

# UPDATE

The Official Publication of the  
Utah Petroleum Association

# 2024 MEDIA KIT



**Advertise in the *UPDATE*  
and get your brand in the  
hands of UPA members.**



UPDATE magazine is the official publication of the Utah Petroleum Association.

**SCAN THE QR CODE TO VIEW THE FULLY BUILT OUT DIGITAL VERSION OF THE MAGAZINE.**



[update.thenewslinkgroup.org](http://update.thenewslinkgroup.org)

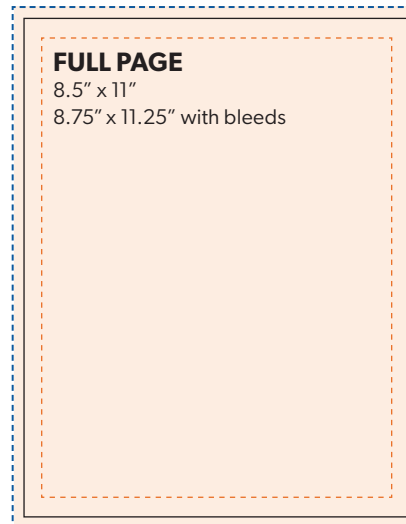
The **UPDATE** magazine offers clear, comprehensive, up-to-date industry information that readers can apply immediately in their own organizations. Advertising in this magazine allows you to reach out to your target audience and reinforce your brand like never before.

In addition to the print publication there is a built-out digital version of each issue that includes options for social sharing, a downloadable PDF and a flipping book for those who prefer swiping, as well as an email distribution to extend the reach.

## PRINT AD SPECIFICATIONS AND PRICING

### 2024 Advertising Rates

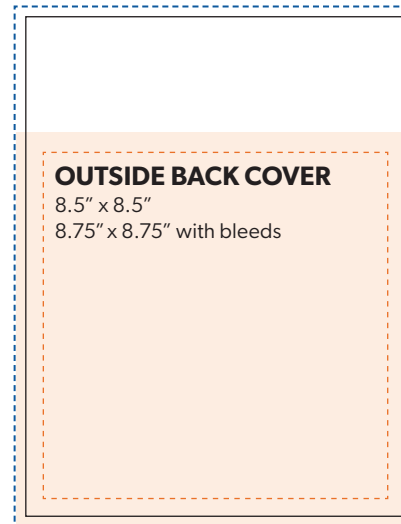
Size	Per Term (3 issues)
Full Page	\$3,207
Premium Full Page	\$5,178
Page 3 + Article Skyscraper	\$5,835
Half Page	\$2,405
Quarter Page	\$1,804
Inside Front/Back Cover	\$5,835
Outside Back Cover + Issue Skyscraper	\$7,293
Print + Digital Premium Pkg. (Four Print Ads + 1 Editorial + 1 Digital Article Leaderboard)	\$7,293
<i>Centerfold space available; call for rates.</i>	



#### Full Page Specifications

- **Page Cut Size:** 8.5" x 11"
- **Bleed:** 0.125"
- - - **Text Safe Area:** 0.25" from all edges  
All text must be within this area to avoid being trimmed off.

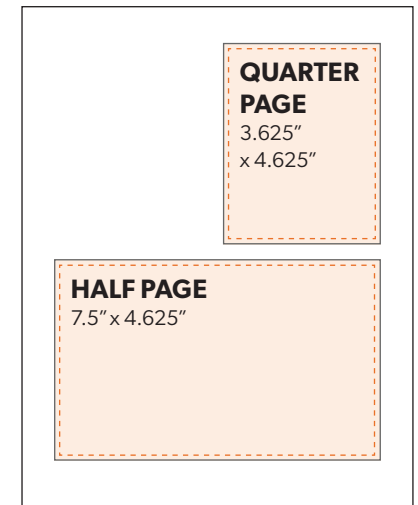
**Final size with bleeds:** 8.75" x 11.25"



#### Outside Back Cover Specifications

- **Print Area Size:** 8.5" x 8.5"
- **Bleed:** 0.125"
- - - **Text Safe Area:** 0.25" from all edges  
All text must be within this area to avoid being trimmed off.

**Final size with bleeds:** 8.75" x 8.75"



#### Quarter Page Specifications

- **Print Size:** 3.625" x 4.625"
- - - **Text Safety Area:** 0.125" from edges

#### Half Page Specifications

- **Print Size:** 7.5" x 4.625"
- - - **Text Safety Area:** 0.125" from edges

*(All measurements are width x height.)*

**All ads MUST be submitted in a press-ready format (300dpi PDF or 300dpi .jpg format).**

If a full page ad or outside back cover ad is sent in without a 0.125" bleed, the ad will be resized to fit the page with a 0.25" white border around it.

