

Top of Mind Awareness

TOMA marketing is a powerful advertising method that generates first-to-mind branding via a small space and high-frequency advertising. The method is designed to make your business the first that comes to mind when consumers need your product or service.

Consider This:

Where do you rank in the minds of local consumers?

Do consumers think of your business first when they need your services or products?

TOMA is a great compliment to your Phone Book advertising program.

When they last used a phone book, almost 60% of area consumers surveyed already had the name of the business in mind.

TOMA Ads Are Unique

TOMA ads feature:

- Business name and/or logo
- Benefit headline or statement
- Address, phone number and hours
- Sales dates, coupons or pricing may not be included in TOMA ads.
- Repeat discounts do not apply.
- Art may be changed once per month in 30-day minimums.
- No guaranteed positions.
- No reverse.



#7918 9/8/10 KD

TOMA PARTICIPATION CONTRACT

I would like to participate in the TOMA co-op advertising program.

I elect the following level:

ONLINE

I'm interested in advertising online also.

FREQUENCY

7 Ads per week
 5 Ads per week
 3 Ads per week

TERM

52 weeks (1 year)
 104 weeks (2 years)

Account Name _____

Signed _____

Date _____

Account Executive _____

Date _____

AD SIZE

2 column inches
 2x1"
 1x2"
 4 column inches
 2x2"
 1x4"
 4x1"

RUN SCHEDULE

Monday
 Tuesday
 Wednesday
 Thursday
 Friday
 Saturday
 Sunday

To learn more

Contact your MediaOne Account Executive, or call 801.204.6271 or visit us at mediaoneutah.com



52 Weeks As Low As \$183/wk

The Salt Lake Tribune / Deseret News

Frequency:	52 Week Contract Rate			
Ads Per Week	4 Column Inch TOMA Ad		Cost/Mo. Avg.	Cost Per Year
	Cost Per Ad	Cost Per Week		
7	\$102	\$714	\$3,094	\$37,128
5	\$114	\$570	\$2,470	\$29,640
3	\$122	\$366	\$1,586	\$19,032

Rate for one 4-inch ad normally \$404.88 per ad.

The Salt Lake Tribune / Deseret News

Frequency:	52 Week Contract Rate			
Ads Per Week	2 Column Inch TOMA Ad		Cost/Mo. Avg.	Cost Per Year:
	Cost Per Ad:	Cost Per Week:		
7	\$51	\$357	\$1,547	\$18,564
5	\$57	\$285	\$1,235	\$14,820
3	\$61	\$183	\$793	\$9,516

Rate for one 2-inch ad normally \$202.44 per ad.

Weekly As Low As \$20/wk

Targeted Reach TOMA, 1x / week

Weekly	Pick-up Rate When Added to Trib/News TOMA			
	2 Column Inch TOMA Ad		4 Column Inch TOMA Ad	
	Cost Per Ad:	Cost Per Week:	Cost Per Ad:	Cost Per Week:
Ahora	\$20	\$20	\$40	\$40
IN Utah This Week	\$20	\$20	\$40	\$40
Mormon Times, in-state	\$20	\$20	\$40	\$40
Mormon Times, out-of-state	\$20	\$20	\$40	\$40

In addition to your printed TOMA ads, consider placing a version online!
Online packages are not automatically included in print buys.

\$10k to \$19k

Contracted Print Spend
200 K impressions
ROS - sltrib.com and desnews.com
\$500 total spent for 26 weeks

\$20k to \$29k

Contracted Print Spend
500 K impressions
ROS - sltrib.com and desnews.com
\$1,000 total spent for 26 weeks

\$30k plus

Contracted Print Spend
1 M impressions
ROS - sltrib.com and desnews.com
\$1,500 total spent for 26 weeks

Online TOMA ads will have the same guidelines as print creative: client can change creative one time per month.
All online ads will come with in-house creative team, 1-proof correction, screen shots, and monthly reporting.


To learn more

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Samples of effective TOMA ads

Not actual size

2x1"



McNALLY AUTO SERVICE


We guarantee our work.

123 Main Street 555-2277

2x2"

Bug Man

(503) 555-1234
Extermination is always guaranteed



1x2"

EMERGENCY FURNACE REPLACEMENTS
Most Furnaces can be replaced in one day



Manwill
Plumbing, Heating & Air Conditioning
Amana 262-4671
Visit our showroom at 385 E. 3900 S.

1x4"

Change Your Smile!



You can have a more beautiful smile in about two weeks

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Center for Aesthetic Dentistry
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www.rich@smileinstitute.com