

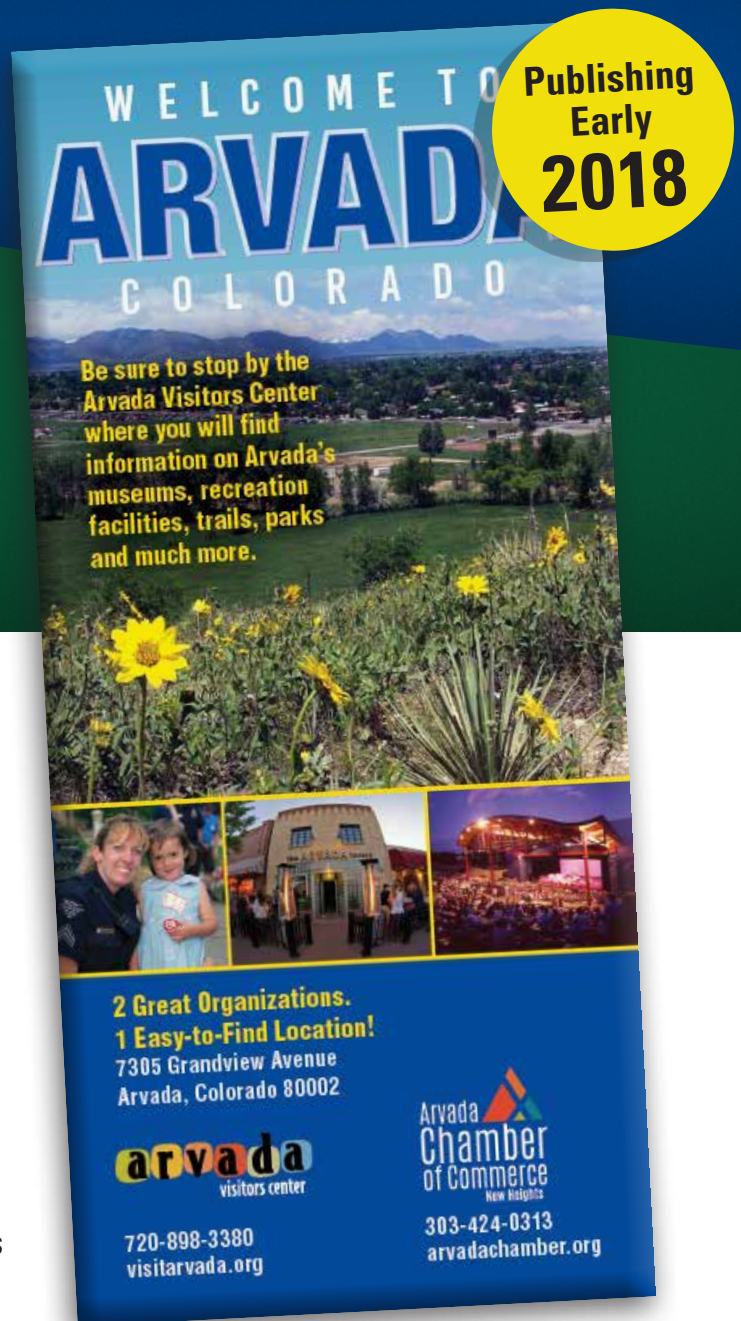
# Help people find what they need... YOUR BUSINESS!

with an ad purchase on the  
Official Arvada Citywide Map

*If you think maps are  
obsolete – think again!*

## 3 great reasons you'll want to advertise this year:

- 1** It's the official Arvada area map with street index featuring Olde Town Arvada and the Gold Line.
- 2** This Official Arvada Map complements your marketing strategy!
  - Target both visitors and Arvada residents
  - Reach action-oriented X- and Y-gen purchasers
  - Build brand and trust with your year-long map presence
- 3** **Did You Know?** When a business is a member of its' local Chamber, the business enjoys:
  - 44% increase in consumer favorability rating
  - 51% increase in consumer awareness
  - 57% increase in local reputation
  - 63% increase in likelihood that consumers will patronize the business in the future



WELCOME TO  
**ARVADA**  
COLORADO

Be sure to stop by the Arvada Visitors Center where you will find information on Arvada's museums, recreation facilities, trails, parks and much more.

**2 Great Organizations.**  
**1 Easy-to-Find Location!**  
7305 Grandview Avenue  
Arvada, Colorado 80002

**arvada**  
visitors center  
720-898-3380  
visitarvada.org

Arvada  
Chamber  
of Commerce  
New Heights  
303-424-0313  
arvadachamber.org

**Publishing  
Early  
2018**

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# Rate Card

## 2017-18 Arvada Citywide Map

### AD RATES

*One full year of shelf life!*

**Premium:** \$1015

includes up to 250 maps

**Double:** \$915

includes up to 200 maps

**Single:** \$515

includes up to 100 maps

**Small:** \$325

includes up to 25 maps

### Special Restaurant Section

“Where the Locals Go”: \$299

includes Internet companion ad for one full year (valued at \$250)

### AD DIMENSIONS

(inches)

