

ADVERTISING RATE SHEET

SALT LAKE
HOME
SHOW

40,000* DISTRIBUTION

THE SHOW GUIDE WILL BE DIRECT MAILED TO 30,000* QUALIFIED HOMES & 10,000* MORE WILL BE AVAILABLE 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 30,000* 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 Home Resource Guide 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

Important Dates

Salt Lake Home Show	January 8-10, 2027
Ad Materials Deadline	**December 1, 2026**
Direct Mail In-Home Date	December 31, 2026

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

Display Ad Rates

IFC / Page 3	$ 2,200
Back Cover	$ 2,500
Full Page	$ 2,000
1/2 Page	$ 1,200
1/4 Page	$ 600

(All rates are per insertion)

Marketplace Ad Rates

3.5"w x 2"h	$ 400

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

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* Distribution numbers dependent on sales.