



The Park Record.

1670 BONANZA DRIVE, SUITE 202 | PARK CITY, UT 84060 | 435.649.9014 | PARKRECORD.COM

DISTRIBUTION

The Park Record is a twice-weekly paid publication with a circulation of 5,700

DEMOGRAPHICS

SUMMIT COUNTY

Population: **43,093**

Median Household Income: **\$116,351**

Median Home Value: **\$906,244**

Median Age: **39.1**

Source: xxxxxx

WASATCH COUNTY

Population: **36,173**

Median Household Income: **\$94,044**

Median Home Value: **\$00,000**

Median Age: **34.3**

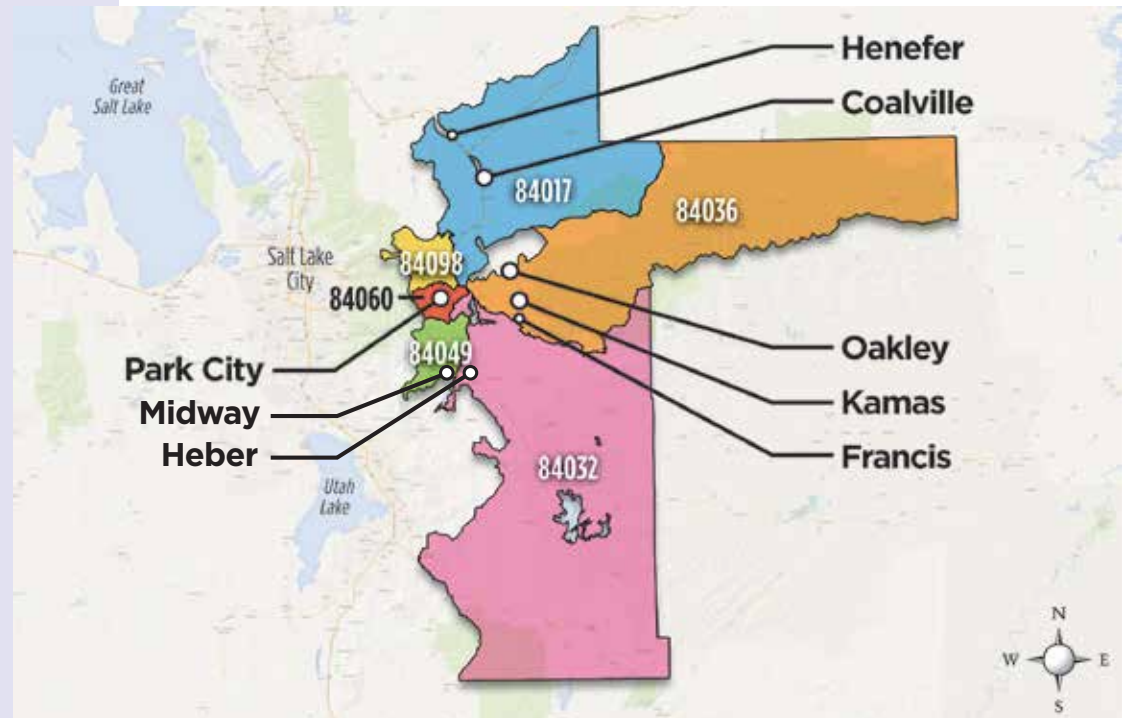
Source: xxxxxxxx

PARKRECORD.COM

reaches over 4.5 million readers a year including locals, visitors, and non-resident property owners

Founded in 1880, The Park Record is a twice-weekly paid newspaper in Park City, Utah. Invited into homes and businesses throughout Summit County and the Wasatch Back, its coverage area includes the Salt Lake International Airport, numerous hotels and lodging locations, and the Park City Chamber of Commerce/Convention & Visitors Bureau.

