

RESULTS!

DIRECT MAIL WORKS

Each year hundreds of advertisers gain tangible results from Utah County Deals. Direct Mail Advertising has continued to be one of Utah's fastest growing media over the last 12 years (source: DMIS Survey).

LOWEST PRICES IN OUR INDUSTRY

Utah County Deals advertisers receive the absolute lowest prices in the direct mail coupon industry. Full color direct mail coupon ads are available at UNDER one cent per household.

That's UNDER \$10 per thousand!

AN UPSCALE IMAGE

The Utah County Deals' magazine format features 100% full color and hi-gloss paper. Dynamic graphics add luster and polish reflecting a strong image. **Utah County Deals supports our local economy by printing right here in Utah County.**

GUARANTEED DISTRIBUTION

United States Postal Service receipts are always available, verifying your paid circulation.

CATEGORY SEMI-EXCLUSIVE COVERAGE!

Since so many prime business categories thrive in Utah County Deals, category coverage is expansive. Freely promote your Brand with **LIMITED interference from your competition.**

UNMATCHED RETURN ON INVESTMENT

At Utah County Deals, we sell money, not advertising. We continue to earn the repeat business of our advertisers at record rates year, after year due to one simple factor -

POSITIVE TRAFFIC AND REVENUE RESULTS!

FREE AD DESIGN SERVICES

The Utah County Deals ad design team will create your ad at NO CHARGE with your final approval. Our 1st job is to bring new customers in the door that have never used your product or service. It is also important to bring in your regular customers more often instead of allowing them to go to a competitor.

KEY POINTS FOR A SUCCESSFUL AD

- The ad should create a reason to buy TODAY!
- Simplicity is best use short, direct, easy to understand text
- One word sentences are powerful!
- Bullet points help to keep copy simple
- Important points should be bold & easy to read

The BEST OFFERS ranked by MOST effective

#1 FREE



#4

PACKAGE DEALS



#2 HALF PRICE



#3 DOLLARS OFF

#5 PERCENTAGE OFF

