



NEW ADVERTISER MEDIA PROGRAM



PROGRAM BACKGROUND

Helping companies run media since 1993.

● Why?

- Originated as cooperative venture for media to “show results” and as an opportunity for AAF-Utah to raise operating capital.

● Who?

- For organizations, non-profits, government, public or private companies with limited advertising budgets.



CURRENT/PAST PARTNERS

- University of Utah (Dept. of Academic Affairs)
- Pioneer Memorial Theater
- Utah Development Disabilities Council (UDDC)
- West Nile Virus (Fight the Bite)
- Utah Humanities Council
- Living Planet Aquarium
- United Way
- Utah State Library Division
- Natural History Museum

PROGRAM BASICS

● Eligible Partners

- Entities not currently investing in media.
- We maintain strong media relationships and do not wish to take existing monies away from these partners.

● How?

- Instead of taking time to meet with the media reps, negotiating rates and buying media in the traditional fashion, AAF-Utah does the work for you.
- We work closely with media partners to increase the value of your funds.



PROGRAM GOALS

- *RETURN* a minimum of 2:1 *VALUE*. (You get double the value of your funds it would normally take to buy media placed on your own at market value.)
- Take the hassle out of placing advertising yourself.

MEDIA

- AAF-Utah partners closely with all local radio and TV broadcast stations.
- We can assist with print, but opportunities are limited.
- Many outdoor companies currently give non-profits 2:1 media value, however, we can work with outdoor, if desired.

MEDIA

- Budget
 - An effective budget is \$10,000 per quarter.
 - In order to see results and give media partners time to achieve value.
 - If you have less than \$10,000; AAF-Utah is still a viable option.

TARGETING

- AAF-Utah's media program is designed for entities looking to target adults 18-65.
- Some of our TV and Radio partners programming can be more relevant to certain targets.
- Can be more selective depending on time of the year.

No matter who your target is, the AAF-Utah media program can reach your audience.

PRODUCTION

- Elements
 - Involves messaging, finding creative talent, filming/photography, design/writing, sound, voice, mixing, editing, dubs...
 - These elements are all hard costs provided by a variety of people.
 - Creating ads is usually not a one-stop solution.

PRODUCTION

- AAF-Utah can help you determine budgets and find partners that will offer part pro-bono.
- Radio is much easier than TV.
 - AAF-Utah can often find provide scripts and production is provided at no cost by station partners.
- Recommend setting aside some production budget.



MEDIA SELECTION

- TV or Radio?
 - Production and advertising budgets typically dictate which medium to use.
 - AAF-Utah media program books times to run Monday through Sunday.
 - Daily spot air times and quantities vary.
 - AAF-Utah has asked our partners to run a maximum of 20% overnight (12am-4am).

This helps us achieve the minimum 2:1 value on your advertising monies...



OVERVIEW

- Place your first time media advertising funds with the AAF-Utah media program.
- The AAF-Utah strives for at least a 2:1 return in your media placement.
- In return, media partners introduce new advertisers to the power of their audience influence.



WE BOTH WIN

- AAF-Utah continues providing the ad community with programs to enrich industries.
- Your business gains greater value for your media monies.



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