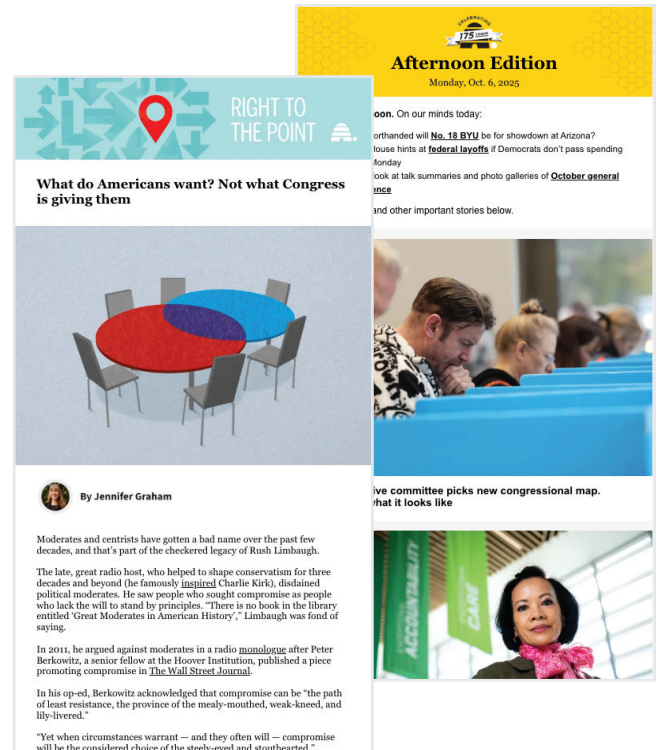


## NEWSLETTERS

Deseret News currently offers 16 unique newsletters, with topics ranging from arts and entertainment to Church News to Utah policy. Advertisers have the option to either be listed as a newsletter sponsor, with their names at the top of each letter, or to purchase premium contextual ads, which offer a better click-through rate than other ad options.



Display Ad Sizes	Premium Contextual Sizes
<b>1 Banner ad 320x50</b> <b>2 Inline ads 300x250</b>	<b>Image - 1024x365</b> <b>Header - 140 character max</b> <b>Body - 300 character max</b>

\*Premium Contextual Ads Only | \*\* Church-owned Entities and Premium Contextual Ads Only

Newsletter	Subscribers	Open Rate	Click Through	Delivery Time	Cost
Afternoon Edition	52,684	16%	24%	M-F 4 pm	Daily: \$92   Weekly: \$460
Arts & Entertainment	8,984	20%	30%	Thurs 8 pm	Weekly: \$125
ChurchBeat*	123,576	20%	13%	Wed 8 pm	Weekly: \$400
Church News **	182,237	24%	30%	Tues 8 pm	Weekly: \$500
Church News Today **	71,592	24%	20%	Daily	Daily: \$45   Weekly: \$300
Cougar Insider	25,224	22%	14%	Tues 7 pm	Weekly: \$125
InDepth	5,442	20%	32%	Fri 7am	Weekly: \$200
Jazz Insiders	2,903	23%	11%	Fri 7 pm	Weekly: \$100
On the Hill*	31,132	14%	10%	Tues & Fri 7 am	Weekly: \$300
Sports Edition	10,165	25%	42%	Daily 5:30 am	Weekly: \$300
State of Faith *	7,452	22%	13%	Mon 8 pm	Weekly: \$150
Right to the Point *	5,545	19%	8%	Wed 5 am	Weekly: \$100
Ute Insider	3,839	25%	13%	Wed 7 pm	Weekly: \$125
Utah Policy *	9,083	28%	35%	M-F 8 am	Daily: \$120   Weekly: \$600
Utah Today *	76,695	15%	18%	Daily 4 am	Daily: \$110   Weekly: \$780
Utah Business Daily	25,366	54%	7.6%	M-F 4 am	Daily: \$250   Monthly: \$2,000

\* Last update 01/2025 - Numbers change frequently. Ask your advertising representative for the most up-to-date numbers.