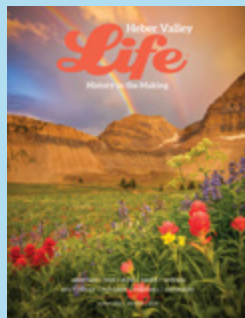




# COMMUNITY SPONSORSHIP



HEBER VALLEY'S POSITIVE COMMUNITY VOICE



# OUR MANIFESTO

We believe that bigger isn't always better and that there is something inherently good in a day's hard work. We believe that friends can be found in unlikely places and that nothing matters more than family and community. We believe that every day is full of potential and that miracles are mixed in with the everyday scene.

We believe in seeking balance between hard work and play: a lazy Saturday making turns on trails or casting a fly at a rising trout in the middle of a hatch; checking in on a friend and neighbor to see how they're doing or lending a hand for a city cleanup project. We believe failure is success as long as we learn from it. We believe in doing our best and taking any who will join us along for the ride.

We believe in grit, faith and in pushing past our comfort zone in order to try something that scares us every day. We believe that joy is found in simplicity. We believe that beauty surrounds us. We love where we live, we live where we love. We believe in the *joie de vivre*! We believe in celebrating history in the making.

We hope you will come along with us on our journey to share Heber Valley's Positive Community Voice. We need you!



# OUR SPONSORSHIP LEVELS



## PLATINUM \$4,950

(WITH ANNUAL COMMITMENT OR \$5,500/SEASON)

### PRINT PLACEMENT – 8-PAGE TIP-IN BOOKLET

- 100 overrun copies
- Logo recognition on inside back cover page, “I Support Heber Valley’s Positive Community Voice”
- Up to 6.5”x10.375” size
- Full creative services are available

### DIGITAL PLACEMENT – HEBERVALLEYLIFE.COM

- 728x90 home page leaderboard digital banner with reciprocating link to your website
- Logo placement on our “I Support Heber Valley’s Positive Community Voice” page

### SOCIAL MEDIA – @HEBERVALLEYLIFE

- 2 posts, per season, Instagram, Facebook
- Authentic social media marketing endorsement or product mention to over 2,500 relevant followers
- Shout-out recognition as a Positive Community Supporter

### SWAG (ANNUAL)

- (2) Sticker “I Support Heber Valley’s Positive Community Voice”
- (2) Window cling “I Support Heber Valley’s Positive Community Voice”
- (2) HVL Tee shirts (your choice: [www.hebervalleylife.com/shop](http://www.hebervalleylife.com/shop))
- (2) HVL YETI tumblers

#### SEND MATERIALS TO: [info@hebervalleylife.com](mailto:info@hebervalleylife.com)

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54 NORTH MAIN, HEBER CITY, UTAH 84032  
435-657-9679 | [INFO@HEBERVALLEYLIFE.COM](mailto:INFO@HEBERVALLEYLIFE.COM)  
[WWW.HEBERVALLEYLIFE.COM](http://WWW.HEBERVALLEYLIFE.COM)

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# OUR SPONSORSHIP LEVELS

## GOLD \$3,150

(WITH ANNUAL COMMITMENT OR \$3,500/SEASON)

### PRINT PLACEMENT – OUTSIDE BACK COVER ADVERTISEMENT

- Logo recognition on inside back cover page, “I Support Heber Valley’s Positive Community Voice”
- Full creative services are available

### DIGITAL PLACEMENT – HEBERVALLEYLIFE.COM

- 728x90 home page leaderboard digital banner with reciprocating link to your website
- Logo placement on our “I Support Heber Valley’s Positive Community Voice” page

### SOCIAL MEDIA – @HEBERVALLEYLIFE

- 2 posts, per season, Instagram, Facebook
- Authentic social media marketing endorsement or product mention to over 2,500 relevant followers
- Shout-out recognition as a Positive Community Supporter

### SWAG (ANNUAL)

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# OUR SPONSORSHIP LEVELS

## SILVER \$2,250

(WITH ANNUAL COMMITMENT OR \$2,500/SEASON)

### PRINT PLACEMENT – INSIDE FRONT COVER ADVERTISEMENT

- Logo recognition on inside back cover page, “I Support Heber Valley’s Positive Community Voice”
- Full creative services are available

### DIGITAL PLACEMENT – [HEBERVALLEYLIFE.COM](http://HEBERVALLEYLIFE.COM)

- 728x90 home page leaderboard digital banner with reciprocating link to your website
- Logo placement on our “I Support Heber Valley’s Positive Community Voice” page

