

# EXPLORE EVERGREEN

2020 MEDIA KIT

Your Colorado Mountain Destination



EVERGREEN AREA  
Chamber of Commerce

[www.evergreenchamber.org](http://www.evergreenchamber.org)



# 2020 EXPLORE EVERGREEN

## THE OFFICIAL VISITOR AND COMMUNITY RESOURCE GUIDE FOR EVERGREEN

THE ONLY MAGAZINE IN EVERGREEN WITH CROSS CHANNEL EXPOSURE. PRINT. DIGITAL. MOBILE.



### EXPLORE EVERGREEN IS YOUR PARTNER FOR ADVERTISING SUCCESS

This publication features Evergreen Chamber members and offers listings for the many people who look to the Chamber for business referrals. This guide reaches potential buyers on the move, at their desk or in their homes—and now you can bring your Evergreen business to Life!

Add a video, slideshow or photo gallery in your online and mobile ad. Ask your sales rep how.

- Print – Featuring Chamber member listings with live link in listings with any ad purchase. Ad purchase is required for website to appear online or in mobile.
- Digital – This online edition features live links with any ad purchase
- Mobile – Maximum exposure with a 24/7 campaign and unlimited reach!
- Better ROI through cross-channel marketing!
- Minimum 20,000+ distributed locally and statewide in Colorado welcome and visitor centers
- January 2020 distribution
- Full-color advertising for increased visibility and impact



### WHY PRINT?

Studies have found that 56 percent of customers believe print to be the most credible type of marketing. In order to gain the trust of consumers, adding *Explore Evergreen* to your marketing campaign is a great place to start.



Web Mobile Social Print | [www.easychairmedia.com](http://www.easychairmedia.com) | 970-686-5805 | [info@easychairmedia.com](mailto:info@easychairmedia.com)

# SHOP EAT STAY

## READERSHIP AND CIRCULATION



# 20K

PRINTED

# 75%

OF THOSE PRINTED  
ARE MAILED

# 80K

READERSHIP

# 100K+

ANNUAL IMPRESSIONS

### TOP REASONS TO ADVERTISE

- Year-long shelf life and continuous reference capability with a print, digital and mobile format reaching potential customers on the go 24/7.
- Reach key influencers in Evergreen and your Mountain Community.
- Direct mailed to every Evergreen Chamber member and 15,000+ affluent Evergreen homeowners plus all Colorado Welcome Centers and many Visitors Centers (40+).
- This is your connection to everything in Evergreen!
- Did you know? Advertising in print yields greater increase in brand awareness, brand favorability and purchase intent than online or TV advertising.
- An ad in *Explore Evergreen* 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.



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# TELL YOUR STORY

## RESERVE SPACE NOW!

**Dave Smith**      **Donna Reardon**  
**303-835-8236**      **303-670-0577**  
**evergreensales@easychairmedia.com**

Your ad in Explore Evergreen offers you a cross-channel marketing opportunity like nothing else in the market can!

## NOW THIS IS SMART MARKETING!

- One full year shelf life
- Print, online and mobile editions with live links
- Distributed by all Colorado Visitor and Welcome Centers
- Mailed to Evergreen homeowners and every Evergreen Chamber member
- Basic ad design included with every ad buy
- 100,000+ impressions
- Affordable packages for any budget
- Payment plans available

## EVERYTHING IN EVERGREEN

- Ideas for seasonal things to do
- Evergreen Like a Local
- Annual calendar of events
- Tips for exploring Evergreen
- Demographics and important phone numbers
- Improved area and trail map
- Chamber member directory
- Dining, lodging and shopping options ... and
- Stories that inspire them to hit the road and explore Evergreen!

## SPECIAL SECTIONS

- Where the Locals Go
- Wed in Evergreen
- Downtown Evergreen highlighting businesses downtown
- Spend a Night promoting lodging facilities
- Evergreen Relocation Guide with a special neighborhood map and attention to those in real estate

**THE CHART HOUSE**  
 FRESH SEAFOOD • PRIME RIB & STEAK • HOY CHOCOLATE LAVA CAKE

**SUSANNA C. ROBERT, CPA**  
 Susanna C. Robert, CPA has 27 years of tax and accounting experience. She specializes in small business and individual income tax planning and preparation.

**13227 Aspen Way**  
**Evergreen, CO 80439**  
**303-223-0465**

**Christies of Genese**  
 Your all-inclusive venue for that magical mountain event

**From Cradle to College**  
 College Nowhere • Stress • Taxes has been Bidding Berger for over 20 years. We are the only one in the area that can help you with your child's education. We have a team of experts who can help you with your child's education. We have a team of experts who can help you with your child's education.

**Lutheran Medical Center,**  
 your trusted partner  
 in healthcare for  
 over 100 years.

**Our health services include:**

- Inpatient Primary Care
- 24-Hour Emergency Services
- Cancer Center of Colorado
- Heart and Vascular Institute of Colorado
- Level II Trauma Center
- Primary Stroke Center
- Robotic Surgery
- Senior Behavioral Health
- Senior Emergency Department
- Senior Surgery Center
- Lutheran Orthopedics
- The Women and Family Center

## SPECIAL SECTIONS

### DESIGNED TO HIGHLIGHT DINING, LODGING, SHOPPING

**Showcase Your Business Here!**

- Ads start at \$395!
- A distinctive Ad Format, Listing and Live Link — all three for one low price!

