

PRINT

Utah
Business



Photo by Goli Stein

DEER VALLEY \$5B EXPANSION
BUILDING UTAH'S NUCLEAR ENERGY FUTURE

FEATURE

Photo by Goli Stein

"She took what was authentic in her passion ... and turned it into her own multi-tiered business. And I thought, there are so many things I'm passionate about and interested in... I just need to find the right way to do it."

Heigl wondered, what product is at the intersection of interests as wide ranging as animal rights, natural remedies, organic food, and a concern for environmentalism, in building authentically aligned brands in the health, beauty and pet industries? She turned to Heigl with an idea: premium, natural pet food and supplements.

Heigl was skeptical at first. Pet food studies were dire, and she had no experience in the industry. A global brand of pet food for dogs and cats, referred to as a 'giant' that sold 62 percent of puppy and dog food purchased by pet food chains, was asked about what might be possible. Would adding more products to the market further the confusion?

But Katherine Heigl was intimately familiar with how it was going to find the right products for her pets' specific needs; she thought maybe there was a real chance to make a difference.

Most of Heigl's dogs are rescue who have often been stressed, anxious or fear, so the opportunity to strengthen them — physically, mentally and emotionally — through top-tier nutrition was a no-brainer.

After vetting the opportunity thoroughly, Heigl and the other stakeholders agreed the idea was worth pursuing. Since then, the company has expanded to include dog and cat supplements and, most recently, cat food.

"My partners put up the initial money to develop, market and manufacture. They say, 'It's a percentage of that because it's my name,' my dog's, and includes the of

FETCHING SUCCESS

Heigl works in tandem with her partners to create the product formulations, branding, marketing and a corporate giving program, launching Badlands Ranch in August 2022. Since then, the company has expanded to include dog and cat supplements and, most recently, cat food.

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TUDOR

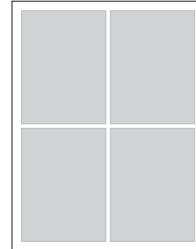
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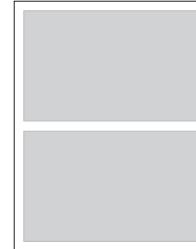
PELAGOS F1D CHRONO

STANDARD PAGES	1x	3x	12x
SPREAD	\$8,000	\$6,400	\$5,600
FULL-PAGE	\$4,850	\$3,880	\$3,395
1/2-PAGE	\$3,400	\$2,720	\$2,380
1/4-PAGE	\$1,850	\$1,480	\$1,295

