



THE ARVADA INSIDER: A GUIDE TO ARVADA BUSINESSES AND A THRIVING COMMUNITY

Dear Arvada Chamber of Commerce Members,

We are so happy to announce the return of our annual community magazine! This year's publication will capture the best of Arvada, highlighting our thriving businesses and events, as well as the conversations and leaders advancing our community. We are confident that as a print and digital publication, *The Arvada Insider: A Guide to Arvada Businesses and a Thriving Community* will be our best magazine yet and we want to make sure you're a part of it.

What is New in 2020?

- 1. More member-focused.** The Arvada Chamber of Commerce is proud of our vibrant, robust business community and their leadership that helps advance our city. This year's member guide will better showcase their story and the impact they make through strategies and programs that help make Arvada a great place to live and work. We will offer more opportunities for member impact stories, photos and quotes than ever before.
- 2. More community-focused.** We work diligently with our business and community leaders to develop and promote programs and events that help this community be one of the best in the state. In this magazine, we will highlight key conversations and leaders shaping our community today and into 2020.
- 3. A Community map.** Included in the 2020 member directory will be a community map, with new opportunities to advertise and promote your business on a neighborhood level.
- 4. A full 2020 events calendar.** The calendar, along with the listing of our 2019 Taste of Arvada winners, will lengthen the magazine's shelf life and add value as a community resource guide.
- 5. More robust directory.** Increased options for ad space in the directory, plus website and social additions, and updates in the digital version throughout the year.
- 6. Enhanced digital opportunities.** The digital version of the magazine offer updated graphics and links options to keep content and ads fresh.



How Can You Participate?

Contact us early for best pricing and placement in the publication. As our most popular annual publication, we would highly encourage your business to participate and show Arvada what you have to offer and what's new!

Our publisher, Smart Marketing, along with their sales team will incorporate creative advertising and editorial options for our businesses to be featured. Click here [link tbd] to see the media kit. Find your special placement and secure Early-Bird Pricing by contacting them today at **(970) 686-5805** or **arvadasales@easychairmedia.com**.

As always, we appreciate your support. Your advertising sponsorships make this publication possible.



Thank you!
Kami Welch, President
Arvada Chamber of Commerce



 **(970) 686-5805**
 **info@easychairmedia.com**
 **EasyChairMedia.com**



READERSHIP AND CIRCULATION

20K

PRINTED

90%

OF THOSE PRINTED
ARE MAILED

50K

READERSHIP

50K+

ANNUAL IMPRESSIONS

TOP REASONS TO ADVERTISE

- Year-long shelf life and continuous reference capability with a print and digital format reaching potential customers on the go 24/7.
- Reach key influencers in Arvada.
- Direct mailed to every Arvada Chamber member and 14,000+ affluent Arvada homeowners plus The Arvada Chamber and dozens of key Arvada business offices.
- This is your connection to the Arvada business market!
- Arvada is the 8th largest city in Colorado and was named the 2nd Happiest Mid-Sized City in America by Movoto Real Estate in 2014.
- An ad in *The Arvada Insider: A Guide to Arvada Businesses and a Thriving Community* boosts your image and optimizes your market share like nothing else in the market.

DID YOU KNOW?

When consumers know that a business is a member of a chamber of commerce, they are

44% more likely to think favorably of it and

63% more likely to purchase goods or services from the company in the future.



Arvada
Chamber
of Commerce



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NEXT STEPS

1 AD COORDINATION

Once you have signed a contract, an ad coordinator will contact you to discuss your *artwork, logos, content, and photography specifications if you need our design services. Basic design is provided with all ad purchases, which includes a logo, text, color background, and a single image. Custom ad design starts at \$65/hr. with most ads completed for \$125 or less. We offer a one-time, FREE one-hour business consultation if you need help developing a concept or advice about your ad or ad copy.

**Note: If you have provided this information to your Sales Representative they will include this information in the insertion order.*

If you can provide a print-ready ad, an ad coordinator will contact you to provide ad specs, deadlines and any other print requirements.

NEED HELP WITH YOUR AD COPY?

We can help write ad copy. Some of our writing services may be included with your ad package. We have certain word counts depending on the size of your ad, but can provide our professional copywriting/editing services for \$50/hr.

2 LAYOUT AND DESIGN

Once we have your ad copy, logo/photos (if applicable), the ad moves into design.

**Note: Basic ad design includes one layout design plus up to two revisions. Additional revisions incur a \$65/hr fee.*



Basic ad design template
(must supply a logo, text, and image)



Custom ad design

3 PROOFING

Your ad coordinator will e-mail a low-res PDF proof of your ad for review and approval. Please get back to them with your approval or minor change(s) within the specified time frame. **Note: If the ad requires a complete redesign, charges will incur.*

4 PHOTOGRAPHY

If you would like a photo for your ad, we can arrange a session with one of our professional photographers. There is an additional charge and it will vary according to your specifications and location.

5 COPYRIGHT

Please note that all ads and photography created for this publication are copyrighted and remain the property of Smart Marketing. Any other use of your ad or photograph(s) shall require an additional usage fee and cannot be used in duplication anywhere without written consent.

RASTER vs VECTOR

Created using a grid of pixels (square dots). Each pixel is assigned a color value which, as a collective, form the image.



Created with mathematical coordinates to produce smooth, solid lines and curves used to form the graphic.