Premium 3" x 8"

Double 3" x 6"

Single 3" x 3"

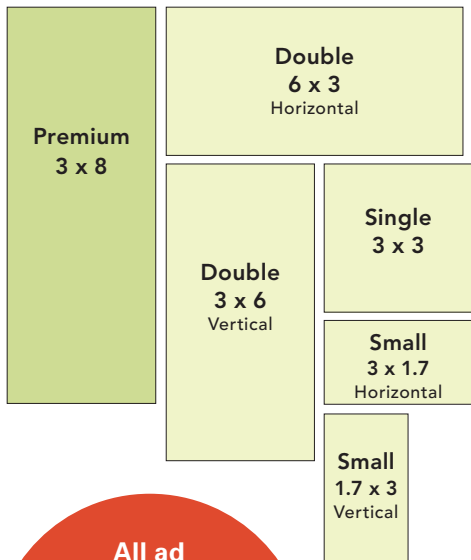
Small 3" x 1.7"

### MECHANICAL REQUIREMENTS

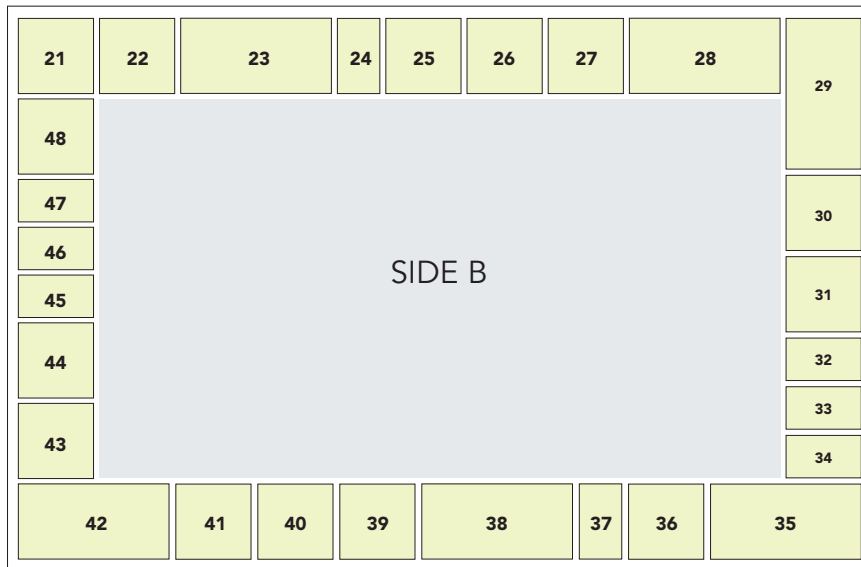
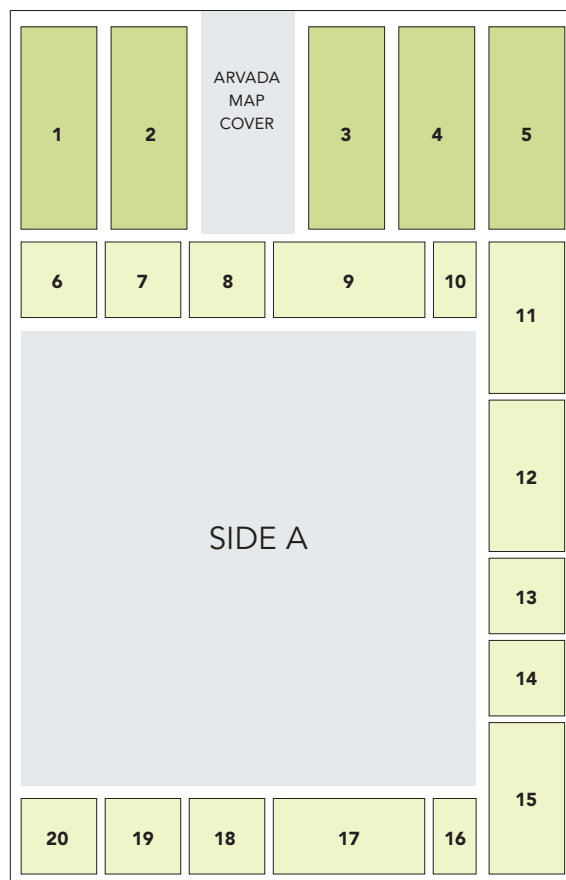
Camera-ready ads must be submitted in PDF format using CMYK colors. Convert all colors to CMYK mode before creating the PDF. Do not submit artwork with RGB, Spot or Pantone® book colors. Use Press-Quality/High-Resolution settings when creating the PDF. No printer's marks. Embedded images must be CMYK, 300 dpi at 100% size. Embed all fonts.

### FILE SUBMISSION

Files up to four megabytes can be e-mailed directly to: [m.levad@yahoo.com](mailto:m.levad@yahoo.com). Please indicate “Arvada City Map” and the business/client name in subject field. If the file exceeds 4 MB, please call your ad representative for submission instructions.



All ad purchases include a FREE LOCATER DOT on the main map, and maps to give away at your place of business!



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