

# Utah County *Deals* Value Pages

A City Journal Publication

## Direct Mailed

### Consumer Magazine



#### RESULTS DELIVERED

#### Finding you more customers, guaranteed!



#### Distribution/Circulation

- 400K** Total circulation mailed out monthly
- 7** Separate target markets
- 50K** per market direct mailed



#### Targeting

- 110K** Average household income
- 91%** Homeowners/Families
- Mid to High Income** homes targeted



#### Response

- Exclusive** We manage categories, limiting competition for better response.
- Shelf Life** 30 day shelf life
- High ROI** Track your results with call tracking and/or QR codes.



#### Readership

- Motivated** readers, that are ready to make a purchase
- 82%** of consumers trust print advertising more than any other form of advertising when making buying decisions.

# Markets We Serve

**TARGETED DIRECT MAIL**  
**Select your Market, or ALL 400K Homes**  
**7 Markets Covering the Wasatch Front**

## Weber County - 50,000 Homes

Market

WC

Ogden, North Ogden, Harrisville, Farr West, Plain City, Eden, Huntsville, Riverdale, Washington Terrace, Roy, South Weber

## Davis County - 60,000 Homes

Market

DC

Bountiful, Centerville, Clearfield, Clinton, Farmington, Kaysville, Layton, North Salt Lake, Syracuse

## Salt Lake County - 200,000 Homes

Market

NE

SLC, Sugarhouse, Murray, Holladay  
50,000 mailed

NW

West Jordan, Taylorsville, West Valley  
50,000 mailed

SW

South Jordan, Riverton, Herriman, Bluffdale  
50,000 mailed

SE

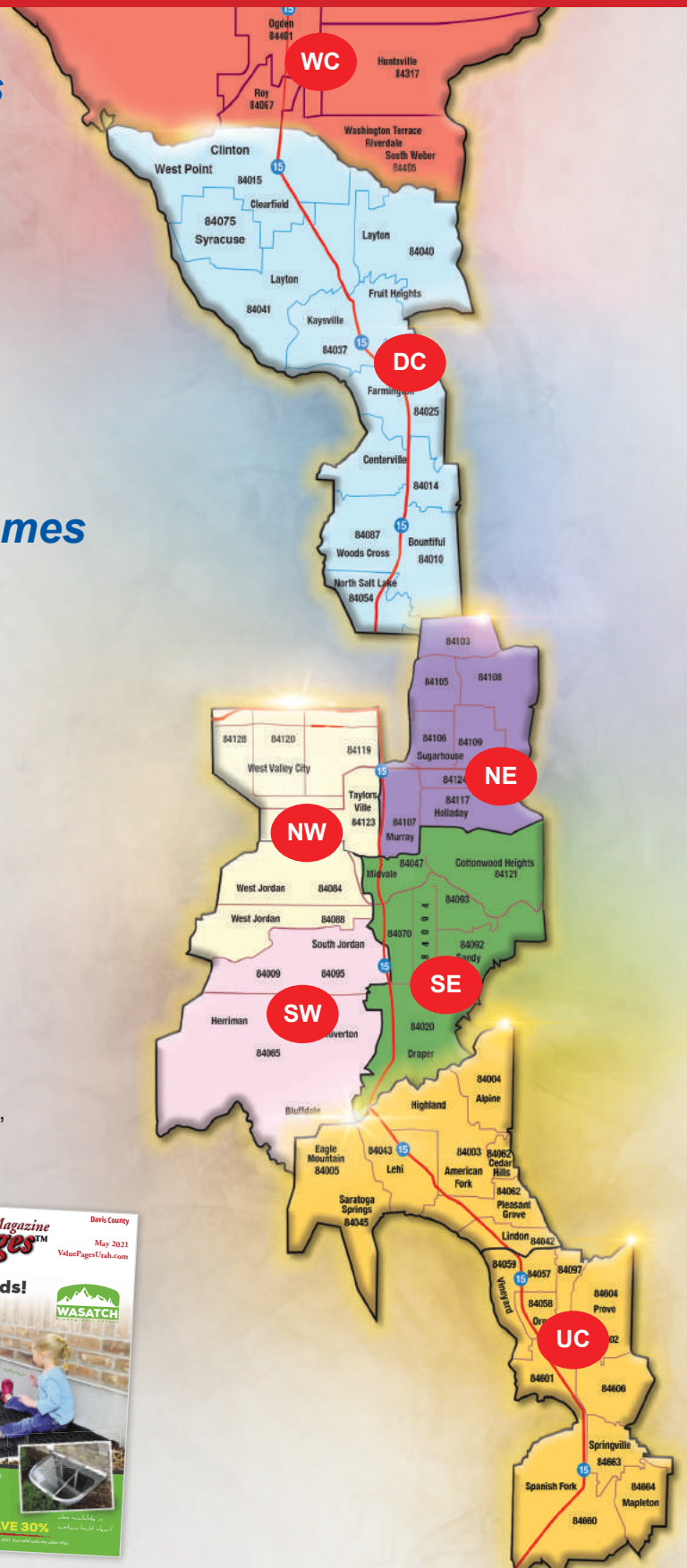
Midvale, Cottonwood Heights, Sandy, Draper  
50,000 mailed

