



YOUR AD IN 45 NEWSPAPERS AT ONCE

Now there is a statewide network that puts you in touch with nearly 340,000 Utah households, covering 45 newspapers across the state.

IT'S EASY!

What could be easier than to place one ad, make one payment and cover the state with your message? Whether you are in real estate, operating a resort or other small business, selling a business or personal products, looking for help or a new position, try UPA. It works.

IT'S ONLY \$155

Where else can you buy so much for your advertising dollar? Just \$155 for each 25-word ad (each additional word is \$5) will reach nearly 340,000 Utah readers in 45 newspapers. All major credit cards accepted. Ad will run one time in participating dailies and one time in weekly publications, depending on publishing date. Save 5% with any 4 week run, no copy change.

IT WORKS!

"We got quite a few requests for catalogs from all parts of the state. We were quite surprised to get requests a month after the ad ran. Since several people included a copy of the ad, we knew that was where they got our name. We were very satisfied with the results." --Nancy Anderson, Cake & Candy World, Fargo, North Dakota

GUIDELINES AT A GLANCE

- **DEADLINE:** Tuesday at noon for publication the following week.
- **PAYMENT:** We accept bank certified checks, money orders, and all major credit cards. Payment must be in advance.
- **GUARANTEES:** Each publisher reserves the right to refuse any ad and/ or place ads under the heading they feel appropriate. UPA will provide one tearsheet or affidavit if requested.
- **ADOPTION ADS:** Adoption ads must be accompanied by an attorney letter.
- **BUSINESS OPPORTUNITY/ WORK AT HOME:** ads selling directories, job listings or instruction books, MUST STATE in the ad what the customer will be receiving and that A FEE for the information is involved. Ads that require an investment for a product MUST STATE that there will be a minimum investment.
- **FINANCIAL ADS:** Company Name required in ad.
- **900 and 809 numbers:** Any toll number ads WILL NOT BE ACCEPTED (including toll-free numbers that refer readers to toll numbers).
- **OUT-OF-STATE AD PLACEMENT SERVICE:** UPA can place your ad in most other states for a five dollar processing fee. Rates in other states vary. Call for details.

All ads are subject to the standard of acceptance and MUST NOT MISLEAD readers. We/ Publishers reserve the right to refuse any ad. Moreover, UPA may request an advertiser to send samples of publications, books, etc. so that UPA will have examples on file.

PARTICIPATING NEWSPAPERS

	City	Publish Date
Daily Newspapers		
Daily Herald	Provo	Daily
Herald Journal	Logan	Daily
Spectrum	St. George	Daily
College/ University Newspapers		
Signpost (Weber State)	Ogden	M W F
Utah Statesmen (USU)	Logan	M W F
Weekly Newspapers		
American Fork Citizen	American Fork	Thursday
Beaver Press	Beaver	Thursday
Box Elder News Journal	Brigham City	Wednesday
Davis County Clipper	Bountiful	Tues Thurs
Emery County Progress	Castle Dale	Thursday
Eureka Reporter	Eureka	Thursday
Gunnison Valley Edition	Gunnison	Wednesday
Intermountain Catholic	Salt Lake City	Friday
Intermountain Commercial Record	Salt Lake City	Friday
Leader, The	Tremonton	Wednesday
Lehi Free Press	Lehi	Thursday
Lone Peak Press Lone	Peak	Thursday
Magna Times	Magna	Thursday
Millard County Chronicle Progress	Delta	Wednesday
Millard County Gazette	Delta	Tuesday
Morgan County News	Morgan	Friday
Mundo Hispano	Sandy	Friday
Orem Geneva Times	Orem	Thursday
Park Record	Park City	Wed Sat
Payson Chronicle	Payson	Wednesday
Pleasant Grove Review	Pleasant Grove	Thursday
Pony Express	Saratoga Springs	Thursday
Pyramid	Mt Pleasant	Thursday
Richfield Reaper	Richfield	Wednesday
Salina Sun	Salina	Wednesday
Salt Lake City Weekly	Salt Lake City	Thursday
San Juan Record	Monticello	Wednesday
Sanpete Messenger	Manti	Wednesday
Spanish Fork Press	Spanish Fork	Thursday
Springville Herald	Springville	Thursday
Summit County Bee	Coalville	Friday
Sun Advocate	Price	Tues Thurs
Times-Independent	Moab	Wednesday
Times-News	Nephi	Wednesday
Tooele Transcript-Bulletin	Tooele	Tues Thurs
Uintah Basin Standard	Roosevelt	Tuesday
Vernal Express	Vernal	Wednesday
Wasatch Wave	Heber City	Wednesday
Wendover Times	Wendover	Friday
West Valley News	West Valley	Thursday

