

INSERTS

Insert clients are eligible to have their pre-printed ad inserts placed in our Wednesday and/or Friday papers. Pricing varies by quantity. Please check our preprint guidelines carefully and reach out with any questions before placing your order.

PREPRINT GUIDELINES

- Preprints are billed at the quantity and size indicated on the accepted insertion order.
- The word “advertisement” must be used in 8-point type on sections that resemble news matter.
- Layout and copy are subject to regular advertising policies.
- Orders are for the full run of the publication.

Preprint advertisers are billed based on the ordered quantity, which is reflected on the accepted insertion order. The ordered quantity may be equal to, greater or less than the circulation distribution provided by Deseret News. Circulation projections, updated regularly, are based on forecast and trends. All circulation distribution projections are provided for estimate purposes only and may not be representative of amounts ultimately distributed. Any order placed by an advertiser constitutes an acceptance of the publisher’s advertising policies.

Size	Rate (CPM)	Reservation Deadline	Inserts Due
Single Sheet	\$34.00	14 days prior to publication date Please contact your account executive for holiday deadlines and requirements.	7 days prior to publication date inserts need to be delivered. Please contact your account executive for holiday deadlines and requirements.
4 Tab / 2 Std	\$37.00		
6 Tab	\$43.00		
8 Tab / 4 Std	\$48.00		
10 Tab	\$52.00		
12 Tab / 6 Std	\$56.00		
16 Tab / 8 Std	\$58.00		
20 Tab / 10 Std	\$59.00		
24 Tab / 12 Std	\$62.00		
28 Tab / 14 Std	\$63.00		
32 Tab / 16 Std	\$64.00		
36 Tab / 18 Std	\$66.00		
40 Tab / 20 Std	\$68.00		
44 Tab / 22 Std	\$69.00		
48 Tab / 24 Std	\$71.00		
52 Tab / 26 Std	\$72.00		
56 Tab / 28 Std	\$74.00		
60 Tab / 30 Std	\$76.00		
64 Tab / 32 Std	\$78.00		