



Life in Utah

UTAH'S PREMIER LIFESTYLE AND RELOCATION GUIDE



2024 ADVERTISING BENEFITS

ABOUT LIFE IN UTAH

Published by the Salt Lake Chamber, in partnership with Utah Business/Deseret News, *Life in Utah* is a comprehensive guide to the Beehive State. This annual magazine is a compilation of the most relevant information on everything that makes Utah a great state to live, work, play and do business. This magazine is full of informative content on real estate, communities, education, finance, health care, lifestyle, arts, and entertainment.

AUDIENCE AND DISTRIBUTION

Life in Utah is a resource for well-traveled individuals, business decision-makers, vacationers, and locals alike. Whether they're a newcomer, a long-time resident, a visitor, or a business, this guide is a valuable resource for anyone spending time in Utah. It is distributed throughout the state in various locations, including hotels, convention centers, visitor centers, real estate brokerages, and chambers of commerce, among many other locations throughout the state.

BENEFITS

Digital Edition

This year *Life in Utah* will be produced in a digital edition to be circulated across social media and online channels to extend the reach of the publication.

Mass Circulation

50,000+ print copies of *Life in Utah* will be circulated throughout the 2024 calendar year by the Salt Lake Chamber, area businesses, real estate groups, hotels from Logan to St. George, government agencies, universities, visitor info centers, and retail locations.

Maximum Reach

An estimated 450,000 readers use *Life in Utah*. The magazine is constantly restocked throughout the year. We also fill requests across the state, as companies use the magazine as a relocation/ recruitment tool.

Extended Shelf Life

Life in Utah's content is designed for the long haul. The magazine is a resource that people will keep throughout the years, allowing your message to make a continued impression.

ADVERTISING RATES

MEMBERS	FULL COLOR ADS	NON-MEMBERS
\$6,715	Two Page Spread	\$9,401
\$3,950	Full Page	\$5,727
\$2,370	Half Page	\$3,081
\$1,777	Quarter Page	\$2,310
PREMIUM AD SPACE		
\$7,900	Back Cover	\$11,060
\$5,135	Page 1	\$6,675
\$5,135	Inside Front Cover	\$6,675
\$4,937	Inside Back Cover	\$6,418
BUSINESS LISTING MAP		
Includes location area listing and logo		\$120 per map spot

AD DEADLINES

Reservations and Art

Wednesday, December 22, 2023

Publishes

Late January 2024

A deposit is required on all advertising space unless approved for credit through Utah Business/Deseret News. Balance will be due and payable in January 2024. Graphic design included in listed advertising rates.

SPECIFICATIONS

Acceptable File Format

PDF Only: No application files such as InDesign, QuarkXPress, Illustrator or Word will be accepted. Include bleeds only when creating your PDF.

Please do not include page information, trim or printers marks.

Color and Resolution

All elements in ads must be built in CMYK or grayscale with a resolution of 200 to 400 dpi. Images pulled from websites are **not acceptable** as they are RGB and 72 dpi.

Ad Orientation

Content must read left to right and no sideways or upside down rotations will be allowed.

Fonts

All fonts must be embedded into the document during the PDF creation process or turned to outlines before creating the PDF.

Special Note

We are open for discussion on unique ad dimensions not listed. If you have an idea you want to be considered, **please contact your sales rep at 801.204.6300.**

AD SIZES

<p>TWO PAGE SPREAD Trim Size 16.75" W x 10.875" H Including Bleed 17.0" W x 11.125" H Live Margins 0.25"</p>	<p>FULL PAGE Trim Size 8.375" W x 10.875" H Including Bleed 8.625" W x 11.125" H Live Margins 0.25"</p>	<p>HALF PAGE 7.25" W x 4.85" H</p>	<p>QUARTER PAGE 3.55" W x 4.85" H</p>
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ADVERTISING QUESTIONS

Please contact your sales representative.

Utah
Business

DeseretNews.

SALT LAKE
EST. 1887
CHAMBER
UTAH'S BUSINESS LEADER

