

UtahStyle
on the web

advertising online

splash image promo

• leaderboard

The screenshot displays the UtahStyle website layout. At the top is the 'UtahStyle' logo and a navigation menu with links for HOME, GALLERIES, BLOGS, RESOURCE GUIDE, DINING GUIDE, ARCHIVES, CALENDAR, VIDEO, and ABOUT US. A search bar is located on the right. Below the navigation is a 'CURRENT ISSUE' section featuring a magazine cover for 'celebrate summer'. A large 'UTAH STYLE GALLERIES' section follows, with sub-sections for 'GREEN MEANS GO', 'MUDROOM MAGIC', and 'STORAGE IDEAS'. Below this is the 'UTAH STYLE BLOG' section with several entries. On the right side, there is a 'FOLLOW US ON' section with social media icons, a 'CityDEALS' banner, and a 'RESOURCE GUIDE' with a search function and a list of categories like 'Modern', 'Transitional', etc. A 'SUBSCRIBE NOW!' banner is also visible on the left side of the main content area.

skyscraper



515 South 700 East
 Trolley Corners, Suite 3-i
 Salt Lake City, Utah 84102
 Ph: (801) 485-5100
 F: (801) 485-5133
 utahstyleanddesign.com

advertising online

OUR PRINT ADVERTISERS RECEIVE OUR BEST DISCOUNTS AND FIRST RIGHTS TO KEY POSITIONS AND SPONSORSHIPS.

BANNER ADVERTISING:

Each page on utahstyleanddesign.com features banner ads in two sizes: a leaderboard along the top edge, and a skyscraper in the left column. Advertise in these key spots to capture the visitor's attention and link directly to your site or product pages.

Position	CPM non-print advertiser	CPM print advertiser
Leaderboard	\$25	\$20
Skyscraper	\$20	\$15
Run-of-Site	\$23	\$17

SPLASH IMAGE PROMO:

The utahstyleanddesign.com home page displays rotating splash images featuring content from the magazine and online exclusives. Book one of these dynamic, rotating images for your promotion and secure prime territory amidst key editorial content. **Inventory:** 2 per month **Investment:** \$995 per month



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INVENTORY OF IMPRESSIONS & POSITIONS IS LIMITED, SO CONTACT US NOW!

vendor directory

VENDOR DIRECTORY

Utah Style & Design has long been the local authority on all things up-and-coming in Utah homes. We know how talented our local home and design professionals truly are, and want to direct clients to your services. Our vendor directory premium listings are reserved for the best in biz, a great spot to showcase your business' services and style through images, video and special promotions.

Investment:

Print Advertisers: \$395/mo

Non Print Advertisers: \$495/mo

UtahStyle 728 x 90 px

HOME > GALLERIES > BLOGS > RESOURCE GUIDE > DINING GUIDE > ARCHIVES > CALENDAR > VIDEO > ABOUT US > Search **GO >**

Subscribe Today | Give a Gift

BON APPÉTIT!

FOLLOW US ON [Facebook] [Twitter]

CURRENT ISSUE **CLICK HERE >**

Get the RSS feed

RESOURCE GUIDE

Search By Name **GO >**

Start Searching By:

Location

- Main St. (58) >
- Broadway (26) >
- Temple Square (13) >
- Main St. (58) >
- Broadway (26) >
- Temple Square (13) >
- Temple Square (13) >

Category

- American (58) >
- Asian (26) >
- Italian (13) >
- Mexican (58) >
- Japanese (26) >
- Korean (13) >
- Spanish (13) >

Alphabetically

- Acme Burgers (58) >
- Aristo's (26) >
- Bambara (13) >
- Copper Onion (58) >

>PREMIUM LISTINGS

GARDNER VILLAGE BARNYARD BUDDIES PETTING ZOO & PONY RIDES
1100 W. 7800 So. West Jordan, UT 84088

FOR MORE INFORMATION:
www.gardnervillage.com - Ph: 801-455-5679 [VIEW LISTING](#)

