



OUR MISSION

To strengthen community identity, increase civic involvement, and foster social justice for diverse community members in west Salt Lake City.

THE WEST VIEW PAPER

THE WEST VIEW is a full color paper produced by west side community members who are interested in telling authentic stories of the people, places and issues in their neighborhoods.

DISTRIBUTION

Our quarterly paper is distributed widely throughout west Salt Lake City and in nearby areas.

- 24,000 – Printed copies
- 22,000 – Mailed free of charge to all homes and businesses in west Salt Lake City, 84104 and 84116 zip codes
- 2,000 - Hand delivered in stacks to public spaces in west SLC and neighboring areas

Out of area subscriptions available for \$25/year.



The orange colored area, from 2100 S. to 2700 N., west of I-15, represents our general mailing area.

READER DEMOGRAPHICS

Population.....	58,166	Below poverty level..	25.6%
Av. household size...	3.97	Home Ownership....	56.4%
White.....	34.1%	Median Age.....	28 yrs old
Black.....	3.9%	0-4 yrs.....	10.5%
American Indian.....	1.7%	5-17 yrs.....	22.4%
Asian.....	3.9%	18-24 yrs.....	11.4%
Pacific Islander.....	5.1%	25-65 yrs.....	48.9%
Other/ 2+ races.....	2.2%	65+.....	6.9%
Hispanic.....	49%		
Med. Income...\$	40,577/yr		

Source: Utah Community Data Project, 2015

ADVERTISING

THE WEST VIEW is an inclusive medium of communication where the voice of the most diverse populations in Utah are heard.

In addition to the printed newspaper, our developing website keeps Salt Lake City residents up-to-date on important community issues, events and resources.

THE WEST VIEW is now accepting advertising for our next issue. Advertising rates are provided on the accompanying rate cards. We provide discounted rates for non-profits and small businesses. An additional discount is given for a four-issue commitment.

SPONSORSHIP

Become a valued sponsor of *THE WEST VIEW* and be a part of something special. To express our thanks for your tax-deductible donation, your business logo, address and description will be displayed in a Sponsor Acknowledgement box in our paper, and listed on our website. Size of box varies according to your level of sponsorship. Donations of \$2,000 and higher will receive logo placement and acknowledgement in our front page banner.

West View media is a 501(c), non-profit organization. All donations and sponsorships are tax-deductible.

To advertise or become a sponsor of *The West View*, please contact:

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