**Help us bring Evergreen to Life!**

**Add video, slideshow or photo gallery. Ask Dave or Donna how.**





# SHOP EAT STAY

## NEXT STEPS

### 1 AD COORDINATION

Once we have a signed contract and you are needing our design services, an ad coordinator will contact you to discuss your \*artwork, logos, content and photography specifications. 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 do offer a one-time, FREE one-hour business consultation if you need help coming up with a concept or would like advice on your ad or ad copy.

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

If you can provide your ad print-ready, 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 packages and we do 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 our \$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

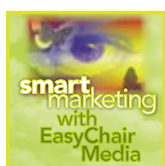
##### CONS

- 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



Kristie Melendez, Publisher  
970-686-5805 | www.easychairmedia.com



## DEADLINES

**Ad Material Deadline:** December 20, 2019

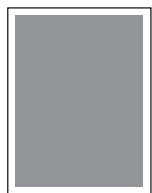
**Payment terms:** Available upon request.  
Visa, MasterCard and Discover accepted

**Publication Date:** January 2020

Ad placement requests add 10%.  
Reserve your space early for top placement!

## AD SPECS AND PRICING Magazine Trim Size (8.25"W x 10.75"H) \* Full page with bleed requires .25-inch bleed on all four sides

All costs are for four-color, net rates and include live links in ads. Make your ad a profile! Free writing and free photo shoots are available—ask how. Add 10% For Premium or Requested Placement.



**\$2,035**  
Full page, no bleed  
7.375"W x 9.875"H



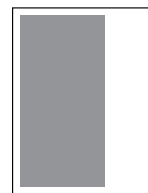
**\$2,035**  
Full page with .25-inch bleed\*  
8.75"W x 11.25"H



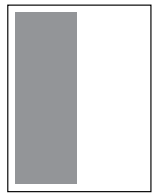
**\$2,340**  
Inside Covers



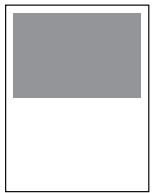
**\$2,757**  
Outside Back Cover



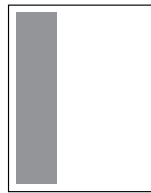
**\$1,299**  
Two-Thirds Vertical  
4.83"W x 9.75"H



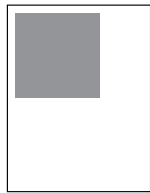
**\$1,085**  
Half Vertical  
4.83"W x 7.188"H



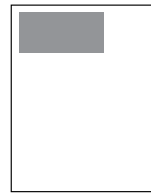
**\$1,085**  
Half Horizontal  
7.375"W x 4.75"H



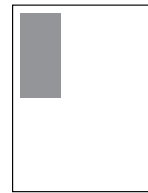
**\$765**  
Third Vertical  
2.32"W x 9.75"H



**\$765**  
Third Square  
4.83"W x 4.75"H



**\$599**  
Sixth Horizontal  
4.83"W x 2.3"H



**\$599**  
Sixth Vertical  
2.32"W x 4.75"H

## 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.

## 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.

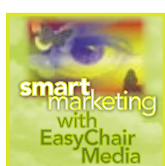
### File Submission

Email ad files to ad coordinator  
Melissa Levad at [mlevad@yahoo.com](mailto:mlevad@yahoo.com).  
Please indicate "Evergreen Magazine" and the business/client name in subject field.  
For files over 4 megabytes, contact your ad representative for submission instructions.

**ACT NOW TO RESERVE  
SPACE OR TO LEARN MORE  
ABOUT THESE EXCITING  
OPPORTUNITIES.**

**970.686.5805**

[evergreensales@easychairmedia.com](mailto:evergreensales@easychairmedia.com)  
[www.easychairmedia.com](http://www.easychairmedia.com)



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# ADDITIONAL PRODUCTS AND SERVICES

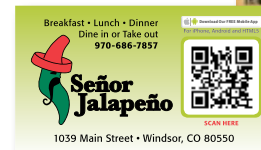
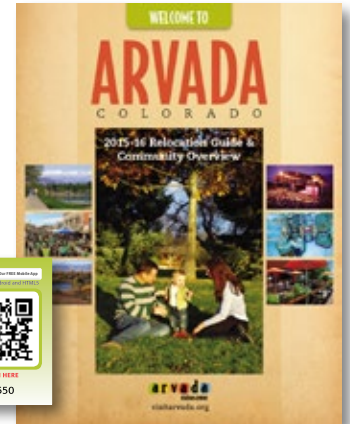
## NEED A TRUSTED SOURCE TO TAKE YOUR MARKETING TO THE NEXT LEVEL?

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

BRANDING

PRINT



SOCIAL MEDIA

MOBILE



WEBSITE



PUBLISHING



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