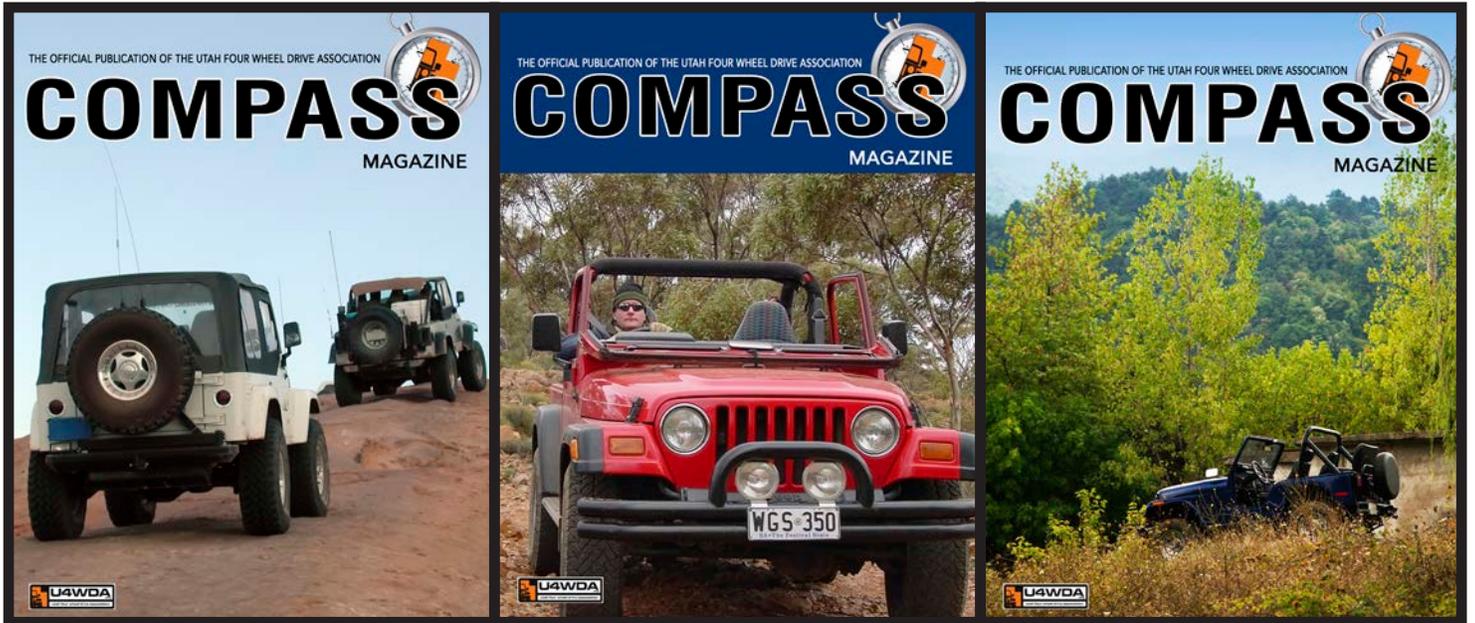


THE OFFICIAL PUBLICATION OF THE UTAH FOUR WHEEL DRIVE ASSOCIATION

COMPASS

MAGAZINE



Advertisement Opportunity!

Business – 2 – Consumer Target Marketing
That Moves Products and Services

The Utah 4-Wheel Drive Association is a nonprofit organization dedicated to protecting access to public lands through education and stewardship. The U4WDA enjoys and respects rights to access public lands and encourage all land users to become educated and involved in land use, conservation, education and maintenance of the unrivaled scenic beauty and historic trails and roads available in Utah. As the official publication for the U4WDA, *Compass* reflects the organization's highest standards and reinforces the organization's mission and advocacy for responsible and ethical recreational land use.

