CAMPAIGN 2026



deseret.com



WELCOME

Winning campaigns are built on clear messages, strong visibility, and consistent voter outreach. This catalog brings together the essential tools political campaigns need to connect with voters at every stage, from the convention floor to the front lawn and the digital screen. Inside, you will find proven solutions for convention booth essentials, field and yard signs, targeted digital advertising, high-impact print ads with the Deseret News and Hometown Values Magazine, postcards, and more, all designed to help campaigns stand out, stay on message, and turn engagement into votes.

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CAMPAIGN BOOTH ESSENTIALS

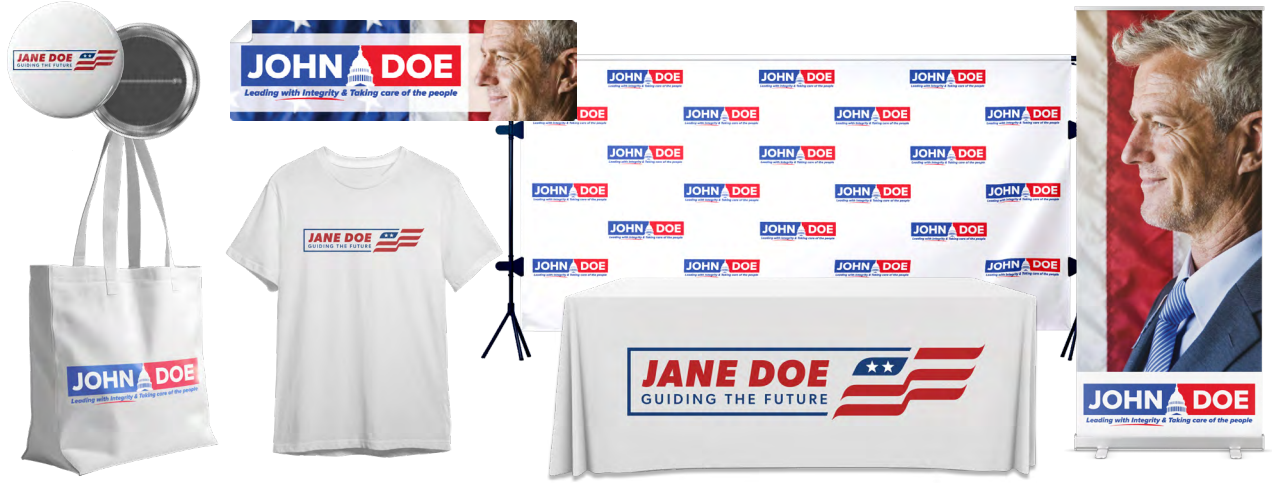
POP-UP BANNERS *Full Color/One Side*		
Size	(Description) with Case	Total
33" X 80"	Deluxe Aluminum Retractable Banner	$244.01
47" X 80"	Aluminum Retractable Banner Stand	$292.82

SWAG	
Buttons	Custom Bid Required
White T-shirt*	Custom Bid Required
Car Magnet	Custom Bid Required
Bumper Stickers	Custom Bid Required
Campaign Stickers	Custom Bid Required
Swag Bags	Custom Bid Required

**Sm-XL sizes can be mided to create total quantity ordered*
**3x-5 sizes can be mixed to create total quantity odered*

TABLE COVERS	
6' Foot Table	
Throw Cover	$162.28
Fitted Cover	$168.10
Spandex Cover	$173.52
8' Foot Table	
Throw Cover	$173.52
Fitted Cover	$178.94
Spandex Cover	$189.79

STEP & REPEAT WALL *Full Color/One Side*		
Size	Description	Total
95" X 96"	Telescopic Banner Stand	$493.45



FIELD & YARD SIGN MATERIALS

DOOR HANGERS			
4.25"x11"			
	Per piece	Sales Tax	Total
500	$0.3902	$16.48	$211.57
1,000	$0.2249	$19.00	$243.88
2,000	$0.1630	$27.54	$353.51
3,000	$0.1351	$34.24	$439.46
4,000	$0.1284	$43.38	$556.80
5,000	$0.1041	$43.99	$564.61
7,500	$0.1036	$65.64	$843.51
10,000	$0.1026	$86.70	$1,112.75

YARD SIGNS *Full Color/Both Sides*				
18" x 24"				
	Printing	Sales Tax	Total	Per Piece
25	$180.07	$15.22	$195.29	$7.8116
50	$304.08	$25.70	$329.78	$6.5956
100	$576.02	$48.67	$624.70	$6.2470
250	$1,391.99	$117.62	$1,509.62	$6.0385
500	$2,751.85	$232.53	$2,984.38	$5.9688
1,000	$5,471.63	$462.35	$5,933.98	$5.9340
2,500	$13,631.04	$1,151.82	$14,782.86	$5.9131
5,000	$27,230.00	$2,300.94	$29,530.94	$5.9062
7,500	$40,828.97	$3,450.05	$44,279.02	$5.9039
WITH Stakes - 30" Metal H Stakes (50 per box)				
	Per Box	Sales Tax	Total	
	$70.00	$5.92	$75.92	

** Custom bids for additional colors and sizes available*



UTAH POLICY



UTAH POLICY CANDIDATE LISTINGS

Utah Policy is the one-stop shop for the news voters need to know to keep up on Utah politics, policies and people.