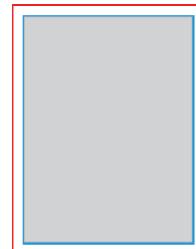
1/4-PAGE



1/2-PAGE



FULL-PAGE



TWO-PAGE SPREAD

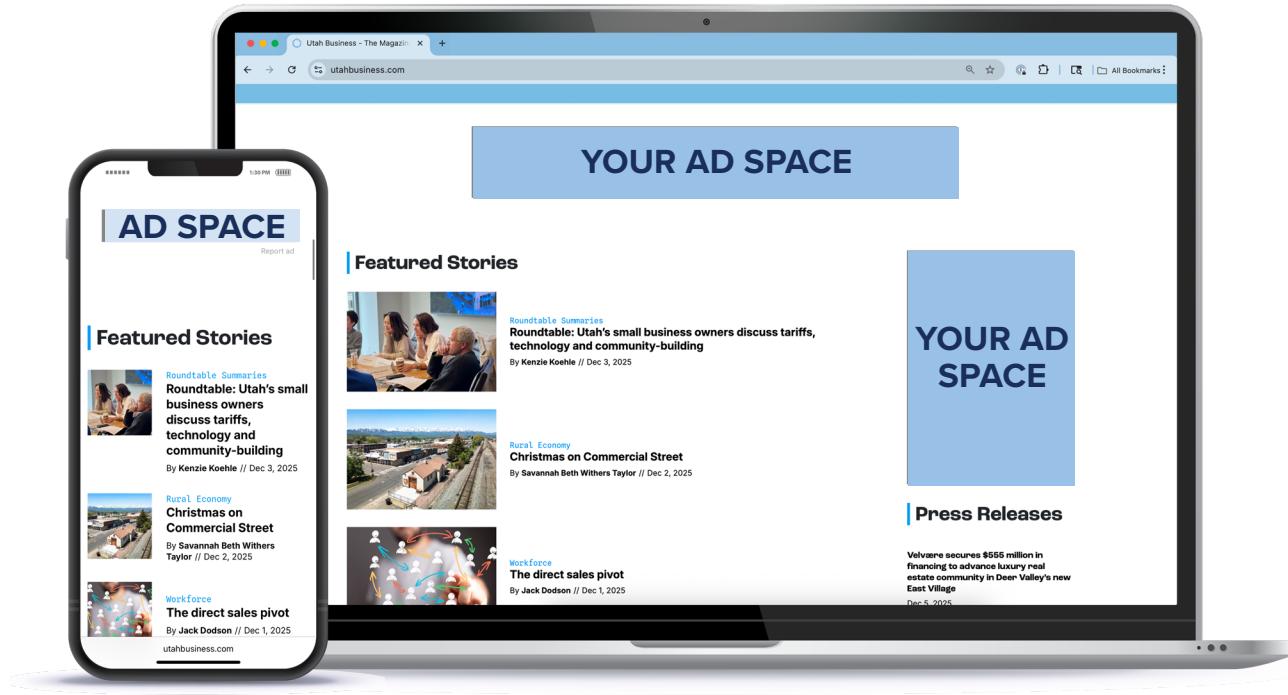


PREMIUM PAGES	1x	3x	6x
SPREAD	\$10,000	\$8,000	\$7,000
BACK COVER	\$6,000	\$4,800	\$4,500
INSIDE COVERS	\$5,820	\$4,656	\$4,074
PAGES 3, 4, 5, 7, 9	\$5,335	\$4,268	\$3,735

AD SIZES	WIDTH	HEIGHT
FULL-PAGE (BLEED SIZE)	8.625"	11.125"
FULL-PAGE (TRIM SIZE)	8.375"	10.875"
FULL-PAGE (LIVE AREA)	7.625"	10.125"
1/2-PAGE HORIZONTAL	7.50"	4.875"
1/4-PAGE	3.735"	5.00"
TWO-PAGE SPREAD (BLEED SIZE)	17.00"	11.125"
TWO-PAGE SPREAD (TRIM SIZE)	16.75"	10.875"
TWO-PAGE SPREAD (LIVE AREA)	16.00"	10.125"

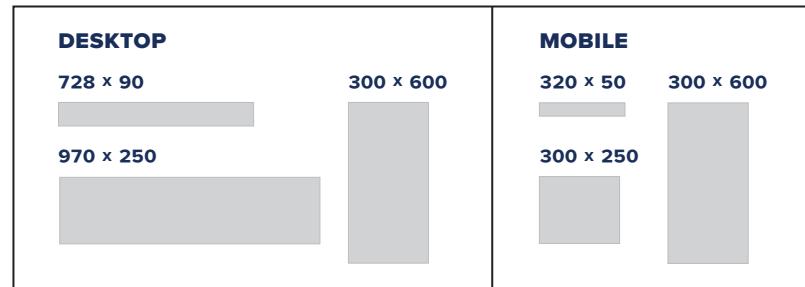
DIGITAL

Utah Business



UTAHBUSINESS.COM

Tap into our **97,000** monthly unique users to boost visibility, drive website traffic, and generate leads for your next campaign.



Homepage Display Ads	Per Week	Per Month	Desktop Width	Desktop Height	Mobile Width	Mobile Height	Position
BENEATH HERO STORIES	\$350	\$1,375	728 PX	90 PX	320 PX	50 PX	TOP
UPPER/LOWER SIDEBAR	\$250	\$990	300 PX	600 PX	300 PX	600 PX	TOP
Homepage Takeover	\$500 (per day)		970 PX	250 PX	300 PX	250 PX	TAKEOVER-TOP