Interesting and targeted editorial content:

The *Compass* magazine offers interesting, insightful and relevant up-to-date editorial content that will draw readers in immediately. *Compass* offers a broad range of subjects, including the following:

- U4WDA news and updates
- U4WDA sponsored events
- Recreational activities and events from affiliated clubs and organizations:
 - Winter 4x4 Jamboree
 - Easter Jeep Safari
 - Old School Rock Crawl
 - Nat'l Public Lands Day (Sept. 26th)
- Product reviews
- Legislative Updates
- Land Conservation Issues
- Education and Safety Concerns
- Trail Ratings and 4x4 Forums

2017 Publication & Advertising Schedule		
Issue	Editorial/Artwork Due	Mail Date
Spring 2017	February 5, 2017	March 1, 2017
Fall 2017	August 26, 2017	September 20, 2017

Ad Specifications (Width X Height)	
* Full Page Ads:	8.5" x 11"
1/2 Page Ads:	7.5" x 4.625"
1/4 Page Ads:	3.625" x 4.625"
* Inside Front / Back Cover	8.5" x 11"
* Outside Back Cover	8.5" x 8.5"
*for bleed, add .125" on all sides	

Design Information:

All ads must be submitted in press-ready .pdf format. Ads may also be submitted as original Illustrator format. If the original ad is submitted, please include all linked files and convert all type to outlines.

***Ad Design Available, \$250.**



Reader demographics:

The Utah 4-Wheel Drive Association serves the membership and prospective members of the organization. The *Compass* magazine is published twice per year, in connection with the two major spring and fall events hosted by and/or supported by the U4WDA. Copies of the *Compass* magazine are printed and mailed to all members of the U4WDA, and are available as a hand-out at major events.

The *Compass* readers are individuals and families that enjoy off-road recreational adventures and share a common passion for the scenic trails throughout Utah.

The U4WDA is comprised of direct members and roughly twenty members clubs, including: Access America Offroad Club, Big Horn 4x4 Club, Canyon Club 4x4 Club, Castle Country King Crawlers 4X4, Dirt Hedz Offroad Club, HubsScratchers, Lione Peak 4-Wheelers, Moab Friends-For-Wheelin', Moabjeeprs.com, Mountain Yoia 4x4, Northern American XJ Association, Red Rock 4-Wheelers, Inc., RockyMountainExtreme.com, SLC 4x4 Club, Split Mountain 4x4 Club, Unlimited 4x4 Club, Utah 4x4 Club, Utah Xterra Owners Club, Wasatch Cruisers, Wasatch Outlaw Wheelers, ZU'tah Wheelers.

This is your opportunity to reach the niche market the *Compass* magazine provides.

- Editorial opportunities available, guidelines apply.

2017 Advertising Rates - Full Color	
Size	Price Per Term (2 issues)
Full Page	\$1,575.00
1/2 Page	\$1,185.00
1/4 Page	\$885.00
Business Card	\$625.00
Page #3 Right-Hand Read	\$2,075.00
Inside Front/Back Covers	\$1,825.00
Back Cover (BC) (\$500 upchg.)	\$2,075.00

- Ad rates are net.
- All color is process color.
- Centerfold Space available, call for rates.

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QUESTIONS?

Contact **Juli** at:
(Direct) 801-676-9722
(tf) 855-747-4003

juli@thenewslinkgroup.com m

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MAGAZINE



Company Information:

Name _____
Company Name _____
City _____
Phone _____
Website _____
Phone _____

Title _____
Address _____
State _____ Zip Code _____ Country _____
E-mail _____
Production Contact Name _____
E-mail _____

Advertising Requirements:

Ad size	Cost per ad	# of insertions	Total cost
Full page			
1/2 page			
1/4 page			
Business Card			
Page 3			
Inside front cover			
Inside back cover			
Back cover			

We will provide ad We will pay you to design our ad

Payment Method: Please invoice me Credit Card: VISA MasterCard American Express

Credit Card Authorization:

Name as it appears on credit card _____
Credit card number _____ Expiration date _____ CVC Code _____
Billing address of credit card _____
Cardholder's signature _____

Or call Juli at 801-676-9722 to process payment over the phone.

I hereby authorize and agree to pay the rate and contract as shown above. Signature: _____ Date: _____

Terms and Conditions:

- Account balance is due in full prior to publication. Ads not paid in full prior to publishing are not guaranteed to run. A monthly finance charge of 1.5%, which is 18% annum, will be charged on the unpaid balance of past due accounts. Customer agrees to pay reasonable attorney's fees and other costs of collection after default and referral to an attorney.
- All materials will be reviewed for acceptability. The publisher and the sponsor reserve the right to refuse any advertisement.
- Position of advertisements is at the discretion of the publisher unless the advertiser has specifically contracted and paid for a premium position.
- Advertisers assume all liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect and hold harmless the publisher and the sponsor from any claim or action based on the content of an advertisement published.
- Order is non-cancelable. If there is a problem with an ad, such as excessively late distribution, or quality concerns that are the publisher's fault the publisher reserves the right, at its discretion, to either refund or make good any paid ad that does not run due to publisher error.



