



# Salt Lake City's A&E Secrets Revealed

*The Salt Shaker* brings Salt Lake City and its surrounding areas entertaining and informative discourse on local and national film, music, theater, literature and visual arts. As it begins its biweekly run in October 2005, the free magazine is the city's most frequently published arts-and-entertainment periodical. With its engaging and accessible articles, sharp attitude and thorough event listings, it's the new guide to arts-related happenings in the Salt Lake Valley.

*The Salt Shaker's* several months of development have resulted in professional content and clean, hip, reader-friendly design. This content aims for enthusiasts from all artistic disciplines as well those with a casual interest who would like to learn more. This broad readership is served with authoritative reviews, exclusive interviews, in-depth examinations of people and movements and short, snappy and fun information and suggestions. The magazine's extensive calendar is a comprehensive guide to events in the city.

*The Salt Shaker* is an intelligent, youthful and informative magazine, giving a large group of Utahns a publication they can call their own. It strengthens the bond shared by Salt Lake City's creative community and supports local businesses by providing an effective advertising venue.

With its unique take on the city, *The Salt Shaker* introduces a new public to our thriving art scene. Readers will wonder how they navigated the city's entertainment offerings before this new magazine shook things up.

## Contact Us

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## Distribution and Readership

*The Salt Shaker's* first run of 10,000 copies will be distributed throughout the Salt Lake Valley on Oct. 28 2005. Distribution will expand to Park City before the 2006 Sundance Film Festival and increase from 10,000 to 20,000. *The Salt Shaker* also plans to expand distribution northward to Ogden, Bountiful, Layton, Weber State University and surrounding areas.

The Salt Shaker's editorial team will serve a large audience by catering to its interests. The major readership will be in the 18 to 34 age range, with strong recognition from readers 14 to 17 as well as recognition from readers 35 to 50. This will be achieved naturally, as *The Salt Shaker's* content will appeal most strongly to these groups. The magazine's placement in key areas, as well as material and special events designed to capture the attention of these demographics, will ensure a large readership.

## Advertising Rates

Size	Intro	Open	6x	9x	13x	20x	26x
FULL PG	\$350	600	575	550	525	500	474
¾ PAGE	267	455	445	435	425	415	405
⅔ PAGE	238	405	395	385	375	365	355
½ PAGE	183	308	302	297	292	287	282
⅓ PAGE	124	209	205	201	197	193	189
¼ PAGE	95	160	156	152	150	147	144
⅙ PAGE	67	108	106	103	101	99	97
⅛ PAGE	50	91	89	86	84	82	80

### Extras

Back Page: \$900

Full Process Color (CMYK): \$200

Custom Ad Design: \$50 (additional charges may apply depending on size and color.)



# Ad Dimensions

## Full Page

Live area: 7 1/2" x 9 3/4"

Bleed: 8 1/2" x 10 3/4"

*If using a bleed, please do not place text near the edges, as it may be cut off.*

## 3/4 Page

7 1/2" x 7 1/4"

Vertical: 5 5/8" x 9 3/4"

## 2/3 page

7 1/2" x 6 7/16"

## 1/2 Page

Horizontal: 7 1/2" x 4 3/4"

Vertical: 3 11/16" x 9 3/4"

## 1/3 Page

7 1/2" x 3 1/8"

## 1/4 Page

Vertical box: 3 11/16" x 4 3/4"

Banner: 7 1/2" x 2 1/4"

Extra vertical: 1 3/4" x 9 3/4"

