



the
WEST VIEW

advertising opportunities



message from the director

Since 2011, The West View has been informing and engaging residents of the Westside of Salt Lake City. The West View is a full-color community newspaper, mailed free of charge to more than 22,000 residential addresses in the vibrant and diverse neighborhoods of Rose Park, Fair Park, Jordan Meadows, Westpointe, Poplar Grove, and Glendale (84104 and 84116 zip codes).

We offer an inclusive opportunity for these communities to tell their own stories, in their own voice, through our print and digital platforms.



Investing in our work is not only good for our community, it is good for your business or cause. As the Westside's community newspaper, The West View is uniquely connected to our community.

By partnering with The West View, you can reach our community in the following ways:

- The print version of The West View, which is mailed to more than 22,000 households on the Westside and distributed on newsstands throughout Salt Lake City.
- The website and digital edition of The West View, which receives thousands of visits per month.

Your investment in The West View is a way to demonstrate your organization's commitment to community storytelling, civic engagement, and local journalism. The West View can connect your organization to the Westside.

I look forward to speaking with you about opportunities to connect with our community.

Thank you for your support of our work!

Turner Bitton
Executive Director
West View Media
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801-564-3860

distribution

The West View is a multilingual publication and is distributed digitally and in print. The West View newspaper is distributed quarterly throughout the Westside of Salt Lake City. 22,000 copies are mailed to residences in the 84104 and 84116 zip code areas. Additional copies are distributed to newsstands throughout the rest of the city.



print advertising

Advertising in The West View is a unique and community-centered way to reach a diverse audience. The West View is supported by our advertisers who make our work possible. We provide discounted rates for nonprofits and small businesses. An additional discount is available for a four-issue commitment. Advertising rates are provided below.

Business Card
2 columns
4" wide x 2.25" tall
\$200

Tower
2 columns
4" wide x 8" tall
\$450

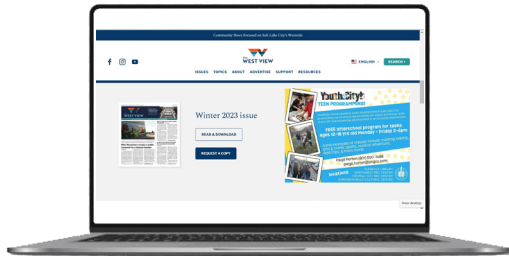
Half Page
6 columns
10.375" wide x 5.5" tall
\$675

Double Business Card
2 columns
4" wide x 4.5" tall
\$325

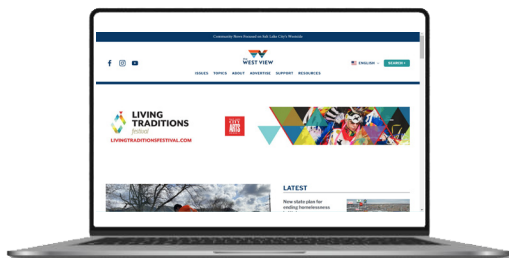
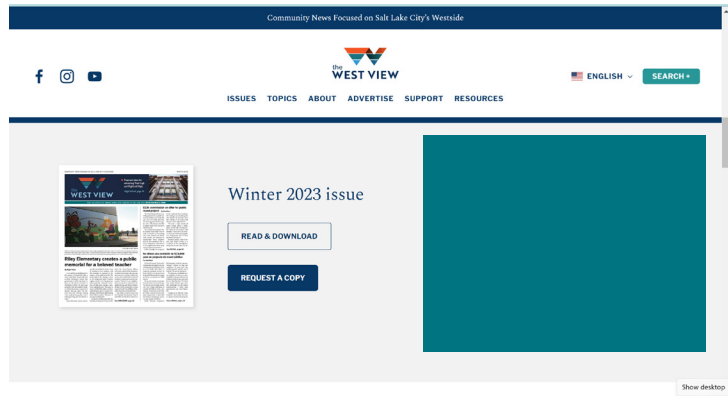
Horizontal Box
3 columns
6" wide x 4.5" tall
\$400

Full Page
6 columns
10.375" wide x 11" tall
\$1250

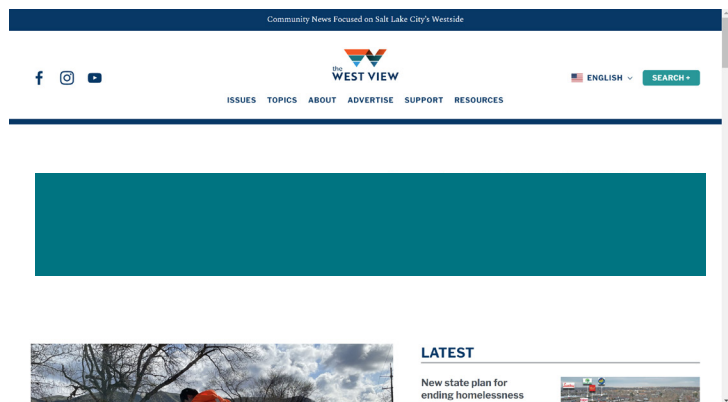
digital advertising



Reach Package
600 x 500 pixels
\$325 for two weeks



Engage Package
1200 x 300 pixels
\$450 for two weeks



digital ads

You can take your advertising goals online with The West View. Our digital network can connect you to Salt Lake City's Westside. Our multilingual website provides opportunities for banner advertising and sponsored content that integrates with the print edition of The West View.



looking for more?

We will work with you to design a custom campaign to meet your needs and budget.

media partnerships

The West View is deeply committed to building community and we want to connect neighbors with one another. We understand that not every organization has a budget or resources to support advertising.

We offer media partnerships that include print and digital advertising in The West View and on our website at westviewslc.org. To be considered for a media partnership, please complete the form at westviewslc.org/partner.

contact us

Above all else, we want to build community and connections between neighbors. Please contact us about your advertising needs, content ideas, questions, or your ideas for partnership. We look forward to hearing from you!

Turner Bitton

Executive Director

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follow us

Website: westviewslc.org

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LinkedIn: [West View Media](https://www.linkedin.com/company/west-view-media)

