

## 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.

**RIGHT TO THE POINT**

What do Americans want? Not what Congress is giving them

By Jennifer Graham

Moderates and centrists have gotten a bad name over the past few decades, and that's part of the checkered legacy of Rush Limbaugh.

The late, great radio host, who helped to shape conservatism for three decades and beyond (he famously inspired Charlie Kirk), distained political moderates. He saw people who sought compromise as people who lack the will to stand by principles. "There is no book in the library entitled 'Great Moderates in American History,'" Limbaugh was fond of saying.

In 2011, he argued against moderates in a radio monologue after Peter Berkowitz, a senior fellow at the Hoover Institution, published a piece promoting compromise in The Wall Street Journal.

In his op-ed, Berkowitz acknowledged that compromise can be "the path of least resistance, the province of the mealy-mouthed, weak-kneed, and lily-livered."

"Yet when circumstances warrant — and they often will — compromise will be the considered choice of the street-smart and straightforward."

**Afternoon Edition**  
Monday, Oct. 6, 2025

On our minds today:

orthodox will **No. 18 RYU** be for showdown at Arizona? House hints at **federal layoffs** if Democrats don't pass spending Monday

look at talk summaries and photo galleries of **October general** **ince**

and other important stories below.

ive committee picks new congressional map. **hat it looks like**

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

\*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
Better With Age	8,777	21%	20%	Tues 6 am	Weekly: \$120
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.