

heartland WEDDING IDEAS

- NEW content draws NEW readers with MORE frequency than other local magazines.
- 5K 6.5K magazines distirbuted every issue — targeting newly engaged couples with 6 issues a year.
- Magazines mailed to on average
 1.2K subscribers every issue and growing! Sent to actively planning couples or family members until their wedding date.
- Our new "I Do" Crew program, helps couples count down to their exact wedding date while also sharing our current premier vendor list with them (our advertisers!). Plus, get the leads list!

- Distributed to businesses in Central and Easter Iowa! Des Moines Metro, Ames, Boone, Indianola, Nevada, Norwalk, Waukee, Cedar Rapids, Marion, Hiawatha, Iowa City and Coralville
- Website traffic ranges from 3.5K - 4K USERS each issue. With 4K+ engaged couples getting married in central lowa each year (from 2019, current data is skewed), a majority visit our website.
- We're local, not national! Engaged couples tend to plan with vendors in a 15 mile radius of where they live, so let them see you in the local wedding magazine!

CHOOSE YOUR ADVERTISING WITH HEARTLAND:

WE HAVE 6 MAGAZINE ISSUES A YEAR:

Jan/Feb, March/April, May/June, July/Aug, Sept/Oct, Nov/Dec

PACKAGE #1

3-6 ADS A YEAR (INVOICED EVERY ISSUE)

10% off regular ad prices:

1/4-page — \$225 (reg. \$250)

1/2-page — \$360 (reg. \$400)

Full-page — \$565 (reg. \$625)

PACKAGE #2

6 ADS PRE-PAID FOR THE YEAR (ONE INVOICE FOR THE YEAR)

Buy 6 ads get 1 FREE!

1/4-page — \$208 (reg. \$250)

1/2-page — \$333 (reg. \$400)

Full-page — \$520 (reg. \$625)

The above price includes the FREE ad subtracted from the regular price, when you purchase 6 ads for the year.

EACH PACKAGE ALSO INCLUDES:

- FREE matching online banner ads that go on the blog articles for that magazine, a savings of \$300!
- FREE full-page online vendor listing expires
 1 year from when your first ad is placed, a savings of \$150!
- FREE listing on our "I Do" Crew countdown checklist
- FREE ad design no need to do it yourself.

LET'S CHAT: info@heartlandweddingideas.com or call/text Alesha Burgraff: 515.371.3762

townsquare Is your business in front of brides Digital Advertising – and wedding planners?

Target engaged couples based on **locations** they have recently visited. Track if they walk into your store after seeing your ad.

Option - A \$1,000

✓ Location Targeting (Geo-Fencing)

Option - B

\$1,500

- ✓ Geo-Fencing
- ✓ Facebook
- ✓ Instagram

Option - C

\$2,500

- ✓ Geo-Fencing
- ✓ Facebook
- ✓ Instagram
- ✓ Video Targeting

Target Bride & Wedding Planners On:

- ✓ Pinterest
- Snapchat
 - ✓ TikTok

Special

Contact Ashley for a customized marketing plan based on goals for your business.

Pricing!

Top Radio Stations in the Corridor. Special pricing w/ code: EIAWS.







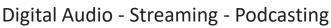






Contact Ashley Miller | (563) 608-3051 | Ashley.Miller@townsquaremedia.com







EXTEND YOUR REACH WITH DIGITIAL AUDIO THROUGH IHEART STREAMING

ADD 23,333 GENRE TARGETED IMPRESSIONS EACH MONTH TO YOUR PLAN!

Monthly Cost: \$334 CPM: \$14.20

COMPLEMENTARY DIGITAL AUDIO GENRE TARGETING TO ENHANCE YOUR RADIO PLAN













News/Talk

Date:

New Hit Country

Sports/Talk

Contemporary Hit Radio

Classic Hit's

Oldies

Q4 - 22		Q1 -23		Q2-23		Q3-23		Q4-23	
MONTH	IMPRESSIONS	MONTH	IMPRESSIONS	MONTH	IMPRESSIONS	MONTH	IMPRESSIONS	MONTH	IMPRESSIONS
October	23,333	☐ January	23,333	☐ April	23,333	☐ July	23,333	☐ October	23,333
November	23,333	☐ February	23,333	☐ May	23,333	☐ August	23,333	□ November	23,333
December	23,333	☐ March	23,333	☐ June	23,333	☐ Sept.	23,333	☐ December	23,333

INVESTMENT: \$333 PER MONTH - MINIMUM COMMITMENT: 3 MONTHS AT GILEVEL GENRE TARGETS IMPRESSIONS LOAD News/Talk Adult Contemporary Sports Talk CHR TOTAL QUARTERLY IMPRESSIONS Digital audio impressions will be delivered monthly. Multiple genres can be paired or purchased separately to completement on-air campaign(s) Minimum purchase requires 70,000 Gross Impressions to earn CPM of \$14.20

Digital Audio Purchase Summary	Enter Total Months Added	Enter GIMPs Per Month	Enter Annual Investment
Agreed to By :(Printed Name and Signature)		Contact info: Alan Walkovia Sr. Account Ex Cell- (319) 77 alanwalkovial	ak xec.

iHM DIGITAL AUDIO
GRAND TOTAL:

This is a non-cancelable contract. Quarters/Months can be shifted depending upon available inventory.

Wedding Show Advertising Packages



KCRG is the #1 source of news in Eastern Iowa & the best place to advertise your business to those planning their wedding!

\$1000 KCRG

Ten 30-second rotational spots on KCRG.

\$1750 KCRG & CW 2

Fifteen 30-second rotational spots on NUKI
Ten 30-second rotational spots on THE CW Fifteen 30-second rotational spots on KCRG.

\$1900 KCRG & KCRG DIGITAL

Fifteen 30-second rotational specific 50,000 online ads on KCRG.com Fifteen 30-second rotational spots on KCRG. & KCRG News & Weather Apps

\$1000 DIGITAL ONLY

200,000 online Ads on KCRG.com & KCRG News & Weather Apps

Production of 30-second commercial not included in package price. Production fee: \$150 with logo & photos provided by client with no video shoot required. Online ad design included in price. Please provide your logo, photos, & website. Offer good for January 16, 2024-February 2024 only.

> **Contact Riki Breitsprecher** 319.213.8325 rikib@kcrg.com