## Utah County - 90,000 Homes

Market

UC

Alpine, American Fork, Highland, Cedar Hills, Saratoga Springs, Eagle Mountain, Lehi, Pleasant Grove, Lindon, Orem, Vineyard, Provo, Springville, Spanish Fork, Mapleton



# Creating An Effective Ad

## DESIGN SERVICES Ad design and consultation to improve your message

We use a proven method to drive results, with the following essential elements:

### SIGNAL

**Eye Catching Visuals** Use an image and/or large bold type to catch the attention of our readership within 2-4 seconds. Twice as many consumers will look at the graphic than will read headline.

### BENEFIT

**Effective Headlines** Headlines can account for 80% of response. They usually address problems, show benefits, build curiosity, and have action words.

### PROOF

**Strong Offers/Statements** Clear and concise reasons people should buy your product or services. What problem do you solve? What makes you different from your competition? Strong offers, are easy to understand, easy to use, and have clear value.

### CLEAN LAYOUT

**Simplicity** The most common mistake made by advertisers, is trying to fit too much on the ad. Keep it simple.

### CLEAR BRAND IDENTIFICATION

**Logo and Colors** Keeping all your branding and advertising consistent, will maximize your brand loyalty and bring higher recognition and engagement.

### TRACKING RESPONSE

Tracking data shows high return to our ads and coupons. Call tracking, QR codes, promo codes, specific offers only available through the ad.

**ASK ABOUT OUR FREE  
PROFESSIONAL DESIGN**

# Rates

## Mailing Dates

### COST EFFECTIVE

Achieve the benefits of direct mail marketing without the high cost of printing and postage



## ADVERTISING DATES

Issue	Reserve	Art	In Home	Issue	Reserve	Art	In Home	Issue	Reserve	Art	In Home
January*	Dec 20	Dec 22	Jan 9-12	May	Apr 17	Apr 19	May 7-10	September	Aug 21	Aug 23	Sep 10-13
February	Jan 17	Jan 19	Feb 6-9	June	May 15	May 17	Jun 4-7	October	Sep 18	Sep 20	Oct 8-11
March	Feb 14	Feb 16	Mar 5-8	July	June 19	Jun 21	Jul 9-12	November	Oct 16	Oct 18	Nov 5-8
April	Mar 20	Mar 22	Apr 9-12	August	Jul 17	Jul 19	Aug 6-9	December*	Nov 20	Nov 22	Dec 10-13

Ad Size	1-3 Markets		4-6 Markets		Utah County Deals (90k)	
	6 Mailings	12 Mailings	6 Mailings	12 Mailings	6 Mailings	10 Mailings
Full Page Ad	\$1,050	\$950	\$950	\$900	\$1,600	\$1,400
1/2 Page Ad	\$700	\$600	\$600	\$550	\$1,150	\$999
1/4 Page Ad	\$450	\$400	\$400	\$350	\$699	\$599

All rates are per market per mailing. \*Utah County doesn't publish in Dec & Jan 6 Month Prices - Have 15% discount included.

### PREMIUM PLACEMENT OPTIONS:

Front or Back Covers, Inside Front or Back Covers, Full or Half Page First Tab

**For advertising information, please call Maria • 801-753-8565**

Ask Us About Our Hyper Local Newspapers

Cottonwood Heights	Midvale	Sandy	West Jordan
Draper	Millcreek	South Jordan	West Valley City
Herriman	Murray	South Salt Lake	
Holladay	Riverton	Taylorsville	

ValuePagesUtah.com  
UtahCountyDeals.com