**45 PARTICIPATING NEWSPAPERS
 COMBINED CIRCULATION - 340,000**



STATEWIDE CLASSIFIED ORDER FORM

CA#: _____

Name: _____	Run Dates: _____ _____ _____ _____ _____
Address: _____ _____ _____	
Telephone: () _____	
Originating Newspaper: _____	
Bank Card #: _____	
Name on Card: _____ Exp: _____	
Amount Paid: _____	
Total Insertions: _____	

Classification

Classified rate is \$155.00 per week

1st Choice: _____

Additional words are \$5 each.

2nd Choice: _____

4+ Weeks receive 5% discount
(no copy change)

3rd Choice: _____

Please print classified ad here:

Tearsheets Upon Request Only



NATIONAL CLASSIFIED AD PLACEMENT

Association	2BY2	#	Circ.	Deadline	Classified	Add'l	#	Circ.	Deadline
Alabama	\$1000	112	725,000	M-5pm	\$195	\$7.50	115	850,000	M-5pm
Alaska	\$1380	18	217,400	M-4pm	\$585	\$14.00	36	374,000	F-4pm
Alternative					\$1200	\$45	107	6,811,387	
Arizona	\$675	60	647,920	M-noon	\$315	\$11.00	89	1,108,145	W-noon
Arkansas	\$950	123	1,100,000	M-3pm	\$225	\$7.00	126	970,000	W-4pm
California	\$1,500	125	1,500,000	M-noon	\$500	\$15.00	200	3,000,000	W-noon
Colorado	\$800	114	1,649,770	M-noon	\$240	\$7.00	124	1,648,735	W-5pm
Florida	\$1,200	118	1,947,933	M-10am	\$450	\$10.00	165	2,266,674	T-noon
Georgia	\$1,400	90	799,343	M-noon	\$300	\$7.00	105	1,200,000	M-noon
Hawaii	\$1385	14	728,000	M-4pm	\$635	\$9.50	31	1,225,100	W-noon
Indiana	\$850	88	760,396	M-5pm	\$310	\$10.00	130	928,606	W-noon
Idaho					\$150	\$5.00	49	335,000	W-noon
Illinois	\$1,300	193	882,652	W-noon	\$500	\$10.00	370	1,917,219	W-noon
Iowa	\$1,100	170	938,914	T-10am	\$275	\$9.00	229	1,199,056	W-10am
Kansas	\$750	130	426,501	T-5pm	\$250	\$10.00	146	500,903	T-5pm
Kentucky	\$2000	103	994,800	W-3pm	\$225	\$7.00	65	1,100,000	W-5pm
Louisiana	\$650	58	710,000	W-noon	\$250	\$8.00	118	1,150,930	W-noon
MDDC	\$1250	99	1,763,453	T-noon	\$430	\$8.00	114	2,000,000	W-noon
Michigan	\$999	108	1,360,605	M-noon	\$299	\$7.00	139	1,660,178	T-noon
Minnesota	\$1,800	262	1,500,000	T-noon	\$249	\$10.00	240	1,000,000	T-5pm
Mississippi	\$1,000	90	405,821	M-5pm	\$200	\$8.00	104	1,001,851	M-5pm
Missouri	\$850	155	941,190	W-noon	\$250	\$10.00	202	1,030,088	W-noon
Montana	\$300	49	154,273	W-5pm	\$129	\$4.00	70	250,000	Th-5pm
Nebraska	\$775	172	398,175	T-4pm	\$185	\$7.00	172	401,500	W-10am
Nevada	\$660	20	383,331	M-noon	\$139	\$5.00	21	380,000	W-noon
NENA					\$300	\$5.00	34	946,000	W-noon
NEPA	\$950	90	631,011	M-5pm	\$275	\$6.00	216	1,600,000	W-noon
New Jersey	\$1100	134	1,750,000	M-noon	\$399	\$12.00	150	2,400,000	W-noon
New Mexico	\$800	28	212,007	W-noon	\$154	\$5.00	28	213,795	Th-noon
New York	\$1500	138	1,255,436	W-noon	\$425	\$10.00	266	1,944,691	W-11am
North Carolina	\$1350	59	1,122,237	W-3pm	\$300	\$10.00	117	1,691,610	T-5pm
North Dakota	\$500	89	275,000	M-noon	\$139	\$5.00	90	315,000	T-noon
Ohio	\$850	72	726,258	M-noon	\$295	\$10.00	155	1,582,962	T-10am
Oklahoma	\$2500	182	1,200,000	W-10am	\$285	\$10.00	194	1,200,000	W-10am
Oregon	\$650	49	387,063	T-5pm	\$250	\$8.00	75	551,096	T-5pm
Pennsylvania	\$900	84	998,382	M-11am	\$450	\$10.00	162	2,500,000	W-noon
South Carolina	\$1250	81	906,570	R-noon	\$300	\$10.00	86	992,729	W-10am
South Dakota	\$750	127	317,285	T-noon	\$139	\$5.00	128	319,000	T-noon
Tennessee	\$925	70	570,849	M-5pm	\$245	\$10.00	77	604,547	T-noon
Texas	\$1000	234	617,125	M-5pm	\$400	\$14.00	314	1,167,316	T-5pm
Utah	\$200	40	201,000	T-noon	\$135	\$5.00	45	340,000	T-noon
Virginia	\$950	76	928,027	T-3pm	\$250	\$10.00	98	1,364,714	W-noon
Washington	\$995	77	657,389	M-4pm	\$195	\$8.00	86	788,000	M-4pm
West Virginia	\$500	51	536,910	T-noon	\$225	\$7.00	70	653,596	W-noon
Wisconsin	\$1,275	173	1,005,100	W-2pm	\$239	\$10.00	184	1,200,000	W-2pm
Wyoming	\$480	43	187,785	R-2pm	\$135	\$5.00	42	179,000	Th-2pm