### SOCIAL MEDIA – @HEBERVALLEYLIFE

- 2 posts, per season, Instagram, Facebook
- Authentic social media marketing endorsement or product mention to over 2,500 relevant followers
- Shout-out recognition as a Positive Community Supporter

### SWAG (ANNUAL)

- (2) Sticker “I Support Heber Valley’s Positive Community Voice”
- (2) Window cling “I Support Heber Valley’s Positive Community Voice”
- (2) HVL Tee shirts (your choice: [www.hebervalleylife.com/shop](http://www.hebervalleylife.com/shop))
- (2) HVL YETI tumblers

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# OUR SPONSORSHIP LEVELS

## BRONZE \$2,250

(WITH ANNUAL COMMITMENT OR \$2,500/SEASON)

### PRINT PLACEMENT – COMMUNITY MAILING EDDM

- Logo placement on magazine front cover Subscriber Mailing, slip sheet full page advertisement,
- Logo recognition on inside back cover page, “I Support Heber Valley’s Positive Community Voice”
- Full creative services are available

### DIGITAL PLACEMENT – [HEBERVALLEYLIFE.COM](http://HEBERVALLEYLIFE.COM)

- 728x90 home page leaderboard digital banner with reciprocating link to your website
- Logo placement on our “I Support Heber Valley’s Positive Community Voice” page

### SOCIAL MEDIA – @HEBERVALLEYLIFE

- 2 posts, per season, Instagram, Facebook
- Authentic social media marketing endorsement or product mention to over 2,500 relevant followers
- Shout-out recognition as a Positive Community Supporter

### SWAG (ANNUAL)

- (2) Sticker “I Support Heber Valley’s Positive Community Voice”
- (2) Window cling “I Support Heber Valley’s Positive Community Voice”
- (2) HVL Tee shirts (your choice: [www.hebervalleylife.com/shop](http://www.hebervalleylife.com/shop))
- (2) HVL YETI tumblers

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# OUR SPONSORSHIP LEVELS

## **DIAMOND** \$1,665

(WITH ANNUAL COMMITMENT OR \$1,850/SEASON)

### **PRINT PLACEMENT – FULL PAGE ADVERTISEMENT PREMIER PLACEMENT**

- Guaranteed advertisement placement (based on availability)
- Logo recognition on inside back cover page, “I Support Heber Valley’s Positive Community Voice”
- Full creative services are available

### **DIGITAL PLACEMENT – HEBERVALLEYLIFE.COM**

- 728x90 home page leaderboard digital banner with reciprocating link to your website
- Logo placement on our “I Support Heber Valley’s Positive Community Voice” page

### **SOCIAL MEDIA – @HEBERVALLEYLIFE**

- 2 posts, per season, Instagram, Facebook
- Authentic social media marketing endorsement or product mention to over 2,500 relevant followers
- Shout-out recognition as a Positive Community Supporter

### **SWAG** (ANNUAL)

- (2) Sticker “I Support Heber Valley’s Positive Community Voice”
- (2) Window cling “I Support Heber Valley’s Positive Community Voice”
- (2) HVL Tee shirts (your choice: [www.hebervalleylife.com/shop](http://www.hebervalleylife.com/shop))
- (2) HVL YETI tumblers

#### **SEND MATERIALS TO: [info@hebervalleylife.com](mailto:info@hebervalleylife.com)**

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# OUR SPONSORSHIP LEVELS

## EMERALD \$1,215

(WITH ANNUAL COMMITMENT OR \$1.350/SEASON)

### PRINT PLACEMENT – FULL PAGE ADVERTISEMENT

- Right hand read page placement
- Logo recognition on inside back cover page, “I Support Heber Valley’s Positive Community Voice”
- Full creative services are available

### DIGITAL PLACEMENT – HEBERVALLEYLIFE.COM

- 300x600 digital banner with reciprocating link to your website
- Logo placement on our “I Support Heber Valley’s Positive Community Voice” page

### SOCIAL MEDIA – @HEBERVALLEYLIFE

- 1 post per season, Instagram, Facebook
- Authentic social media marketing endorsement or product mention to over 2,500 relevant followers
- Shout-out recognition as a Positive Community Supporter