As a news aggregator, we scour the news sites so voters don't have to.

Dr. Holly Richardson is the current editor. She has been involved in Utah politics and policy for more than 20 years. She is a former Utah House representative and has a PhD in political science from the University of Utah, majoring in Public Administration/Nonprofit Management and minoring in International Relations.

CALL TO ALL CANDIDATES:

Utah Policy is providing our readership a list with all 2026 state and federal candidates.

Optimize your listing and presence with:

PREMIUM CANDIDATE LISTING $100

- Bold Type on their name
- Photo or Logo
- Slogan (10 words or less) Bolded
- Candidate Bio - 50 words or less
- Live link to a campaign page
- Email link



HOMETOWN SHARED MAIL PROGRAMS

Hometown Values™

STEP 1 - PICK YOUR ZONE(S)

Scan the QR to view the 2026 Hometown Values Map

STEP 2 - PICK YOUR AD SIZE(S)

Full Page, Half Page, Quarter Page

Get Your Quote!

Ask about Premium Ad Spots

- Short Cover Wraps
- Blow-In Cards
- Tall Blow-In Cards
- Inserts
- Back Cover of Magazine



2026 PRIMARY ELECTION GUIDE

Publishes: May 29th & June 6th, 2026

Reservation Deadline: May 18th, 2026

Artwork Deadline: May 21st, 2026



	VICTORY PACKAGE	MOMENTUM PACKAGE	LAUNCH PACKAGE
May 29th *(Monthly Newspaper)*	Full Page	Half Page	Quarter Page
June 6th *(Weekly Newspaper)*	Full Page	Half Page	Quarter Page
Impressions *(Deseret.com)*	200,000	100,000	50,000
Package Totals	$2,900	$1,450	$725

2026 GENERAL ELECTION GUIDE

Publishes: October 3rd & 9th, 2026

Reservation Deadline: September 21st, 2026

Artwork Deadline: September 23rd, 2026



	VICTORY PACKAGE	MOMENTUM PACKAGE	LAUNCH PACKAGE
October 3rd *(Monthly Newspaper)*	Full Page	Half Page	Quarter Page
October 9th *(Weekly Newspaper)*	Full Page	Half Page	Quarter Page
Impressions *(Deseret.com)*	200,000	100,000	50,000
Package Totals	$2,900	$1,450	$725

DIRECT MAIL OPTIONS

STANDARD POSTCARD PRINTING		
6”x9” • 5”x9” • 8.5”x5.5”		
Quantity	Price per Piece	Total (Incl. Taxes)
500	$0.4069	$220.66
1,000	$0.3379	$366.42
1,500	$0.3024	$491.95
2,000	$0.2960	$641.96
2,500	$0.2786	$755.38
5,000	$0.2589	$1,403.83
7,500	$0.2349	$1,910.37
10,000+	Custom Estimate	

EXTRA LARGE POSTCARD PRINTING		
9”x12” • 8.5”x11”		
Quantity	Price per Piece	Total (Incl. Taxes)
500	$0.5277	$286.16
1,000	$0.4581	$496.77
1,500	$0.4149	$674.96
2,000	$0.4084	$885.77
2,500	$0.3835	$1,039.68
5,000	$0.3487	$1,890.71
7,500+	Custom Estimate	

JUMBO POSTCARD PRINTING		
6”x11”		
Quantity	Price per Piece	Total (Incl. Taxes)
500	$0.4824	$261.60
1,000	$0.3980	$431.60
1,500	$0.3549	$577.35
2,000	$0.3484	$755.74
2,500	$0.3086	$836.60
5,000	$0.2888	$1,566.12
7,500	$0.2573	$2,092.89
10,000+	Custom Estimate	

Estimated postage (local addresses) for standard & jumbo postcards*
(actual usps postage will be billed)
Standard Postage Estimate: $0.235 per piece
Non-Profit Postage Estimate: $0.140 per piece

POSTCARD DEADLINE FOR PRIMARY ELECTION MAILED BALLOTS

Est. In-Home Date*: Tuesday, June 2, 2026
Order/Artwork Due: Friday, May 15, 2026

POSTCARD DEADLINE FOR GENERAL ELECTION MAILED BALLOTS

Est. In-Home Date*: Tuesday, October 13, 2026
Order/Artwork Due: Friday, September 25, 2026

**In-home dates are always estimates and are not guaranteed*

DIGITAL ADVERTISING

Premium News Network / Deseret.com

Geo-Targeting Available

Starts at $3 CPM

Ask how to best target your voting district with digital ads.



FOR MORE INFORMATION VISIT

deseret.com/advertise **OR** contact your sales representative