

## Advertising Media Kit 2011-2012

*Ben Craner, V.P. Sales and Marketing  
Cafe Rio Mexican Grill*

*“It’s working! Working so well that we need to change the phone number on the web site. Our catering specialist is receiving too many calls to handle them herself.”*

*Susan R. – Orem*

*“UtahWeddings has been my “Bible” for planning my wedding.”*

*Trisha L. – Layton*

*“I thought your website was the best thing I could have found to plan my wedding until I got a copy of your book. Being able to carry your book around with me was so helpful. I really don’t know how I would have planned such a perfect wedding without your help. Thanks and keep up the good work for future brides.”*

Since 1995, UtahWeddings has provided bridal vendors with advertising resources and solutions throughout the state. Through a combination of print and internet channels, UtahWeddings helps over 150 companies connect with customers actively seeking their services.

Clients have come to expect a high level of "customer recruitment" from UtahWeddings as well as an exceptional level of service and support in advertising their businesses. We actively seek out potential customers for our clients through a combination of wedding showcases, television and radio advertising, billboard campaigns and internet optimization. This document is a brief overview of our 2012-2012 advertising plans and information about advertising in the Utah Weddings book and UtahWeddings.com.

### Facts about The UtahWeddings Book

1. *25,000 UtahWedding books will be printed and distributed in 2012.*
2. *Your own full page, black and white or full color advertisement in the UtahWeddings book.*
3. *Spaces in each vendor category are limited to keep our clients from getting "lost in the shuffle."*
4. *Books are FREE to potential customers.*
5. *Clients are supplied with books to distribute to customers as they choose.*
6. *We have prolific distribution agreements with David's Bridal, Schubach Jewelers, Sierra West and several of Utah's finest jewelers. Jewelers are a key distribution point, as this is the first step for most brides and grooms.*
7. *Books are distributed at all major wedding shows, at live remotes for B 98.7, and online at UtahWeddings.com.*
8. *The UtahWeddings book contains an abundance of planning resources, from calendars, to reminders and notes pages. Brides-to-be love our book because of the incredible amount of information it contains. It also provides them all of the resources found in expensive "Wedding Planners." Customers have referred to it as their Wedding Bible and use it almost exclusively to plan the entire event.*
9. *Our renewal rate is consistently over 80% every year. Similar publications average a renewal rate of only 50%. This is a very strong indication that businesses in our publication receive positive responses.*

### Facts about UtahWeddings.com

1. *UtahWeddings.com has received a brand new face lift! The website has a streamlined interface with navigation that has been tested for "ease-of-use."*
2. *Vendors have a unique page that contains a vendor content area, photo gallery, streaming video options, and a contact function that allows potential clients to ask the vendor personal questions and request additional information. Links will also allow viewers to visit the vendor's website.*
3. *Utah Weddings currently employs one of the most talented web optimizers in the state. Through aggressive web optimization, UtahWeddings.com has managed to achieve search rankings higher than many of our competitors.*
4. *The UtahWeddings.com website has one goal - To connect potential customers with bridal services. Additional site features are limited and serve only to keep customers interested in searching for wedding services. No wedding therapists or distracting wedding-day "stories", just vendor-rich content intended to drive business to you. After all, you are paying us to make you the customer's priority!*
5. *The quality of your content is entirely up to you. You provide us the content, so you control your message. Your content should entice the customer to seek out more information about you.*
6. *The website generates clean (legal) email and direct mail lists that are provided to you each month. These lists are a valuable tool in creating personalized messages to send to potential customers.*
7. *Category listings are also limited for the web, in order to avoid overcrowding.*

### Advertising and Promotion for 2011-2012

1. *Television - UtahWeddings has partnered with Fresh Living and KUTV Channel 2. Traditional advertising, web partnerships and monthly appearances will help to associate viewers with UtahWeddings.com and The UtahWeddings book. Advertising will also include commercial spots during peak hours.*
2. *Radio - B 98.7 is partnering with UtahWeddings by providing web and radio advertising, and book distribution at live remotes. B 98.7 has a solid listenership in the female, 18-25 demographic. Their listeners also tend to have a higher household income (which means more spending power).*
3. *Billboards - UtahWeddings maintains a number of billboards throughout the state. Specifically, UtahWeddings displays a billboard along the northbound I-15 corridor by Gysi. Additional billboards can be found in Utah and Davis Counties.*
4. *Wedding Shows - UtahWeddings either maintains a booth or distributes books at most major wedding shows in the state of Utah.*
5. *Promotions and Giveaways - promotional drawings and customer involved giveaways are planned for 2011-2012. Such promotions may include internet contests and honeymoon giveaways.*
6. *Sponsorships - Major sponsorships are currently in place with Macy's, Gysi, Channel 2 (TV) and B 98.7 (radio).*

### Contracts and Advertising Specifications

Our advertising contract (including advertising specifications) is available for download, online at UtahWeddings.com. Click on the Advertise With Us link at the top of the home page.

### Pricing

UtahWeddings has category-based pricing. For specific prices, please call or email.

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