazine** for more details....sales@saltlakecitytalent.com

Payment Options: Advertisers can pay by check or credit card. If paying by check; the first payment must be received prior to publication and all recurring ads will be invoiced for payment prior to publication.

Payment by credit card: All credit card payments will be **processed through paypal**.



▶ AD REQUIREMENTS:

- Ads must conform to sizes specified on Advertising Rate Sheet.
- Ads are accepted via email (attachments must be 5 MB or less) or CD-ROM.
- For A/V ads, the file must be in avi format with mpeg-4 compression.

▶ ACCEPTABLE FILE FORMATS FOR CAMERA READY ARTWORK:

Adobe Acrobat

QuarkXPress, InDesign, or PageMaker

Adobe Illustrator or Macromedia Freehand

Photoshop

PDF (use "Press Optimized" settings in Distiller.)

(include all linked graphics and fonts)

(convert fonts to outline and save as EPS)

TIFF, EPS, or JPEG (minimum 300 dpi)

TALENT MAGAZINES, INC.

sales@saltlakecitytalent.com
 800-890-1026 x900
 www.saltlakecitytalent.com



T A L E N T ★ M A G A Z I N E

ADVERTISING ORDER

AD INSERTION(s) (BUSINESS OR ORGANIZATION NAME)	UNIT SIZE	FREQUENCY DATE	1ST RELEASE (THEREAFTER EVERY EDITION)	SPACE CHARGE (PER EDITION)	A/V ADS	TOTAL CHARGES

Special Instructions :

Sales Associate (Print Clearly)

--

Name of Business

--

Mailing Address

--

City **Zip**

--	--

Telephone **Fax**

--	--

Web Address **E-mail**

--	--

SIGNATURE

Date	

TERMS & CONDITIONS :

1. TALENT MAGAZINES, INC. guarantees to protect this client from increases in space charges until the expiration of this advertising order.
2. This order cannot be cancelled prior to the first edition.
3. Frequency rates are contingent upon insertion in successive edition. Clients who fail to comply with insertion requirements will be short-rated (billed retroactively at their actual earned rates).
4. Accounts are due & payable upon signing of this contract.
5. Ad copy must be approved or approved with changes within 2 days, and with no further liabilities to TALENT MAGAZINES, INC.
6. There are no refund under any circumstance.
7. By my signature below I signify I am enrolling my business in the Salt Lake City Talent Magazine(s) designated on this order and that I understand the applicable terms and conditions.

CHECK #	AMOUNT
DATE :	

Basic Rate	
Production costs	
TOTAL DUE	
Amount Received ...	

For TALENT MAGAZINES, INC. Use

Cust #	Category	Rep:	Vol. #	Copy instructions due : ___/___/___	Contact Person _____
				Address for Copy : _____	
				Telephone No. And Fax No. : (____) _____ (____) _____	