

CARBON VALLEY LIVING

Celebrating Our Three Unique Communities

COMING
FALL 2019



Dear Carbon Valley Chamber of Commerce Member:

We are happy to announce that we are producing an annual Member Business Directory! Smart Marketing LLC will be serving as our publisher, a dedicated team of local magazine publishing professionals who want this premiere issue to be the best possible!

Smart Marketing will strive to provide fresh perspectives and concepts specific to our three communities that will reach not only our members, but residents and visitors too. They will provide all of our production support, offer creative ad opportunities, and deliver an online, optimized digital edition with live links. A cross channel marketing opportunity! All this will complement the 10,000+ printed copies that are scheduled to be printed and distributed via mail to Carbon Valley residents, our chamber members, and other key distribution partners and venues.

DON'T MISS YOUR OPPORTUNITY TO BE FEATURED IN OUR FIRST ISSUE!

1. This community guide will deliver early Fall 2019.
2. It will feature all that Dacono, Firestone, and Frederick have to offer – from restaurants and recreational activities, automotive and retail to healthcare and personal services and more.
3. It will be designed to be an effective, low-budget, multichannel marketing investment.
4. With your print ad purchase your ad will also be featured on the Internet companion version with a live link at no additional cost!
5. Priced for the budget conscious business owner with a generous payment plan available.

RESERVE YOUR SPACE TODAY AND RECEIVE BEST PLACEMENT!

Thank you! We encourage you to participate in the premiere issue and appreciate your support!
—Julia K. Davis, Executive Director, Carbon Valley Chamber of Commerce

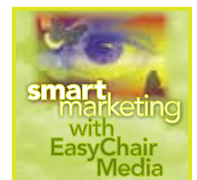


DID YOU KNOW?

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.

ACT NOW!

Call EasyChair Media today to get more information or to secure your ad today!
970.686.5805 | info@easychairmedia.com



AN EFFECTIVE MARKETING SOLUTION

A COST EFFECTIVE ADVERTISING TOOL WITH OPTIMIZED REACH

The Chamber is focused on building creative partnerships and developing lasting relationships in order to grow business in the Carbon Valley area. This publication can accomplish all 3! Our editorial lineup will include: a Wellness and Lifestyle section; a Relocation Guide, Member Profiles and a Membership Directory, and other insightful editorial where readers can explore the many unique offerings of each community and more...

SPECIAL SECTIONS TO INCLUDE:

Movers and Shakers – mini profiles of those in our community making a difference

Local Flavor – for eating, drinking & shopping establishments

Business Showcase – a unique way to promote your business in a story format

Call to get pricing on these special sections

AN UNIQUE ADVERTISING OPPORTUNITY LIKE NOTHING ELSE IN THE MARKET

This official publication will appear in both Print and Online, have one full year of shelf life, and offer a wide array of advertising package options that fit any budget!

(Ask about the generous monthly payment plan.)

Ad packages offer premium value and include ad design and a digital version with live links that is accessible on the Carbon Valley Chamber of Commerce website!



DISTRIBUTION

A minimum 10,000 distributed to Carbon Valley residents, chamber members, at chamber events, in relocation packets, and other local designated partners and venues.

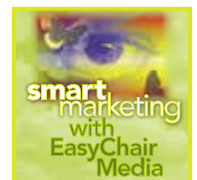
Magazine media delivers powerful relationships that influence, inspire and endure.

DID YOU KNOW?

91% of all adults, 94% of adults under 35 and 96% of adults under 25 read print or digital magazines?

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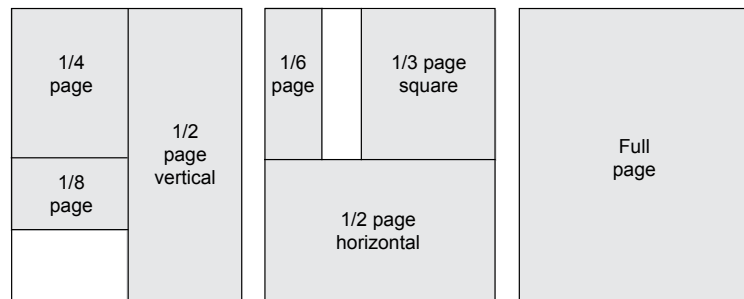
RATE CARD



CARBON VALLEY CHAMBER OF COMMERCE

Ad Size W x H (inches)	Member Price	Non-Member
Special Listing	\$199	\$239
Specialty Ad	\$395	\$479
Eighth Page 3.612 x 2.25	\$595	\$719
Sixth Vertical 2.32 x 4.75	\$695	\$834
Quarter 3.612 x 4.8	\$895	\$1074
Third Square 4.83 x 4.75	\$1095	\$1314
Half Vertical 3.612 x 9.75	\$1555	\$1866
Half Horizontal 7.38 x 4.75	\$1555	\$1866
Full page, no bleed 7.38 x 9.87	\$1995	\$2394
Full page with bleed	\$1995	\$2394

Trim size 8.25 x 10.75 with a .25" bleed on all sides.
Final file size is 8.75 x 11.25



- Premium space on pages 2, 3, 5, and back covers add 10%
- Add 10% for special placement requests
- Members rates 20% less
- All ad packages include: digital online companion ad with FREE live links, a FREE highlighted listing and basic ad design. Custom ad design can be added for \$65/hr.