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Magazines Work - Still

The 64 million dollar question for any business has always been how to get the most out of their marketing investments by bringing in new customers and maintaining the loyalty of their existing clientele. That's the beginning, the middle and the end-game of good marketing.

Well, it seems that this past year was a good year for answers. Official answers. Consensus answers. Simply put, it was the year that print proved it wasn't dead. Interestingly, more print publications were launched this past year than in the past several years combined. So for those of you that bought into the "electronic is the only way to go" mantra, think again. And fast. Print, it turns out, still works, and these days, print has the credibility punch to maintain its staying power.

“In today's digital age, the synergy generated from a multi-touch, cross channel campaign positions an organization for creating maximum impact. Utilizing direct mail as one of the contact strategy elements is a proven tool for building and nurturing relationships.”

Jason Butler, Goldleaf Data Corporation

Print is Precise

The message you send, is the message your readers actually receive. According to research with the Centre for Experimental Consumer Psychology at Bangor University, it turns out that tangible materials leave a deeper footprint in the brain. Interestingly, this is not just because the physical materials stimulate both sight and touch, but also because of the actual subtraction of brain signals from the scrambled materials of outside stimuli often present with electronic distribution.

The research strongly suggests that greater emotional processing is facilitated by the physical material rather than by the virtual. That emotional processing is important for memory and brand associations. And finally, physical materials produced more brain responses connected with internal feelings, suggesting greater "internalization."

Print Creates Relevance

According to a poll conducted by Doremus and the Financial Times, 60% of the senior executives they surveyed across North America, Europe and Asia said that when they want in-depth analysis, they turn to print. Ironically, the rate was even higher (70%), with employees of technology companies. The Doremus/Financial Times study revealed that nearly two thirds (64%) of the executives they polled said they pay more attention to print ads than online ads. Direct mail also remains a highly effective marketing strategy, with 80% of people reading or scanning promotional material they received in their mailbox. In a USA Strategies survey, new product introductions, print ads and editorial coverage were viewed as the most important advertising options by B2B.

Google, one of the world's most respected and valuable brands, doesn't rely solely on email, Internet ads and services. In fact, for its pay-per-click ad product offerings, it pours millions of dollars into traditional marketing, including direct mail.

Print is Cost Effective... After All

An Ipsos US study revealed that 67% of the online populations were driven by offline messages to perform online searches for more information on a company, service or product. 30% of those respondents then made a purchase. What's more, another USPS study from the same year determined that those who received a printed catalog from a retailer were twice as likely to buy online from that retailer as consumers who did not receive the catalog. According to the United States Postal Service, people spend an average of 25 minutes with direct mail pieces such as magazines, catalogs, "magalogs," etc. The same study showed that receiving direct

mail, personalized and targeted to their interests/needs, inspires many people to go out to the store or buy online. In fact, in a survey conducted on behalf of Pitney Bowes, nearly 94% of consumers questioned said they had taken action on promotional offers and coupons received via direct mail over the past year.

“As a lot of other marketers cut back on print marketing, there's an opportunity to stand out more. It's not perceived as clutter—nobody has a bad impression of magazines—and it can be a very useful way to drive traffic to your core property.”

Sucharita Mulpuru-Kodali, Analyst, Forrester Research

Print Plays Well with Others

Paper remains an indispensable part of business in the Web age. However, while computers are firmly entrenched as the main work tool in most offices, people continue to print out key documents for important meetings, and turn to printed sources for reliable information. In addition, many organizations will tell you that their customers respond better to print advertising than online messages. In business, paper and electronic media are not incompatible. They are the perfect complement for one another. People often like having both. Electronic media is great for skimming information; paper media is better for studying that information in depth.

Magazines are more relevant today than ever. They are getting stronger as content providers, they can have a mutually beneficial relationship with Internet websites, and they continue to be one of the most effective places to put an advertisement. Why? Because people still like paper. Which means even in today's digital world, paper makes sense.



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