

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 - 50,000 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

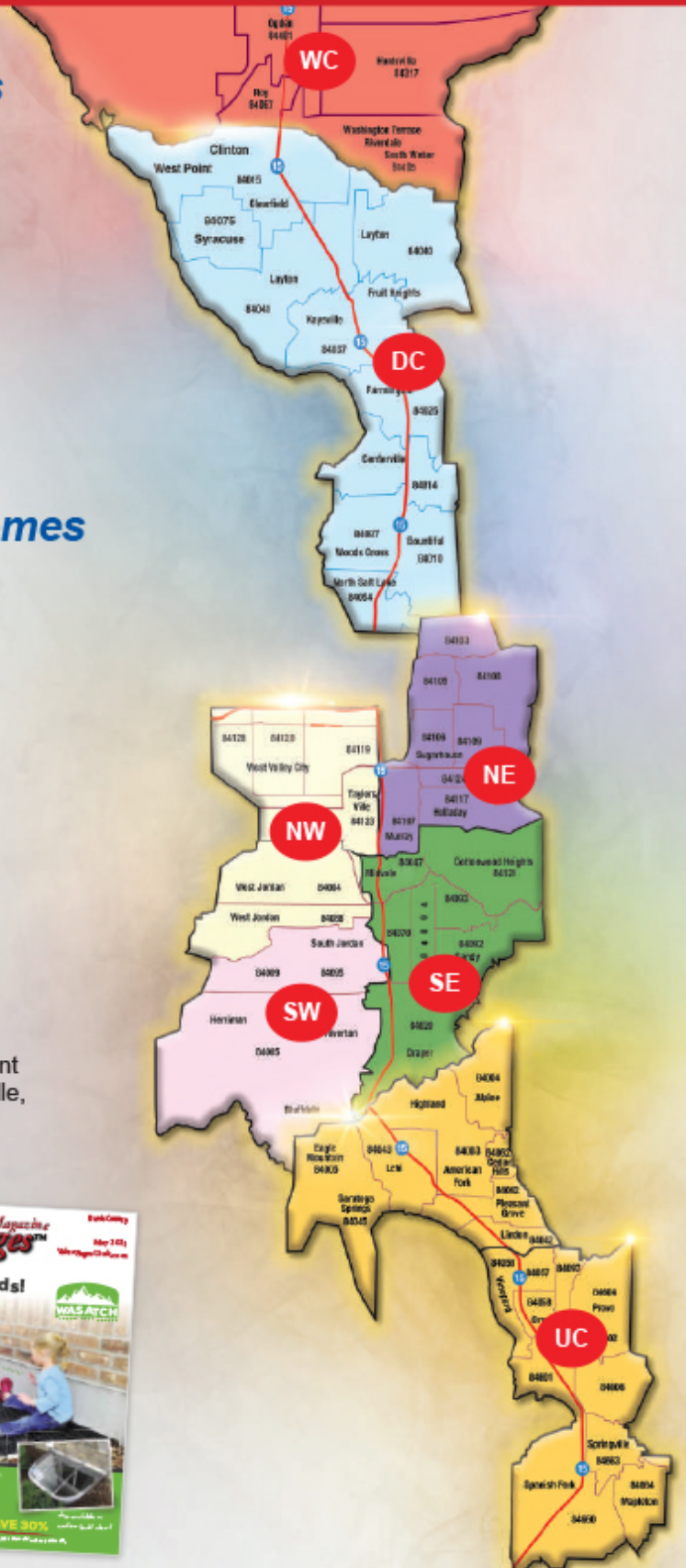
Midvale, Cottonwood Heights, Sandy, Draper
50,000 mailed

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, Benjamin, Payson, Salem, Santaquin,



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**

NOW HIRING! APPLY ONLINE
+ HVAC Techs
+ Electricians
+ Plumbers

HVAC \$29 Furnace or A/C tune-up	ELECTRICAL \$35 Off any electrical work	PLUMBING \$35 Off any plumbing work	DRAINS \$29 Clear any single drain, 1 per visit
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\$300 OFF WATER SOFTENER
We'll come to your home and show you what options are available and give you \$300 OFF* which we've captured you choose. Schedule a free estimate online or call today.

BUY AN A/C, GET THE FURNACE FREE
The beginning of the year is slow for us. So to help keep our gain busy, when you buy a new air conditioner, we'll give you a new furnace for just the cost to install it—about \$490. The furnace is FREE, you just pay for the labor. For more details or to schedule a free estimate, call today.

EASY ONLINE BOOKING! **801-443-7291**
www.AnyHourServices.com

ANY HOUR Electric Services

FREE WAFFLE Wednesdays!
Free waffle to all 801 customers

\$5 off any froyo cake receive 55 off any in-store cake purchase

buy one get one half off
make your own mix from 14 daily flavors and 60+ toppings

menchie's frozen yogurt

kydon marketplace • 755 w antelope dr • 801-416-6280
conyon rim in midvale • 3165 e 3300 s • 801-448-0971
green plaza • 153 n stone • 801-425-9299
south jordan town center • 1665 w town center • 801-727-2005
the village of day dairy draper • 541 e 12800 e • 801-432-9105
highway center west • 2582 e high commons way • 801-297-1787

No dental insurance? Don't worry, we'll take care of you.

Apenglow Dental

Free Whitening for Life
• Evening and Saturday Appointments
• In-Calling TVs
• Discount Membership and Monthly Payment Plans available
• Digital X-Rays and Laser Cavity Detection
• All Tooth-Colored Fillings
• Most Insurances Accepted

Free SEO QR Card with every visit
• Includes QR code
• Includes call tracking
• Includes analytics
• Includes social media
• Includes website

LOWEST PRICE EVER
\$1,499
implant, abutment and crown
• Includes x-rays
• Includes lab work
• Includes crown

Even, bite-wing X-rays and Cleaning
\$39

To schedule an appointment please call **801-397-5220**
167 North Main Street, Salt Lake, Utah 84111 • www.apenglowdental.com

Rates

Mailing Dates

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



ADVERTISING DATES

Utah County & Salt Lake County magazines hit the last full week of the month.

Davis County & Weber County magazines hit the first full week of the month.

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	\$1,000	\$900	\$900	\$855	\$1,600	\$1,400
1/2 Page Ad	\$600	\$550	\$540	\$495	\$1,150	\$999
1/4 Page Ad	\$400	\$350	\$360	\$315	\$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

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