PROS & CONS

PROS

- Widely supported file types
- Rich colors and detail
- Precise editing capabilities

CONS

- Larger file sizes
- Slower editing with larger files
- Blurry when enlarged
- Difficult to convert to vector

PROS

- Scalable to any size
- Smaller file sizes
- Faster editing
- Easy to convert to raster

CONS

- Doesn't support photographic imagery well
- Color depth limited
- Limited effects and detail

WHEN TO USE WHICH

- Photographs
- Web graphics
- When adding lots of effects

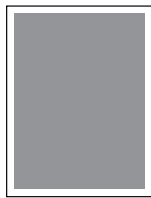
- Logos
- Large format such as signage and banners
- Illustrations

RATE CARD



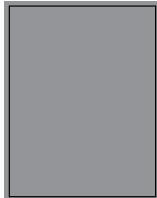
ARVADA 2020

All costs are for four-color, net rates and include live links in digital edition. All advertisers receive a highlighted listing at no additional charge. *Design extra. Magazine Trim Size (8.25"W x 10.75"H)*



\$2,599

Full page, no bleed
7.375"W x 9.875"H



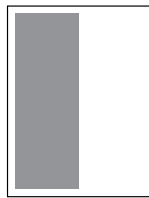
\$2,599

Full page with .25-inch bleed*
8.75"W x 11.25"H



\$4,599

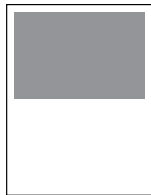
2-page Spread



\$1,599

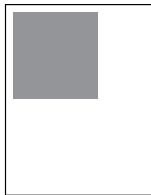
Half Vertical
3.56"W x 9.875"H

Box Listing with logo \$399 or \$199 with an ad purchase.



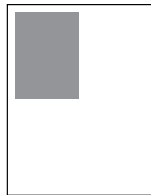
\$1,599

Half Horizontal
7.375"W x 4.875"H



\$1,199

Third Square
4.83"W x 4.875"H



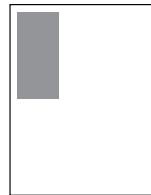
\$999

Quarter Page
3.56"W x 4.875"H



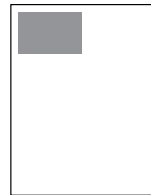
\$999

Quarter/Banner
7.38"W x 2.25"H



\$599

Sixth Page
2.32"W x 4.875"H



\$399

Eighth Page
3.56"W x 2.32"H

MECHANICAL REQUIREMENTS

All camera-ready ads must be submitted in PDF format — No Exceptions! This is necessary so that they are compatible with our digital conversion process. NOTE: Saving as a PDF with www. does not guarantee the ad will automatically convert to a live link. The PDF must have searchable text blocks.

PDF

- Color mode: CMYK
- Resolution: 300 dpi at 100% size
- Embedded photos: CMYK, 300 dpi
- Convert all colors to CMYK. No RGB or spot colors.
- Do not use crop or registration marks.
- All fonts must be embedded.

File Submission

Email ad files to ad coordinator Melissa Levad at mlevad@yahoo.com.

Please indicate "The Arvada Insider" and the business/client name in subject field.

For files over 4 megabytes, contact your ad representative for submission instructions.

DEADLINES

Ad Material Deadline: January 6, 2020

Payment terms: Available upon request. Visa, MasterCard and Discover accepted

Publication Date: Early 2020

Premium or ad placement requests add 10%. Reserve your space early for top placement!

PRODUCTION FEES

Rates are for press-ready ads, ads needing basic design (logo and text only), or ads that have been previously designed (pick-up ads) with minimum changes. A \$65/hr fee for custom design is charged on all others. Advertisers are permitted corrections on the two proofs. Additional revisions will incur a \$65/hr fee and this includes Photoshop or other imagery modification request. Ask about pricing for Mobile (QR Codes) or Video



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ADDITIONAL PRODUCTS AND SERVICES

Need a trusted source to take your marketing to the next level? We offer 11 areas of service with an unbeatable team of experts and extremely competitive pricing!

- 1 PRINT PRODUCTS**
Business Cards to Tri-Fold Brochures and beyond...
- 2 BRANDING**
Message Strategy & Logo Development
- 3 DIRECT MAIL**
Postcard Campaigns
- 4 EMAIL MARKETING**
Newsletter Creation and Management
- 5 SOCIAL MEDIA**
Blogs, Facebook, Twitter, Content Development
- 6 MOBILE**
Apps & Mobile Responsive Design
- 7 WEBSITE**
Development, Content Management, SEO
- 8 CUSTOM PUBLISHING**
Magazines, Booklets, Annual Reports
- 9 PUBLIC RELATIONS**
Press Releases & Promotion
- 10 PROMOTIONAL PRODUCTS**
Pens, Mugs, Totes, Banners and more...
- 11 MARKETING**
Plans and Consultation



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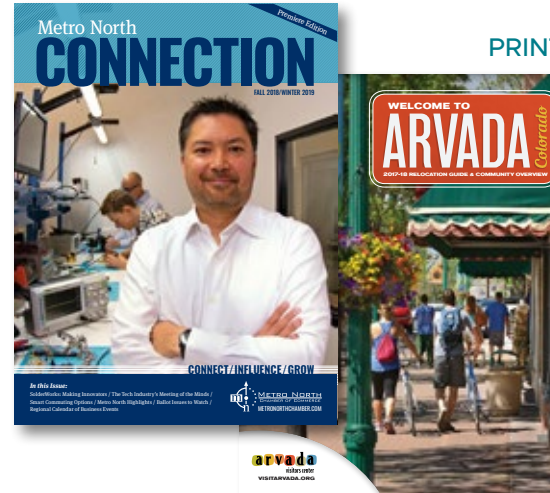
SOCIAL MEDIA



WEBSITE



PRINT



BRANDING



MOBILE



PUBLISHING

