

# 2024 Advertising!

## heartland WEDDING IDEAS



Six issues a year with inspirational content to help couples dream and advertising from YOU that helps them plan their vendor list!

- **NEW content** draws **NEW readers** with **MORE frequency** than other local magazines.
- **5K - 6.5K magazines distributed 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 Iowa 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!



**Alesha & Lisa**  
CO-OWNERS OF HWI MAGAZINE  
Des Moines Wedding Show, Winter 2020

### 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](mailto:info@heartlandweddingideas.com)**  
or call/text Alesha Burgraff: 515.371.3762

Sign the vendor contract online at: [weddingshowproductions.com/vendor-login](http://weddingshowproductions.com/vendor-login)

PASSWORD: **wsp#24**

# townsquare Digital Advertising –

Is your business in front of brides 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 Pricing!

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



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



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

Sign the vendor contract online at: [weddingshowproductions.com/vendor-login](http://weddingshowproductions.com/vendor-login)

PASSWORD: wsp#24

# MONSTER SALE

Digital Audio - Streaming - Podcasting



EXTEND YOUR REACH WITH DIGITAL 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	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
<input type="checkbox"/> October	23,333	<input type="checkbox"/> January	23,333	<input type="checkbox"/> April	23,333	<input type="checkbox"/> July	23,333	<input type="checkbox"/> October	23,333
<input type="checkbox"/> November	23,333	<input type="checkbox"/> February	23,333	<input type="checkbox"/> May	23,333	<input type="checkbox"/> August	23,333	<input type="checkbox"/> November	23,333
<input type="checkbox"/> December	23,333	<input type="checkbox"/> March	23,333	<input type="checkbox"/> June	23,333	<input type="checkbox"/> Sept.	23,333	<input type="checkbox"/> December	23,333

**INVESTMENT: \$333 PER MONTH – MINIMUM COMMITMENT : 3 MONTHS AT GI LEVEL**

GENRE TARGETS	IMPRESSIONS LOAD
<input type="checkbox"/> News/Talk	
<input type="checkbox"/> Adult Contemporary	
<input type="checkbox"/> Sports Talk	
<input type="checkbox"/> CHR	
TOTAL QUARTERLY IMPRESSIONS	

Digital audio impressions will be delivered monthly. Multiple genres can be paired or purchased separately to complement 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

Contact info:

Alan Walkoviak

Sr. Account Exec.

Cell- (319) 775-3344

[alanwalkoviak@iheartmedia.com](mailto:alanwalkoviak@iheartmedia.com)

Agreed to By : \_\_\_\_\_  
(Printed Name and Signature)

Date: \_\_\_\_\_



iHM DIGITAL AUDIO  
GRAND TOTAL:

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

Sign the vendor contract online at: [weddingshowproductions.com/vendor-login](http://weddingshowproductions.com/vendor-login)

PASSWORD: wsp#24

# 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**

**\$1000** Ten 30-second rotational spots on KCRG.

**\$1750 KCRG & **

**\$1750** Fifteen 30-second rotational spots on KCRG.  
Ten 30-second rotational spots on THE CW

**\$1900 KCRG & KCRG DIGITAL**

**\$1900** Fifteen 30-second rotational spots on KCRG.  
50,000 online ads on KCRG.com  
& KCRG News & Weather Apps

**\$1000 DIGITAL ONLY**

**\$1000** 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](mailto:rikib@kcrg.com)**