*LIMIT 5 TAKEOVERS PER MONTH

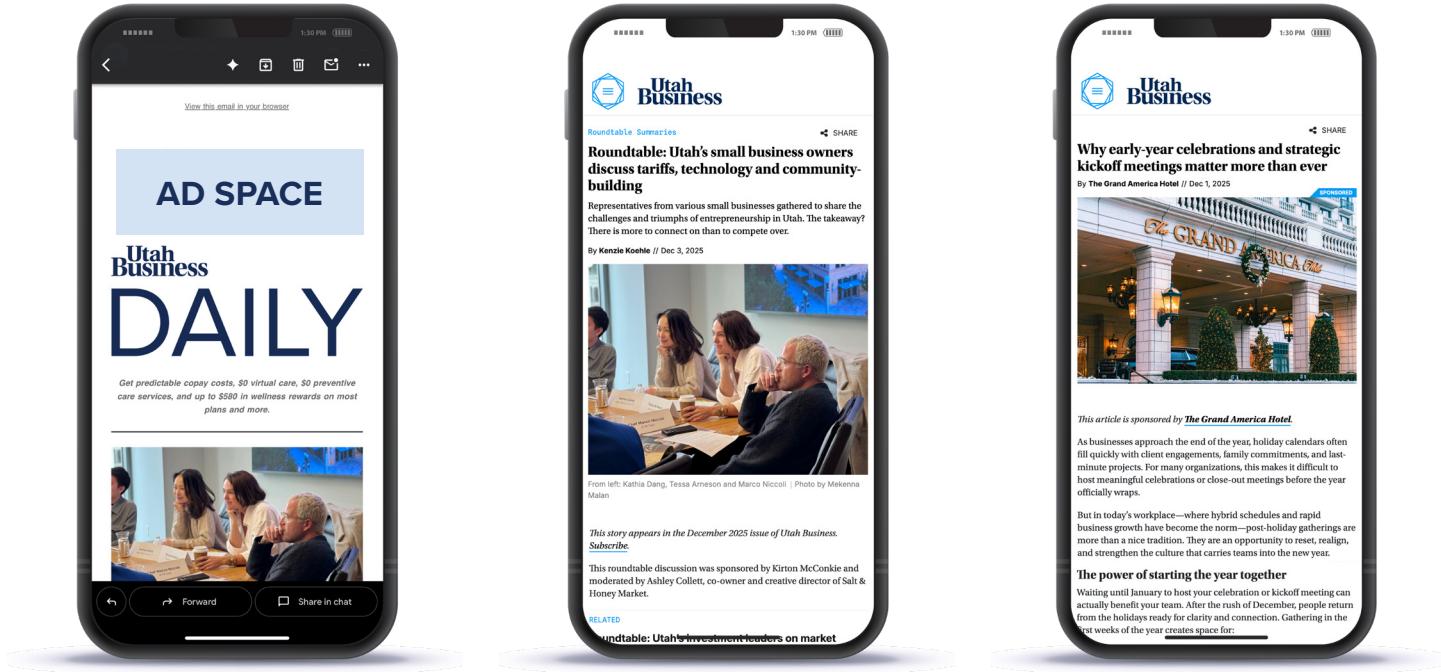
TAKEOVER INCLUDES ALL SIZES LISTED ABOVE

Section Page Display Ads	Per Week	Per Month	Desktop Width	Desktop Height	Mobile Width	Mobile Height	Position
Above News Queue	\$260	\$1,025	728 PX	90 PX	320 PX	50 PX	TOP
Sidebar	\$160	\$600	300 PX	600 PX	300 PX	250 PX	RIGHT

Inner Article Page Display Ads	Per Week	Per Month	Desktop Width	Desktop Height	Mobile Width	Mobile Height	Position
Above News Queue	\$260	\$1,025	728 PX	90 PX	320 PX	50 PX	TOP
Sidebar	\$160	\$600	300 PX	600 PX	300 PX	250 PX	RIGHT

DIGITAL

Utah Business



UTAH BUSINESS DAILY

Gain exposure through our **popular** newsletter that reaches **25,000+** business professionals daily.

UTAH BUSINESS DAILY	2X/WEEK FOR A MONTH	PER DAY
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PREMIUM BANNERS \$3,000 —

*INCLUDES PREMIUM TEXT AD

STANDARD BANNER \$2,000 —

PREMIUM CONTEXTUAL AD — \$250

DIMENSIONS	WIDTH	HEIGHT
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PREMIUM BANNERS 600 PX 200 PX

*INCLUDES PREMIUM TEXT AD

STANDARD BANNER 600 PX 200 PX

PREMIUM TEXT AD 200 CHARACTERS MAX

ROUNDTABLE \$5,500

Establish your company as a **thought leader** while connecting with **key decision-makers** and **professionals**.