# DIGITAL AD SPECIFICATIONS AND PRICING

## 2024 Digital Advertising Rates

Size	Per Issue
Top Leaderboard – (Issue Homepage + All Articles)	\$925
Article Leaderboard – (One Article Only)	\$450
Issue Skyscraper – (Issue Homepage Only)	\$650
Article Skyscraper – (All Articles)	\$650

### TOP/ARTICLE LEADERBOARD (Desktop)

1180px x 90px

### ALL DIGITAL ADS (Mobile)

600px x 120px

### ARTICLE SKYSCRAPER (Desktop)

300px x 300px

### ISSUE SKYSCRAPER (Desktop)

300px x 500px

### Acceptable Digital Ad File Formats:

.jpeg, .jpg, .png, .gif

### File Size:

50KB or smaller

### 125 characters of text or less.

Images that consist of more than 20% text may experience reduced delivery.

## NO ARTWORK? NO PROBLEM!

## WE CAN DESIGN YOUR AD FOR YOU.

**Price:** \$350 per ad

**Initial Layout Design:** Includes two options to select from.

**Design and Editorial Edits:** Includes up to three rounds of edits.

## 2024 Production and Advertising Schedule\*

Issue	Editorial   Advertising Due	Mail Date
Issue 1	March 15, 2024	April 10, 2024
Issue 2	July 19, 2024	August 14, 2024
Issue 3	November 8, 2024	December 4, 2024

\* The Editorial | Advertising Due date is the projected production start date and the date we need the content for the issue noted.

\* Based on the needs of the Association, these dates may be pushed back to accommodate events, legislative concerns or last minute news, which makes the publication current and relevant and increases the value to members and advertisers. However, all publications are published as close to these dates as possible.

\* Digital ads are published on the same schedule as the print magazine. In other words, one supports the other, which has proven ROI.



**Are you ready for growth?  
Go crazy. Be seen.  
CONTACT US TODAY  
TO ADVERTISE IN THE  
UPDATE MAGAZINE.**

**801.676.9722 | 855.747.4003  
sales@thenewslinkgroup.org**

 **THE newSLINK group**

# Purchase an ad in the *UPDATE* Magazine.

## Company Information

Name/Title		Company	
Phone	Email		
Address			
City	State	Zip Code	
Website			
Contact Name	Email		

## Card Billing Information

Name/Title		Company	
Phone	Email		
Address			
City	State	Zip Code	
Website			
Contact Name	Email		

Print Ad Size	# of Insertions	Ad Placement	Total Cost
Full Page			
Premium Full Page			
Page 3 + Article Skyscraper			
Half Page			
Quarter Page			
Inside Front/Back Cover			
OBC + Issue Skyscraper			
Print + Digital Premium Pkg.			

Digital Ad Size	# of Insertions	Run Dates	Total Cost
Issue Skyscraper			
Article Skyscraper (one article)			
Top Leaderboard (all articles)			
Article Leaderboard (one article)			

<b>Ad Design (\$350)</b>	<input type="checkbox"/> Check here if you would like us to design your ad. <small>(Two options will be provided. Details on previous page.)</small>
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**PAYMENT METHOD:**       Please invoice me       Credit Card

CC Number	
Exp. Date	CVV Code
Signature	Date

- Account balance is due in full before publication. Ads not paid in full before publishing are not guaranteed to run. A monthly finance charge of 1.5%, which is 18% per annum, will be charged on the unpaid balance of past due accounts. Customer agrees to pay reasonable attorney's fees and other costs of collection after default and referral to an attorney.
- All materials will be reviewed for acceptability. The publisher and the sponsor reserve the right to refuse any advertisement.
- Position of advertisements is at the discretion of the publisher unless the advertiser has specifically contracted and paid for a premium position.
- Advertisers assume all liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect and hold harmless the publisher and the sponsor from any claim or action based on the content of an advertisement published.
- Orders cannot be canceled. If there is a problem with an ad, such as excessively late distribution, or quality concerns that are the publisher's fault, the publisher reserves the right, at its discretion, to either refund or make good any paid ad that does not run due to publisher error.

<b>Notes:</b>
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**Purchaser:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**NewsLINK Group:** \_\_\_\_\_ **Date:** \_\_\_\_\_