

DOWNTOWN



WN

downtownslc.org

the MAGAZINE

**FALL/WINTER
2018 MEDIA KIT**



Young Professionals

Why They Choose Downtown

SPRING/SUMMER 2018



ALSO INSIDE: CULTURAL CORE • OPERATION RIO GRANDE • DOWNTOWN LIVING PATIO DINING • BOURBON GROUP • CITY CREEK • CAFFÉ MOLISE • STAYCATION

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

- **"Young Professionals"**, Community, Connection & Coordination
- **"Downtown Ambassadors"**, Helping get people downtown
- **"Revitalizing Rio Grande"**, Getting help for those on the streets



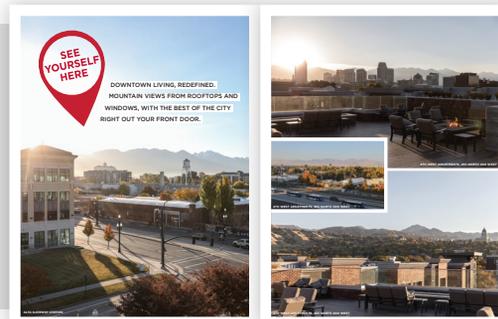
PLACES

- **"3 Irons"**, Street art project downtown
- **"Outdoor Dining"**, Three foodies tell us about spots to eat at downtown
- **"Pioneer Park"**, Paving the way to a premier urban green space



EXPERIENCES

- **"Downtown Living"**, Rooftop and Penthouse views
- **"Downtown Dance Groups"**, Four dance groups and their story
- **"Stacation"**, Girls night, couples retreat, or family escape



PUBLISHES

Sept. 2018

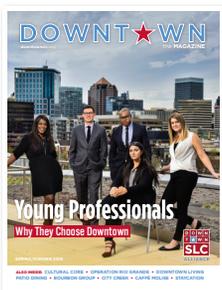
DEADLINES

Space Reservation

AUGUST 15

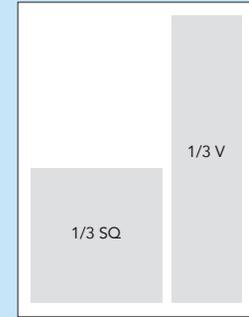
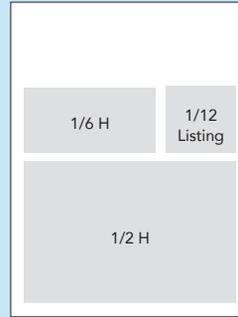
Art Deadline

AUGUST 20



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

1/2 HORIZONTAL

7.75"W x 4.875"H

1/6 HORIZONTAL

4.625"W x 2.3125"H

1/12 SQUARE

2.25"W x 2.3125"H

Featured Listing ONLY

1/3 SQUARE

4.625"W x 4.625"H

1/3 VERTICAL

2.25"W x 10"H

Deadlines

Space Reservation	August 15, 2018
Camera-Ready Art	August 20, 2018
Published	September 2018

Advertising Rates - Member

Ad Size	Rate
2 Pages (double truck)	\$6,600
Back Cover	\$5,500
Inside Front Cover	\$4,950
Inside Back Cover	\$4,950
Full Page	\$4,100
1/2 Page	\$2,450
1/3 Page	\$1,750
1/6 Page	\$850
Featured Listing (1/12 page)	\$400

Buy ads in three issues, get the fourth free

Note: First payment due September 4, 2018

*Member is defined as businesses within the Central Business District (CBD). Additional costs will apply to organizations and individuals located outside of the Central Business District.

For more information contact:

Derek Deitsch

derek@downtownslc.org or 801-328-5080

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)