After the event, **Utah Business** will write a **comprehensive recap article** that highlights **key takeaways, quotes from panelists, and insights discussed**. This article will be published on our **website**.

CONTENT MARKETING \$1,750

You have a **story**, and we have an **audience** eager to read it. Feature your **article** on our **homepage**, in our **newsletter**, and in front of our **social media followers**.

WHAT'S INCLUDED:

- An **online advertorial** including **images & outbound links**
- **Homepage premium placement rotation for two weeks**
- Placement **2x per month** in **UB Daily, email newsletter** and on our **social media platforms**
- **Social media boost:** Promote your story to a **targeted audience**

*Price available upon request

CALENDAR

Utah
Business

UTAH BUSINESS fosters connection, insight and recognition for Utah's thriving professional community. Through our events, magazine and website, we highlight the ideas, innovations and people behind Utah business success stories.

We are all-in on Utah – and we can't wait to tell your stories.

MONTH	AWARDS	ROUNDTABLE	LISTS	SPOTLIGHT
JANUARY AD RESERVATION 12-23 AD MATERIALS 12-30		• MERGERS AND ACQUISITIONS	• NATIONAL AWARD RECIPIENTS	
FEBRUARY AD RESERVATION 1-26 AD MATERIALS 2-2	• FORTY UNDER 40	• CRO / CMO	• NONPROFITS	• BOOK OF LISTS
MARCH AD RESERVATION 2-23 AD MATERIALS 3-2	• CEO OF THE YEAR	• BENEFITS & COMPENSATION	• SBA LENDERS AND BANKS	
APRIL AD RESERVATION 3-23 AD MATERIALS 3-30		• BUILDING & CONSTRUCTION	• COMMERCIAL REAL ESTATE DEVELOPERS AND BROKERS	
MAY AD RESERVATION 4-22 AD MATERIALS 4-29	• WOMEN TO WATCH	• MANUFACTURING	• ARCHITECTURE FIRMS • COMMERCIAL FURNITURE	
JUNE AD RESERVATION 5-25 AD MATERIALS 6-1	• EXECUTIVE EXCELLENCE	• COMMERCIAL REAL ESTATE	• EMPLOYEE GROUP BENEFITS	• LEGAL ELITE
JULY AD RESERVATION 6-22 AD MATERIALS 6-29		• LEGAL	• ACCOUNTING FIRMS	
AUGUST AD RESERVATION 7-23 AD MATERIALS 7-30	• FAST 50	• VENTURE CAPITAL	• RESIDENTIAL BUILDERS	
SEPTEMBER AD RESERVATION 8-21 AD MATERIALS 8-28	• INNOVATION AWARDS	• CULTURE & COMMUNITY	• COMMERCIAL INSURANCE BROKERS	
OCTOBER AD RESERVATION 9-22 AD MATERIALS 9-29	• HEALTHCARE HEROES	• HEALTHCARE	• HEAVY EQUIPMENT DEALERS	• FORWARD (ROUNDTABLE INCLUDED)
NOVEMBER AD RESERVATION 10-26 AD MATERIALS 11-2	• UTAH BUSINESS FORWARD	• TECH	• VENTURE CAPITAL	
DECEMBER AD RESERVATION 11-23 AD MATERIALS 11-30	• BEST COMPANIES TO WORK FOR	• SMALL BUSINESS	• PROPERTY AND CASUALTY INSURANCE	