### SWAG (ANNUAL)

- (2) Sticker “I Support Heber Valley’s Positive Community Voice”
- (2) Window cling “I Support Heber Valley’s Positive Community Voice”
- (1) HVL Tee shirts (your choice: [www.hebervalleylife.com/shop](http://www.hebervalleylife.com/shop))
- (1) HVL tumbler

#### SEND MATERIALS TO: [info@hebervalleylife.com](mailto:info@hebervalleylife.com)

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# OUR SPONSORSHIP LEVELS

## RUBY \$765

(WITH ANNUAL COMMITMENT OR \$850/SEASON)

### PRINT PLACEMENT – HALF PAGE ADVERTISEMENT

- Logo recognition on inside back cover page, “I Support Heber Valley’s Positive Community Voice”
- Full creative services are available

### DIGITAL PLACEMENT – [HEBERVALLEYLIFE.COM](http://HEBERVALLEYLIFE.COM)

- 300x250 digital banner with reciprocating link to your website
- Logo placement on our “I Support Heber Valley’s Positive Community Voice” page

### SOCIAL MEDIA – @HEBERVALLEYLIFE

- 1 post per season, Instagram, Facebook
- Authentic social media marketing endorsement or product mention to over 2,500 relevant followers
- Shout-out recognition as a Positive Community Supporter

### SWAG (ANNUAL)

- (2) Sticker “I Support Heber Valley’s Positive Community Voice”
- (2) Window cling “I Support Heber Valley’s Positive Community Voice”
- (1) HVL Tee shirts (your choice: [www.hebervalleylife.com/shop](http://www.hebervalleylife.com/shop))
- (1) HVL tumbler

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# OUR SPONSORSHIP LEVELS



## SAPPHIRE \$450

(WITH ANNUAL COMMITMENT OR \$500/SEASON)

### PRINT PLACEMENT – MENU GUIDE TIP IN FULL PAGE MENU LISTING

- Logo recognition on inside back cover page, “I Support Heber Valley’s Positive Community Voice”
- Full creative services are available

### DIGITAL PLACEMENT – HEBERVALLEYLIFE.COM

- Full seasonal menu listing with reciprocating link to your website
- Logo placement on our “I Support Heber Valley’s Positive Community Voice” page

### SOCIAL MEDIA – @HEBERVALLEYLIFE

- 1 post per season, Instagram, Facebook
- Authentic social media marketing endorsement or product mention to over 2,500 relevant followers
- Shout-out recognition as a Positive Community Supporter

### SWAG (ANNUAL)

- (2) Sticker “I Support Heber Valley’s Positive Community Voice”
- (2) Window cling “I Support Heber Valley’s Positive Community Voice”
- (1) HVL Tee shirts (your choice: [www.hebervalleylife.com/shop](http://www.hebervalleylife.com/shop))
- (1) HVL tumbler

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[WWW.HEBERVALLEYLIFE.COM](http://WWW.HEBERVALLEYLIFE.COM)

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# OUR SPONSORSHIP LEVELS

## TURQUOISE \$225

(WITH ANNUAL COMMITMENT OR \$250/SEASON)

### PRINT PLACEMENT – SHOP LOCAL FEATURE

- Photo, logo, business description and contact details (approximately 150 words)
- Logo recognition on inside back cover page, “I Support Heber Valley’s Positive Community Voice”

### DIGITAL PLACEMENT – HEBERVALLEYLIFE.COM

- Logo placement on our “I Support Heber Valley’s Positive Community Voice” page

### SWAG (ANNUAL)

- (2) Sticker “I Support Heber Valley’s Positive Community Voice”
- (2) Window cling “I Support Heber Valley’s Positive Community Voice”
- (1) HVL Tee shirt (your choice: [www.hebervalleylife.com/shop](http://www.hebervalleylife.com/shop))
- (1) HVL tumbler

### EXAMPLE



#### FISH HEADS FLY SHOP

Stop in and check out the huge selection of unique flies and fishing gear at the best fly shop in the area. They have everything you need to start tying your own flies and plenty of local knowledge to help you land the big catches. Fish Heads offers professional fly fishing guides who are on the water daily and have a passion for angling.