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weekly e-newsletters

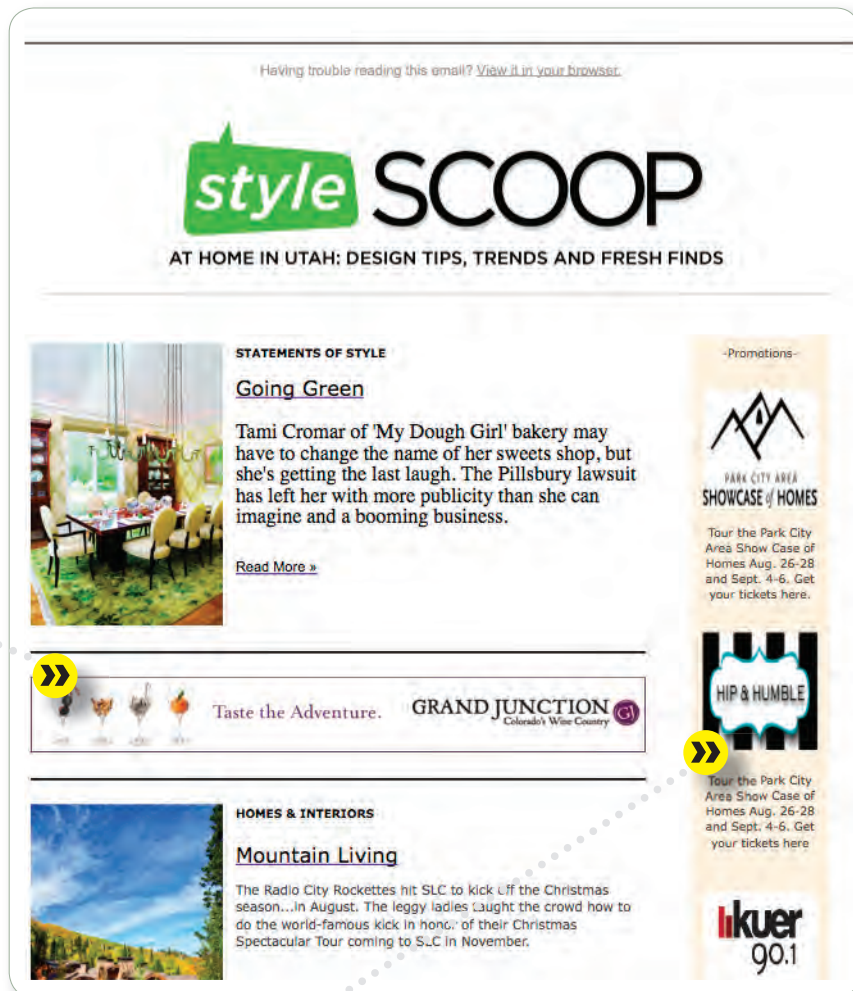
THE UTAH STYLE & DESIGN ENEWSLETTER

Reach local and vacation-home owners planning or remodeling their dream homes in Utah through the utahstyleanddesign.com weekly e-newsletter. Advertising partners can select from traditional banner placement or advertorial options in the e-newsletter's content. Or, send your message directly and exclusively through one of our custom e-blasts.

E-newsletter promotion: **\$495**

E-newsletter sponsor: **\$995**

Having trouble reading this email? [View it in your browser.](#)



style SCOOP
AT HOME IN UTAH: DESIGN TIPS, TRENDS AND FRESH FINDS

STATEMENTS OF STYLE
Going Green
Tami Cromar of 'My Dough Girl' bakery may have to change the name of her sweets shop, but she's getting the last laugh. The Pillsbury lawsuit has left her with more publicity than she can imagine and a booming business.
[Read More >](#)

Promotions
PARK CITY AREA
SHOWCASE of HOMES
Tour the Park City Area Show Case of Homes Aug. 26-28 and Sept. 4-6. Get your tickets here.

HIP & HUMBLE
Tour the Park City Area Show Case of Homes Aug. 26-28 and Sept. 4-6. Get your tickets here.

GRAND JUNCTION
Colorado's Wine Country

HOMES & INTERIORS
Mountain Living
The Radio City Rockettes hit SLC to kick off the Christmas season...In August. The leggy ladies taught the crowd how to do the world-famous kick in honor of their Christmas Spectacular Tour coming to SLC in November.

ikuer 90.1

e-news sponsor
banner



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e-newsletter
promotion

e-blasts

PROMOTE YOUR BUSINESS, EVENT, OR SPECIAL OFFER

in an e-blast read by interested homeowners throughout the state and surrounding areas. E-subscribers may or may not be readers of our print magazines but are active, interested consumers who have opted in to receive our e-newsletters and promotions.

