

Introducing The New Move in Welcome

You Need a new Way to obtain more Customers.

Develop better Relationships

Create More repeat business

You don't always need to sacrifice profits. Your Customers Deserve Better. You deserve Better.

When you started your Business you had a WHY. And it wasn't money. That isn't what motivated you.

Family. Community. A Better Option.

Picture that moment. YOUR Dream. YOUR idea. Your Solution offered to the World. The Best Service, Idea, Food.

Do Your Ads Tell Your Why?

Your customers buy you. Your Creation. Your Solution. They want to feel that passion, that connection, have the journey and experience only you can provide.

We Help You Craft Your Why and Share It



Your carefully crafted ad, along with other like minded businesses, will tell the story of our community. Combined with promotional ideas, we feature new places to visit, activites to experience, new dining tastes, buying experiences to trust, professionals to advise, and services we all need and use.

Your customers will love what we create.

They will get to know you, your business and feel a part of it.

They will want to spend their money with you again, and again.

Together We Can Create a New Community Welcome
And Have a Great Time Doing It

Capitalize on Consumers in the Mood for Change

- Incredibly High Open Rates
- Hand Delivered Straight to the Door
- **Limited Ad Space**
- Marketing Team to Make Your Ad Stronger
- Online Capture to Drip and Stay Relevant

Jump Start Your Lead Engine

Our monthly delivery takes what we have learned in other communities and brings our expertise to Southern Utah.

We do **NOT** make buying decisions based on logic. Nearly every decision we make is emotional. We use logic to justify our choices.

We capitlize on these emotions

Each delivery is packaged in a carefully chosen, reuseable item, designed to create curiosity. Inside there are edibles, print media offers from local businesses, promotional gifts. Things that compel the senses.

We also encourage local food bank donations or other outreach programs to promote community outreach.

THE BEST PART

We Target NEW Home Buyers

They are LOOKING for new.

A NEW Thing to go wow. New places to visit.

New Dining Experiences

New Service Providers

New STUFF

New Ideas

New Items to Fill the New House

New Professionals



Each ad we craft has a unique landing page we build to enhance your offer. These allow us to track the effectiveness of your ad. We NEED your offer to resonate with your customers. We want to intentionally give your customers something they can feel, and then drive them online where they can find out more about you, other offers, and make a decision to spend with you.

"OLD" MARKETING CONCEPTS

PACKAGED IN A NEW CREATIVE WAY

We believe strongly in local. So do your customers. We have ideas that work that they will love.

Cooperative to the Door Advertising

Custom designed collateral that you choose to showcase your business and invite customers to engage, dine, shop, visit...again and again.

Brochures, postcards, magnetic business cards...and several other low cost print or promotional ideas that will tell the story of you and what you can offer, with community out reach programs, other local business offers and local events.

HAND DELIVERED RIGHT TO THE DOOR.



CREATE POWERFUL ACTIONABLE OFFERS

We Target New Home Buyers Ready to Create New Habits with You

Do you use direct mail advertising? Expensive, isn't it...

We intentionally target new home owners. We aren't looking to CHANGE habits. We are targeting those that NEED to find new!

Our open Rates are 100%. We Hand Deliver local offers to the door, along with local food items, compelling offers, in a nice reusable welcome gift. Curiosity compels them to look.

Our Logic

We can do it better. We DO Better.

CHEAPER. EFFECTIVE.

Alliant Local To The Door Rates

Drop Times 1X 3X (5%) 6X (10%)

5x7 Premium Postcard \$500 \$475 \$450

Artwork Charge \$200

Pay for ONLY delivery with your own provided collateral!



Each Ad Placement comes with:

- unique landing page
- optional unique phone number
- CRM
- optional Nurturing and follow up system

We TRACK the effectiveness of your ad



Advertising Rates & Specs

Monthly Local Publication

Rates Closing Dates: Space Reservation 20th Each Month Ad Materials 25th for Following Month Delivery

PREMIUM ADS

AD SIZE	CONTRAC		
	1X	3X(5%)	6X (10%)
Inside Front Cover - Full	\$600	\$570	\$540
Inside Front Cover - Half	\$400	\$380	\$360
Page 1 - Full	\$600	\$570	\$540
Page 1 - Half	\$400	\$380	\$360
Back Cover - Full	\$800	\$760	\$720
Inside Back Cover - Full	\$600	\$570	\$540
Inside Back Cover - Half	\$400	\$380	\$360

STANDARD ADS

AD SIZE			
Spread (2 PAGE)	\$1200	\$1140	\$1080
Full Page	\$500	\$475	\$450
Half Page	\$300	\$285	\$270
1/4 Page	\$200	\$190	\$180

ADVERTISING DESIGN SERVICES

(These rates include up to 1 hour of revisions per advertisement)



MECHANICAL REQUIREMENTS

Upload instructions are given on the website, as well as additional contact information should you have additional questions or require assitance. Upload intructions are also given in your welcome email.

All ads must be submitted as PDF (preferred), Tiff or EPS; minimum resolution 300 dpi. We do not accept Quark, Microsoft Publisher, PowerPoint, or Works files. Any ads submitted in these formats will be subject to design fees.

All ads must conform to the following:

- · Final full size ads must meet magazine trim size and include 1/8" bleed image on all four sides minimum.
- No content is to be within 1/4" of trim size.
- · All fonts and graphics must be embedded and conform to the specifications above for minimum image resolution.
- All color ads need to be supplied as composite files.
- DO NOT nest EPS files within EPS files!
- · All lines and line art images should be a minimum of 1/4 pt. thickness at final size to reproduce effectively on press.
- All color images and files are to be supplied in CMYK. PMS and RGB colors will be converted to process.

TERMS

Payment is required in advance on all new accounts for first insertions. Subsequently, 50% is due with space reservation, and 50% is due within 10 days of invoice. Advertisers will be charged 100% of ad price for any insertion cancelled by advertiser after the Space Reservation Close Date.

GUARANTEE

The ads we craft must meet your high level of expectation. If it doesn't work, we do it again to get it right. Free. That's our guarantee.

MARKETING TO MATCH YOUR VISION

We've built a full-service marketing firm right.
At Alliant Local, we're committed to bringing the very best ideas to get you more customers.

MARKETING YOU

You have a great business. Let's make sure the world knows it. Especially local.

We offer hassle-free public relations as sophisticated as you are. Impress and expand your sphere with cutting-edge content delivered by our fail-safe system that has your back, no matter how successful you get.



TIME TO LOSE THE TIRED CLICHES

DON'T REINVENT THE WHEEL

Do you enjoy driving your new car? Think about it.

If we really stuck to this, we would still be pulling carts. It is time to push past your competition. We do this by creating real value added, effective, marketing concepts to attract new clients, and keep your customers coming back for more. If you don't do this, another business in your niche will reinvent the wheel. No matter what stage you are in your business, there is always something to improve.

IF IT AIN'T BROKE, DON'T FIX IT

Unless you have customers lined up to buy and you can't help them all, it's broke.

If there is a market channel that is producing, there is always something to be done to improve results. And it is certain there are marketing ideas waiting to be deployed. At Alliant Local we are always looking for fresh concepts to attract new customers to your business and keep them coming back. We will tie all your marketing into an integrated strategy, place tracking controls, and manage each campaign to produce best results.

Learn How to Target Customers from Business and Marketing Professionals

WE INVITE YOU TO LEARN MORE ABOUT WHAT WE'RE DOING

Talk to your Local Account Manager to Schedule a Marketing Creative Session