



ADVERTISING RATE SHEET

SALT LAKE HOME SHOW

65,000 DISTRIBUTION
THE SHOW GUIDE WILL BE
DIRECT MAILED TO 50,000* QUALIFIED
HOMES & 15,000* MORE HANDED OUT
AT THE ENTRANCE TO THE SHOW.

Direct Traffic to Your Booth with the Salt Lake Home Show Program. This guide is a beautiful, full color magazine-like program that will be available for over 25,000 people as they enter the Show, and will be direct mailed to 50,000* qualified home owners. Don't miss your chance to direct people to your booth or make attendees aware of special offers.

And the program keeps working well after the show with take-home longevity and additional exposure to new prospects. The Salt Lake Home Show Program should be an essential part of your marketing plan.

Program Ad Sizes (W x H)

Trim Size	8.375"w x 10.875"h
Full Page	7.5"w x 10"h
Full Page Bleed	8.75"w x 11.25"h
1/2 Page	7.5"w x 4.875"h
1/4 Page	3.5"w x 4.875"h
Marketplace	3.5"w x 2"h

Program Advertising Dates

Show Dates January 7-9, 2022

Ad Materials Deadline **November 26, 2021**

Direct Mail In-Home Date December 29, 2021

No cancellations or changes will be allowed after the space reservation date. Payment: 50% deposit due upon reservation, and remainder due at publication date.

Advertising Inquiries:

Jordan Labrum: 385-333-6435
 jordanlabrum3@gmail.com

Display Ad Rates

IFC / Page 3	\$ 3,200
Back Cover	\$ 3,200
Premium Pages (Pg. 5, 7, IBC)	\$ 2,750
Full Page	\$ 2,400
1/2 Page	\$ 1,450
1/4 Page	\$ 795

(All rates are per insertion)

Marketplace Ad Rates

3.5"w x 2"h	\$ 400
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Enhanced Listing Rates

All exhibitors will be included on a list in the program, however exhibitors may enhance their listing:

Bold Name Listing	\$ 100
Bold Name with Logo	\$ 150
Bold Name with Special Offer in Red	\$ 200

Art Director/Associate Publisher

Dave Baker

Phone: 801-557-1868

dave@bakergroup Utah.com

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* Distribution numbers dependent on sales.