***RATES AND DEADLINES ARE SUBJECT TO CHANGE AT ANY TIME. ***

ALL PAYMENTS ARE DUE AND PAYABLE AT THE TIME OF AD PLACEMENT. ALL RATES ARE NET.

We accept certified checks, major credit cards, and money orders. All ads are subject to states guidelines.

A \$5.00 dollar processing fee is added for each state per insertion order.



Utah Press

A S S O C I A T I O N

Here's how you can use newspapers to get
the most from your advertising dollar...

Utah Press Association
1521 East 3900 South
Suite 100
Salt Lake City, Utah 84124

Phone: (801) 308-0268
Fax: (801) 308-0269
upa@utahpress.com
www.utahpress.com

- ADVERTISING PLACEMENT SERVICE

Whether it's placing your advertisement in one or all Utah newspapers, we do it all for you, through our **ONE ORDER/ ONE BILL/ ONE CHECK** system. Other states available, call for details

- STATEWIDE CLASSIFIED/ 2X2 NETWORK

Ask how you can reach nearly 340,000 households in Utah in one easy step through our **statewide classified / 2x2 display advertising** network. National placement is also available through UPA.

- UTAH NEWSEARCH

Utah Newsearch is the next-generation newspaper clipping service from Utah Press Association. It is like nothing you have ever seen before. Search all Utah newspapers with a single query. Download a high-quality Acrobat PDF file and print to your own printer. With the click of your mouse you can even order full sized broadsheet pages suitable for framing, and have them delivered to your business.

- STATEWIDE PRESS RELEASE SERVICE

News releases are good promotional tools and help establish a business presence in the marketplace. Whether sponsoring a major event, launching a new product or hosting a grand opening; get the word out through UPA's statewide press release service.