message from the director

Since 2011, West View Media has been informing, inspiring and engaging the residents of the West Side of Salt Lake City through The West View. The West View is a full-color quarterly newspaper, mailed free of charge to more than 22,000 residential and business addresses in 84104 and 84116 zip code areas—home to the vibrant and diverse communities of Rose Park, Fair Park, Jordan Meadows, Westpointe, Poplar Grove, and Glendale.

We offer an inclusive opportunity for people who live and work in these communities to tell their own stories, in their own voice, through our community and teen newsrooms and public events.

Investing in West View Media’s work is not only good for our community, it is good for your business. As one of the most enduring and respected local media organizations in Salt Lake City, we offer a brand and a mission that shows your company is committed to West Side communities and local journalism.

By partnering with us, you will be promoted through:
- Our quarterly newspaper distribution, which includes more than 22,000 households and 2,000 additional copies at locations throughout Salt Lake City.
- Our website, which receives more than 10,000 unique site visits annually.
- Our social media accounts reaching more than 5,000 people annually.
- Our annual report, distributed online and throughout the state.

Your collaboration with West View Media is a way to demonstrate your company’s commitment to civic engagement through local journalism and storytelling.

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

Thank you,

Turner C. Bitton
Executive Director

reader’s view

I’m a long time resident of the West Side and value efforts made to continue to make the area a nice place to live and raise my family.”
Based on a survey of The West View readers...

52% of readers have at least a bachelor’s degree. 62% of The West View readers are women.

distribution

The West View newspaper is distributed quarterly throughout the West Side of Salt Lake City. 22,000 copies are mailed free of charge to homes and businesses in the 84104 and 84116 zip codes, with another 2,000 available in public spaces in west Salt Lake City and public spaces throughout Salt Lake City.

advertising

Advertising in The West View is a cost effective way to reach our unique audience. The West View is now accepting advertising for our next issue. Advertising rates are provided on the following rate cards. We provide discounted rates for nonprofits and small businesses. An additional discount is given for a four-issue commitment.

Digital advertising opportunities are also available. Contact turner@westviewmedia.org for promotion information.

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 Acknowledgment 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 recognition in our front page banner, as well as a half-page Sponsor Acknowledgement box inside.

West View Media is a 501(c)(3) nonprofit organization. All donations and sponsorships are tax-deductible to the extent allowable by law.
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contact us

We look forward to hearing from you and creating an advertising or sponsorship plan that meets your needs. Please contact us if you have any additional questions.

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