Inventory: 2 per week

Investment: \$995 per blast

Design fees:

Templated e-blast: **no fee**

Custom Design: **\$125.00**

spruce WALDORF ASTORIA PARK CITY

RESTAURANT PRIVATE DINING PHOTOS EVENTS

In This Issue

- ▶ [Wine Making Dinner "Tour de France, 2005"](#)
- ▶ [Cooking Class: Fish and Shellfish](#)
- ▶ [Special Event: Mother's Day Brunch](#)
- ▶ [Wine Making Dinner "Riad-Coteau Winery"](#)
- ▶ [About Spruce](#)

Important Links

- ▶ [Spruce](#)
- ▶ [Waldorf Astoria Park City](#)
- ▶ [Special Offers](#)
- ▶ [Online Reservations](#)

Important Numbers

- ▶ Reservations: 435-647-5566

Monthly Event - "Tour de France, 2005"
Saturday, May 1

Once or twice per decade, Mother Nature conspires to bless us with a vintage of outstanding quality in a multitude of wine growing regions. 2005 was such a year for the vignerons of France. Please join us at Spruce Park City as we taste through the 2005 vintage from five of France's most important regions. Top producers from each region will be featured, with famous names like Domaine Weinbach from Alsace, Philippe Foreau of the Loire Valley and Yves Cuilleron, whose mastery of Viognier and Syrah has rocketed him to his current position as one of the northern Rhone's leading lights.

- Saturday, May 1, 2010 at 6:30 p.m.
- \$125 (\$60 Dinner, \$65 Wine), exclusive of tax and gratuity

Call to reserve: 435-647-5566. [Culinary Offerings.](#)

Cooking Class - "Fish and Shellfish"
Saturday, May 22

Join Chef Sandra Middleton on an undersea adventure where you will explore fish and shellfish preparation including, how to debone, poach and filet a whole fish. Our sommelier will present wine pairings and the class will conclude with a luxurious luncheon hosted by the Chef.

- \$100 per student, exclusive of tax and gratuity

Please call us at 435-647-5566 to reserve. [Learn More.](#)

Special Event "Mother's Day Brunch"
Sunday, May 9, 2010

salt lake DINING AWARDS 2010 WINNER



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►► **Specifications:** To build a custom e-blast we will need a .JPG or .GIF of either your business, subject or event. Please supply content in .JPG or .GIF format at 72 dpi - 150 dpi. Also, please supply edited or reviewed copy to place into the e-blast as well as the url address to your company's web site.

rich media options

RICH MEDIA OPTIONS CAN BE CUSTOM-TAILORED TO ACHIEVE OPTIMUM RESULTS

- Rich media options include Peel-Away ads and Page-Takeovers
- Online content sponsorship, pre-rolls and video
- Lead generations through online contests and surveys

ASK YOUR ACCOUNT EXECUTIVE FOR A CUSTOM PROPOSAL!



featured video content



page-peel interactive advertising



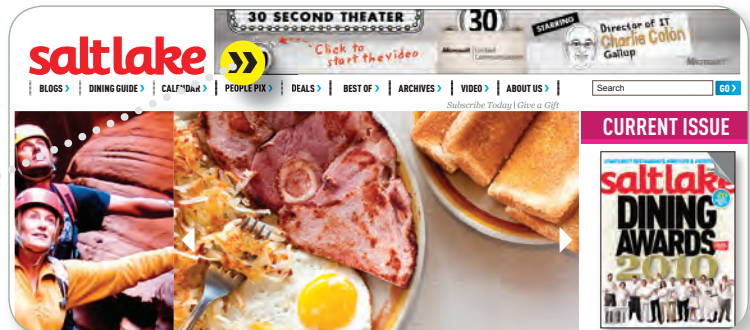
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rich media options



page takeover

expandable banner (before)



expandable banner (on mouseover)



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online editorial content

STATEMENTS OF STYLE

The *Utah Style & Design* blog offers readers throughout Utah and beyond a daily dose of home design ideas, inspiration and resources. We regularly feature the products, services and talents of local vendors, from real Utah home features and entertaining ideas to helpful how-to's and planning tips.

SOCIAL MEDIA

At *Utah Style & Design* magazine, we were early adopters of using social media to create an ongoing dialogue with our audience. We're now using that feedback to shape our print product. As local media we have used social media as a way to engage a smaller but higher-stakes demographic. Our Twitter followers have questions. Lots of them. And when it comes to doing what we do best—decor and design!—we have answers. And when we don't, we have friends who do.

Join the conversation on Facebook and Twitter!

Facebook: *Utah Style & Design* • Twitter: *@UtahStyleandDesign*



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online – on target

Utah Style & Design magazine is pleased to introduce its latest media products: a multi-faceted, dynamic new web site. Our entire family of innovative web sites represent a whole new dimension of editorial and advertising opportunities.