PREMIER EVENTS



EVENT PACKAGE	PER EVENT	DESCRIPTION
PRESENTING (3 AVAILABLE)	\$16,000	<p>DAY OF EVENT: Table sponsorship, exhibit table, 3 minutes speaking time, congratulate honorees during presentation, verbal recognition from stage, logo on step and repeat photo wall, company logo on honoree videos and award plaques, company logo and full-page ad placement in event program.</p> <p>BRAND RECOGNITION: Company logo on all print and digital advertising throughout marketing campaign, full-page ad placement in Utah Business print magazine, logo on event landing page on utahbusiness.com, logo representation on email communication to honorees and attendees, use of event logo, annual first right of refusal.</p>
PREMIER	\$10,500	<p>DAY OF EVENT: Table sponsorship, exhibit table, verbal recognition from stage, company logo on honoree videos and award plaques, company logo and full-page ad placement in event program.</p> <p>BRAND RECOGNITION: Company logo on print and digital advertising throughout marketing campaign, full-page ad placement in Utah Business print magazine, logo on event landing page on utahbusiness.com, logo representation on email communication to honorees and attendees, use of event logo.</p>
PRIMARY	\$7,500	<p>DAY OF EVENT: Table sponsorship, exhibit table, company logo on honoree videos and award plaques, company logo and full-page ad placement in event program.</p> <p>BRAND RECOGNITION: Company logo on print and digital advertising throughout marketing campaign, full-page ad placement in Utah Business print magazine, logo on event landing page on utahbusiness.com, logo representation on email communication to honorees and attendees, use of event logo.</p>

ONSITE HOST SPONSORSHIPS	PER EVENT	DESCRIPTION
CONTRIBUTING	\$5,000	<p>DAY OF EVENT: Table sponsorship, exhibit table, half-page ad placement in event program.</p> <p>BRAND RECOGNITION: Use of event logo.</p>
PHOTO & VIDEO HOST (1 AVAILABLE)	\$7,500	<p>DAY OF EVENT: Table sponsorship, exhibit table, full-page ad placement in events program.</p> <p>BRAND RECOGNITION: Host honorees in your space, logo on event landing page on utahbusiness.com, full-page ad placement in Utah Business print magazine, logo representation on email communication to honorees and attendees, use of event logo, annual first right of refusal.</p>
VIP EVENT HOST (1 AVAILABLE)	\$7,500	<p>DAY OF EVENT: Company logo and full-page ad placement in event program.</p> <p>BRAND RECOGNITION: Host honorees in your space, logo on event landing page on utahbusiness.com, logo representation on email communication to honorees and attendees, use of event logo, annual first right of refusal.</p>

SIGNATURE EVENTS



EVENT PACKAGE	PER EVENT	DESCRIPTION
PRESENTING (3 AVAILABLE)	\$10,000	<p>DAY OF EVENT: Congratulate honorees during presentation, verbal recognition from stage, logo on step and repeat photo wall, company logo on award plaques, logo on event signage, five event tickets.</p> <p>BRAND RECOGNITION: Half-page ad in Utah Business print magazine, company logo on all print and digital advertising throughout marketing campaign, digital congratulatory ad, logo on event landing page on utahbusiness.com, logo representation in Utah Business print magazine, logo representation on email communication to honorees and attendees, use of event logo.</p>
PREMIER	\$7,500	<p>DAY OF EVENT: Verbal recognition from stage, company logo on award plaques, company logo on event signage, five event tickets.</p> <p>BRAND RECOGNITION: Half-page ad in Utah Business print magazine, company logo on digital advertising throughout marketing campaign, digital congratulatory ad, logo on event landing page on utahbusiness.com, logo representation in Utah Business print magazine, logo representation on email communication to honorees and attendees, use of event logo.</p>
PRIMARY	\$5,000	<p>DAY OF EVENT: Logo on event signage, three event tickets.</p> <p>BRAND RECOGNITION: Quarter-page ad in Utah Business print magazine, company logo on digital advertising throughout marketing campaign, digital congratulatory ad, logo on event landing page on utahbusiness.com, logo representation in Utah Business print magazine, logo representation on email communication to honorees and attendees, use of event logo.</p>
ONSITE HOST SPONSORSHIPS	PER EVENT	DESCRIPTION
CONTRIBUTING	\$3,500	<p>DAY OF EVENT: Three event tickets.</p> <p>BRAND RECOGNITION: Digital congratulatory ad, logo representation in Utah Business print magazine, logo representation on email communication to honorees and attendees, use of event logo.</p>
PHOTO & VIDEO HOST (1 AVAILABLE)	\$7,500	<p>DAY OF EVENT: Table sponsorship, exhibit table, half-page ad placement in events program.</p> <p>BRAND RECOGNITION: Host honorees in your space, logo on event landing page on utahbusiness.com, logo representation on email communication to honorees and attendees, use of event logo, annual first right of refusal.</p>