

WEEKEND EDITION

With four unique sections (Main, Opinion, Arts and Entertainment, and Sports), the Weekend Edition paper is currently Deseret News' largest weekly newspaper. This Friday paper allows advertisers several different advertising options, including space in the classifieds.

CIRCULATION:
11,000+

FREQUENCY:
Weekly

DISTRIBUTION:
Direct Mail

DEADLINES

Product	Edition	Publication Day	Section	Space Reservation	Camera Ready Artwork
Deseret News	Weekend	Friday	A Main Arts & Culture	3 pm Tuesday	3 pm Wednesday
			Opinion Sports	10 am Monday	3 pm Tuesday

SIZES/RATES

Standard Sizes	Inches	Size	Black & White	Color
Banner Ad	18.00	6Col(10.5") x 3"	\$500 A Main \$350 Sports, Opinion, Arts	
Eighth Page	15.00	3Col (5.1") x 5.00"	\$225.00	\$255.00
Quarter Page	30.00	3Col (5.1") x 9.75"	\$450.00	\$510.00
Half Page	60.00	6Col (10.5") x 9.75"	\$900.00	\$1020.00
Vertical Half Page	60.00	3Col (5.1") x 20.00"	\$900.00	\$1,020.00
Full Page	120.00	6Col (10.5") x 20.00"	\$1,800.00	\$2,040.00
PCI Rate			\$15.00	\$17.00

Classified Sizes	Inches	Size	Black & White	Color
Classified Block	2.00	1Col(1.6") x 2.00"	\$30.00	\$34.00
Classified Block	4.00	1Col(1.6") x 4.00"	\$60.00	\$68.00
Classified Block	6.00	1Col(1.6") x 6.00"	\$90.00	\$102.00

The Deseret News does not accept ROP advertising for alcohol (including, beer), tobacco, tea or coffee; NC-17 or X-rated movies; unlicensed massage therapy; astrology services; gambling; or escort an adult entertainment services. The Deseret News reserves the right to reject or deny any advertising, whether previously published or not, at Publisher's sole discretion. The Deseret News prohibits any gun advertising in section A (Main). Cancellations accepted after deadline are subject to a 50 percent cancellation fee. Double-truck deadline is an additional 24 hours in advance of appropriate color deadline. Advanced deadlines may apply on select holidays.