Print publishers have big advantages online:

Compared to internet “pure play” web sites, or search sites, magazines bring to the internet:

- a known and trusted brand...
- with a loyal audience...
- with clear characteristics...
- who spend time with your content...

The “halo effect” enhances the effectiveness of advertising in your environment.

Savvy marketers will pay more to enter into your brand’s relationship with their prospects online.

Source: Florida Magazine Association, www.floridamagazine.com

Our magazines have always been known for award-winning authoritative content that helps locals and visitors navigate the Mountainwest experience; these web sites only expand that coverage with fresh daily content and up-to-the-minute reporting.

We are able to generate increased traffic to our site through search engine optimization and new marketing efforts. Our editors are also delivering fresh daily and weekly information that is highly desirable to online viewers—both locals and visitors. Our resourceful magazine content is featured online as well, but augmented with additional editors’ picks and reviews, event previews and calendar listings, expanded articles and behind-the-scenes photo shoots, custom blogs and helpful directory listings from fashion and shopping to real estate and home interiors. We have always given our readers the insider’s view of the Mountainwest; now we can deliver that in an even more timely manner!



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why add an online media buy to your print buy with *Utah Style & Design* magazine?

of online visitors to city regional magazine sites

75%

are key targets for our advertisers but are not reading the print magazine — the internet gives advertisers the opportunity to reach a much larger part of our magazine brand’s total audience with greater frequency.

Daniel Ambrose, What it takes to win the internet media wars, FMA annual Meeting, Orlando, August 22, 2008

combine print & online

Reach a media brand's most active and influential audience with frequency through a print and online campaign.

Ad programs with **non-hybrid** media don't build frequency against core prospect market.

A print magazine about diving. + a different web site about diving.

Only random overlap.
Lots of reach. But low frequency against the most highly involved target. No synergy.

Cross platform ad programs with Hybrid media ad programs

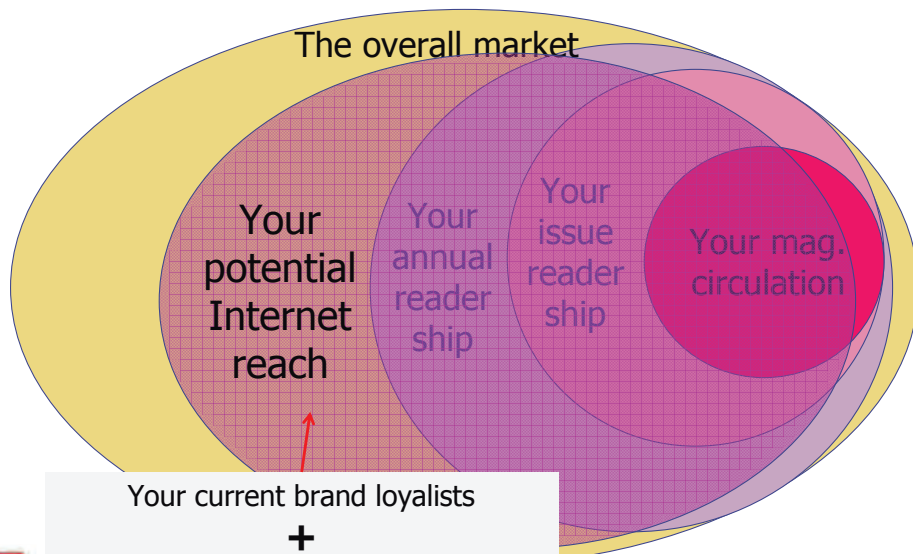
Print magazine about diving + Same magazine's **online** media.

Richer targeting AND more frequency against the most active/influential audience

'Surround Sound' effect

Reach more of your total market audience by adding an online campaign to your print campaign.

The internet lets your advertisers reach more of their market through your media brand.



Your current brand loyalists
+
New 'actives' who will find your online content through search & social net.




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Local online advertising spend is growing faster than national online spend

U.S. Internet Advertising Revenue History (In \$Billions)


2008	23	9%
2007	21	15%
2006	17	24%
2005	13	23%
2004	10	30%
2003	7	14%
2002	6	-16%
2001	7	-14%
2000	8	38%
1999	5	

 /emmis/interactive

Source: IAB

Local Interactive Advertising Revenue History (In \$Billions)

2008	12.9	40%
2007	7.7	10%
2006	6.9	30%
2005	4.8	44%
2004	2.7	22%
2003	2.1	19%
2002	1.7	18%
2001	1.4	21%
2000	1.1	64%
1999	.4	

 /emmis/interactive

Source: Borrell & Associates



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