32 S MAIN, HEBER | 435-657-2010 | [FISHHEADSFLYSHOP.COM](http://FISHHEADSFLYSHOP.COM)

#### SEND MATERIALS TO: [info@hebervalleylife.com](mailto:info@hebervalleylife.com)

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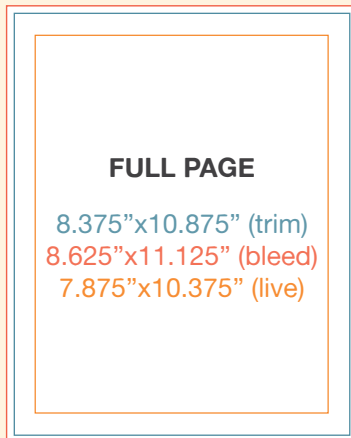
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# IT'S ALL IN THE DETAILS

We ask that any ads provided as camera-ready are created using the following specifications. If you have any questions or need help setting up your file, please just ask! We have an in-house design team that can help you with your ad design or provide a template for setup.

## ad specs



### FULL PAGE

8.375"x10.875" (trim)  
8.625"x11.125" (bleed)  
7.875"x10.375" (live)

### HALF PAGE

7.25"x4.75" (trim)

### FULL PAGE TRIM

8.375" x 10.875"

### BLEED

8.625" x 11.125"  
(.125" on four sides)

### LIVE AREA

7.875" x 10.375"  
(0.25" safe zone on four sides)

### ADS MUST BE BUILT IN

**CMYK**, no RGB or spot colors please.

### RICH BLACK BUILD

areas with solid black color should be built as:  
40-C / 30-M / 20-Y / 100-K

## annual schedule



*Heber Valley Life* magazine is a quarterly publication.

### PRODUCTION DATES

SPRING	SUMMER	FALL	WINTER
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### SPONSORSHIP RESERVATION

January 15	April 15	July 15	October 1
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### MATERIAL

February 1	May 1	August 1	October 15
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### PUBLICATION/PRINT DATES

March 1	June 1	September 1	November 15
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### FORMATS

Fonts must be embedded or outlined in the print-ready file. If a font cannot be embedded due to a licensing restriction, please choose another font.

### IMAGE QUALITY

Photos must be minimum 300 DPI at 100% of usage.

### PRINT-READY FILES

Press-ready PDF files are preferred. We also accept JPG, and working files with all links and fonts included.

### MARKS & BLEEDS

Please DO NOT include crop or bleed marks. DO include a bleed of 0.125" on four sides.

## Sales Inquiries?

435-657-9679  
[info@hebervalleylife.com](mailto:info@hebervalleylife.com)

## Story Ideas?

We'd love to hear from you. If you have an idea for a featured story in an upcoming *Heber Valley Life* publication, please don't be shy!  
435-657-9679  
[submissions@hebervalleylife.com](mailto:submissions@hebervalleylife.com)

## Production Help?

Kristin Bunnell  
435-657-9679  
[info@hebervalleylife.com](mailto:info@hebervalleylife.com)

# OUR AUDIENCE

## the numbers

28,000	readers
5,500	average monthly website visitors
2,500	social media followers
04	publications each year
06	years published
9,999	positive vibes

## our reach

### 28,000 Readers Annually.

*Heber Valley Life* magazine is circulated to over 7,000 readers each season. As a local lifestyle publication, our focus is on adventure, food and drink, arts and culture, health and wellness, community news, our neighbors and real estate.

For advertisers looking to reach Wasatch County customers with a professional polish and a positive local community voice, *Heber Valley Life* is unmatched.

## our delivery

### Direct Mail

*Heber Valley Life* magazine is mailed to approximately 22,000 residential homes and businesses annually. At least one complimentary copy will be delivered to every physical mailbox in Wasatch County every 9 months.

### Subscriptions

Subscribers are the first to receive magazines each season. With a national spotlight on the Heber Valley, our reach has expanded nationwide with subscribers from coast-to-coast.

### Digital Viewers

Over 5,500 unique visitors browse our website monthly at [hebervalleylife.com](http://hebervalleylife.com). Readers can access our digital flipbook, view individual articles from past and present issues, and stay current with weekly news stories which are posted regularly to our website and social media pages.

### Select Retail Outlets in the Heber Valley

Copies retail for \$10/each. Vendors include Lee's Marketplace, Ridley's Market and a selection of strategically-targeted local businesses.

### Visitor Rooms in Wasatch County

*Heber Valley Life* is circulated in every hotel room at the Zermatt Resort, Homestead Resort, guests of the Mountain Valley RV Resort and select local bed and breakfasts within Wasatch County.

### Heber Valley Visitor Centers & Local Vendors

Copies of *Heber Valley Life* are provided to the HV Chamber of Commerce and Midway City to be distributed in welcome packets.