## 1/6 Page

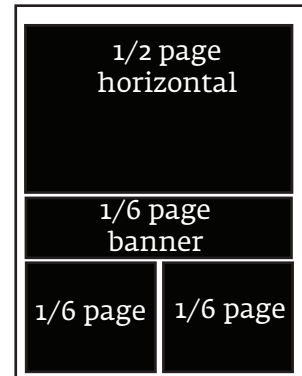
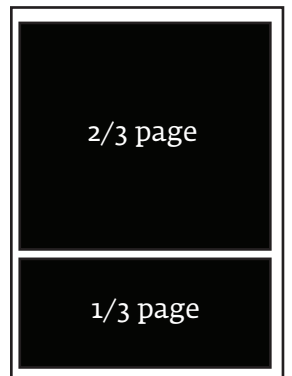
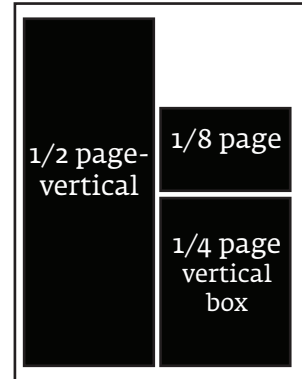
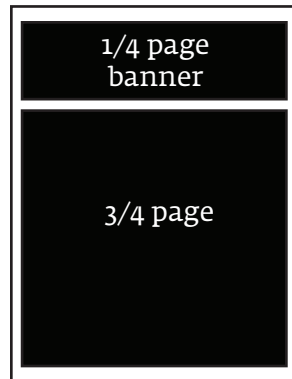
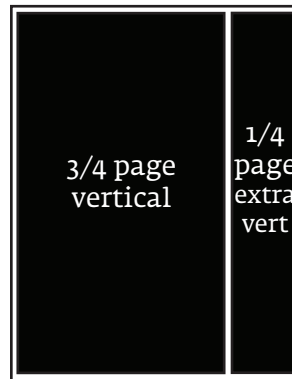
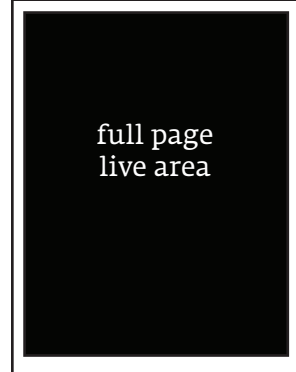
3 11/16" x 3 11/8"

Banner: 7 1/2" x 1 3/4"

## 1/8 Page

3 11/16" x 2 3/8"

Some sizes subject to availability. Ads will not be stretched and distorted to fit dimensions. Please provide quality photo-ready materials or 300 dpi or greater resolution pdfs or tifs.





# Publication Schedule

## OCTOBER 2005

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
<sup>23</sup> / <sub>30</sub>	<sup>24</sup> / <sub>31</sub>	25	26	27	<b>28</b>	29

## NOVEMBER 2005

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	<b>11</b>	12
13	14	15	16	17	18	19
20	21	22	23	24	<b>25</b>	26
27	28	29	30			

## DECEMBER 2005

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	<b>9</b>	10
11	12	13	14	15	16	17
18	19	20	21	22	<b>23</b>	24
25	26	27	28	29	30	31

## JANUARY 2006

S	M	T	W	T	F	S
1	2	3	4	5	<b>6</b>	7
8	9	10	11	12	13	14
15	16	17	18	19	<b>20*</b>	21
22	23	24	25	26	27	28
29	30	31				

## FEBRUARY 2006

S	M	T	W	T	F	S
			1	2	<b>3</b>	4
5	6	7	8	9	10	11
12	13	14	15	16	<b>17</b>	18
19	20	21	22	23	24	25
26	27	28				

## MARCH 2006

S	M	T	W	T	F	S
			1	2	<b>3</b>	4
5	6	7	8	9	10	11
12	13	14	15	16	<b>17</b>	18
19	20	21	22	23	24	25
26	27	28	29	30	<b>31</b>	

## APRIL 2006

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	<b>14</b>	15
16	17	18	19	20	21	22
<sup>23</sup> / <sub>30</sub>	24	25	26	27	<b>28</b>	29

## MAY 2006

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	<b>12</b>	13
14	15	16	17	18	19	20
21	22	23	24	25	<b>26</b>	27
28	29	30	31			

\*January 20—Special Sundance Film Festival Edition, also distributed in Park City.