WEEKLY READERS
30,000



The **Park Record.**

PRINT ADVERTISING

PARK RECORD (Newspaper (no bleeds))

Double Truck (spread)

Full page

1/2 Vertical

1/2 Horizontal

1/4 page

1/8 page

W x H

22.125" x 20.2"

10.62" x 20.2"

5.23" x 20.2"

10.62" x 10"

5.23" x 10"

5.23" x 5"

SWIFT MAGAZINE FORMAT

Double Truck (spread)

Full Page

1/2 Vertical

1/2 Horizontal

1/4 Page

Flap

Gatefold panels same size as full page

18" x 11" (Add .125" bleed)

9" x 11" (Add .125" bleed)

3.917" x 10"

8" x 4.917"

3.917" x 4.9167"

8.8125" x 11" (Add .125" bleed)

TAB FORMAT

Full Page

1/2 Vertical

1/2 Horizontal

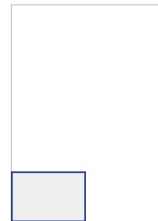
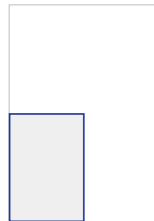
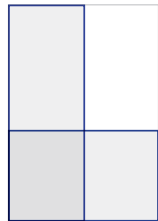
1/4 Page

10" x 10.6"

4.75" x 10.3"

9.5" x 5.1"

4.75" x 5.1"



AD SUBMISSION REQUIREMENTS

- PDF/X1a is the required submission format for all digital advertising files
- All fonts must be embedded or converted to paths/outlines
- All colors must be CMYK

- All files should be a minimum of 300dpi in resolution
- We do not accept Microsoft Publisher or Pages documents.
- For a newspaper ad you do not need to indicate crop marks or bleed.
- Ads will be framed



DEADLINES

Monday 1pm for publication on Wednesday

Thursday 10am for publication on Saturday

Inserts and post-its available. Minimum order of 8,000 for inserts and 10,000 for post-its.

Payment due upon booking ad, unless other arrangements have been made.

The **Park Record.**

TARGETED MAGAZINES

QUALITY ENVIRONMENT • STRONG READERSHIP • LONG SHELF LIFE

HOME



Monthly



Quarterly



Seasonal



Seasonal



Annual

GUIDES/EVENTS



Annual



Seasonal



Annual



Annual

Our magazines are inserted into the Park Record Newspaper and distributed in over 250 locations.

All magazines and tabloids are published in print as well as on parkrecord.com

FOR MORE INFORMATION, PLEASE CONTACT YOUR PRINT/DIGITAL SPECIALIST
435.649.9014 OR SALES@PARKRECORD.COM

The **Park Record.**

DIGITAL ADVERTISING



DISPLAY

An effective way to promote brand awareness, these visual-based ads appear on websites, apps, or social media in the form of banner ads. Coupled with programmatic targeting they can be an effective way to deliver your message to a precise audience.

IT TARGETING

Internet Advertising to Specific Households – Our IP Targeting solution allows you to target your desired audience down to their individual address.

PPC/SEM

Search Engine Marketing & Pay Per Click is a way to drive leads at the bottom of the funnel conversions. Be sure to be in front of your customers when they are actively searching for your products. As a Google Premier Partner, we pride ourselves in running campaigns adhering to Google's Best Practices.

NATIVE

Native ads are not easily recognizable as an ad. They adopt the look and feel of a website's content, inviting the viewer to engage with them.

SOCIAL MEDIA

Advertising with Social Platforms – Ads on Facebook or Instagram maximize reach across both platforms, includes the option of YouTube videos.

GEO-FENCING

Virtual Geographic Perimeter – Advanced spatiotemporal mapping allows for targeting potential customers within a defined geographic area. Geo-fencing constructs

a virtual boundary which allows advertisers to send mobile advertising to anyone entering the area in real time or within the last year.

EMAIL

Effective Email Marketing – Our database has more than 140 million consumer and business emails allowing you to reach a customer's inbox.

SEO

SEO is the process of getting your business to show up in search categories that are most relevant to your business. We deliver a unique SEO product by implementing strategies throughout the year that focus on all ranking factors with local and organic SEO algorithms.

VIDEO

Promotional Video Messages – Find your audience in the new television landscape of streaming video. We offer Pre-roll, Facebook Video, ConnectedTV, Full Episode Players, and YouTube.



swiftdigital

A division of Swift Communications

DIGITAL ADVERTISING

Leaderboard

728x90

Big Box

300x250

Marquee

970x250

Parallax

1600x2400

Daily page views

11,700+

Daily website users

6,700+



13,000+ likes



8,816 followers



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