

# Hit the Town!



**SPRING/SUMMER  
2019 MEDIA KIT**

**Sampling Salt Lake's Sizzling  
Dining Scene**

FALL 2018/WINTER 2019



**ALSO INSIDE:** A STREET WE LOVE • ABODES WITH A BACKSTORY • THE BLOCKS  
GLASS CEILING-BUSTING MARKETERS • DEMYSTIFYING CUSTOM SUITS



**The Downtown Alliance**, presents **Downtown the Magazine**. Downtown the Magazine tells the story of the people, businesses and events contributing to a dynamic urban center.

**Downtown the Magazine** is an important tool in reaching your customers through cost-effective advertising, targeted to thousands of downtown employees, locals across the Wasatch, visitors and conventioners. In addition, **Downtown the Magazine** is also delivered to local residents that frequent downtown for their dining, shopping and entertainment needs. This guide is designed to attract the attention and interests of those who like to engage in Utah's capital city.

**Downtown the Magazine** will feature profiles on the people who live, work and play in Downtown SLC.

## EXPANDED DISTRIBUTION

# 150,000

75,000 Spring / Summer  
75,000 Fall / Winter

- *Deseret News*
- *The Salt Lake Tribune*
- *Utah Business*
- Affluent and targeted downtown patrons
- Direct mail to targeted zip codes

## PREVIOUSLY FEATURED EDITORIAL TOPICS

### PERSONALITIES

**"Lessons in Leadership"**, Four executives succeeding in business as a woman

**"Making Their Mark"**, Checking in with Downtown's Top Hoteliers

**"Oh My Tech"**, Utah is bristling with companies working on the cutting edge of technology. Here we introduce three who've found home, sweet, home in downtown SLC



### PLACES

**"Edison Street"**, The inside scoop on the good eats, live music, tasty java and more on this charmingly funky downtown side street

**"Meet Thy Neighbor"**, Digging into downtown's communal dining scene

**"Sentinels of a Bygone Era"**, Noticing—and appreciating—downtown's wealth of original apartment buildings



### EXPERIENCES

**"The Blocks"**, What You Need to Know About Utah's Premier Arts, Cultural and Entertainment District

**"By Any Other Name"**, How a businessman's loving homage has evolved into one of downtown's most beloved performance venues

**"Return of the Custom Suit"**, Breaking down the buzz surrounding this old-is-new trend



## PUBLISHES May 2019

## DEADLINES

### Space Reservation

MARCH 25

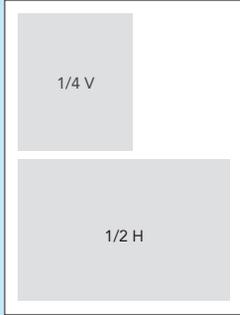
### Art Deadline

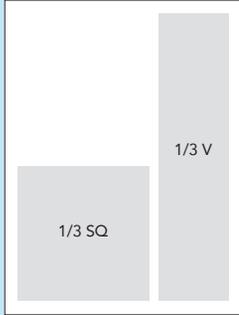
MARCH 29



# Ad Sizes

**TWO-PAGE SPREAD**  
 16.75"W x 10.875"H — trim size  
 17.0"W x 11.125"H — with bleed  
 0.25" — live margins





**FULL PAGE**  
 8.375"W x 10.875"H — trim size  
 8.625"W x 11.125"H — with bleed  
 0.25" — live margins

- 1/4 VERTICAL**  
3.6"W x 4.85"H
- 1/2 HORIZONTAL**  
7.75"W x 4.875"H
- 1/3 SQUARE**  
4.625"W x 4.625"H
- 1/3 VERTICAL**  
2.25"W x 10"H

Deadlines	
Space Reservation	<b>March 25, 2019</b>
Camera-Ready Art	<b>March 29, 2019</b>
Published	<b>May 2019</b>

## Advertising Rates

Ad Size	Rate
2 Pages (double truck)	\$6,950
Back Cover	\$5,800
Inside Cover	\$5,200
Full Page	\$4,300
1/2 Page	\$2,575
1/3 Page	\$1,850
1/4 Page	\$1,400

**Buy ads in three issues, get the fourth free**

Note: First payment due April 1, 2019

For more information contact:

**Derek Deitsch**

derek@downtownslc.org or 801-645-6086

## Ad Guidelines

1. All images must be in CMYK mode 300 dpi (High Res.).
2. Web images are not usable for Downtown SLC magazine. The only acceptable method of getting images from a Website is if the Website has a separate area for downloading high resolution images. A signed release of copyright must accompany use for such photos.
3. Advertiser is responsible for all copyright usage and releases Utah Media Group and Downtown SLC magazine of any responsibility for copyright for items/photos provided for publication.
4. Because of copyright issues, we will not scan pre-printed advertising photos or other material for use in any ad.
5. All placed images must be embedded and must not be compressed, ie, LZW or JPG.
6. All colors in document must be in CMYK mode (no spot or RGB colors).
7. All fonts (both screen and printer fonts) must be included or converted to paths (outlined).

## Ad Submission

1. Email press ready PDF (with "bleeds" if required) to: derek@downtownslc.org
2. If the file is too large please call your rep for additional instructions.

### Acceptable Formats



Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Print-ready PDF files (preferred)