ADVERTISING SPECIFICATIONS

Payment Terms: Payment in full is appreciated and guarantees advertising space.

- Rates include basic ad design and layout (logo, 1 photo, text, background). First round of corrections no charge. Photos must be high resolution (300 dpi).
- Placement: There is no guaranteed placement of ads unless a 10% premium placement fee is paid.
- Special production or design, such as logo design or extensive Photoshop or Illustrator work, will incur additional production charges of \$65 an hour with a \$35 minimum.
- Ads are designed for this publication only. Advertisers may purchase their ad design for use in other publications by contacting EasyChair Media for usage rates and permission to use ad for other publications.
- Proofs: Color proofs will be provided via email in PDF format. It is the responsibility of the advertiser to approve the ad within 48 hours of receipt. We are not responsible for errors in ads that are not caught by the advertiser in proofing prior to production.
- Outside Designers: Camera-ready ads must be submitted in PDF format. NO EXCEPTIONS! This is necessary so they are compatible with our digital conversion process and will ensure your links are live in the digital version.
- All ads include live links. Only advertisers will have websites (starting with www.) in their listings for the digital and any mobile edition.

Email ad files:

Ad Coordinator, Melissa Levad at mlevad@yahoo.com.

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

PRODUCTION FEES

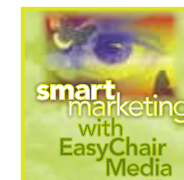
Rates are for press-ready ads, ads needing basic design (logo and text only) or ads that have been previously designed (pick-up ads) with minimum changes. A \$65/hr fee for custom design is charged on all others. Advertisers are permitted corrections on the two proofs. Additional revisions will incur 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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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

<p>Created using a grid of pixels (square dots). Each pixel is assigned a color value which, as a collective, form the image.</p> 	<p>Created with mathematical coordinates to produce smooth, solid lines and curves used to form the graphic.</p> 
PROS & CONS	
<p>PROS</p> <ul style="list-style-type: none"> • Widely supported file types • Rich colors and detail • Precise editing capabilities 	<p>CONS</p> <ul style="list-style-type: none"> • Larger file sizes • Slower editing with larger files • Blurry when enlarged • Difficult to convert to vector
<p>PROS</p> <ul style="list-style-type: none"> • Scalable to any size • Smaller file sizes • Faster editing • Easy to convert to raster 	<p>CONS</p> <ul style="list-style-type: none"> • Doesn't support photographic imagery well • Color depth limited • Limited effects and detail
WHEN TO USE WHICH	
<ul style="list-style-type: none"> • Photographs • Web graphics • When adding lots of effects 	<ul style="list-style-type: none"> • Logos • Large format such as signage and banners • Illustrations

MOVERS AND SHAKERS OF CARBON VALLEY



David & Krista Simonson
Simonson Team
RE/MAX Professionals

A clear sign Realtors know their market? They're involved in the community. David and Krista Simonson have been Chairman Circle members for six of the 12 years they've been Chamber members. Between them, they've chaired the Chamber Board three times, and served on countless local committees, commissions and councils. The Simonsons have advocated for your business needs, now let them advocate for your real estate needs!

www.SimonsonTeam.com
303-549-9013



Angel Tuccy

Experience Pros Radio Show (AM 560 KLZ)

The Microphone for Small Business

In fewer than five years, Angel has created America's most positive business talk show and the No. 2 Best Talk Show Team in Denver. Her show helps businesses reach a larger audience, including a significant amount of female listeners. Combined with online marketing, Angel's show provides an incredibly intimate and effective form of marketing for small businesses. Leave a #fanbrag for the best customer service at

www.ExperiencePros.com



Mike Heflebower
Heflebower Funeral Services

After 28 years in the funeral industry, Mike opened Heflebower Funeral Services. As a multi-state licensed funeral director and embalmer, he offers funerals, cremations, memorials and life celebrations in the Denver metro and surrounding communities. Mike, his wife Tammy and their boys, Logan and Nate, are involved with their church and community, volunteering in areas of extreme poverty locally, nationally and internationally.

8955 S. Ridgeline Blvd., Ste. 100,
Highlands Ranch
www.heflebowerfuneralservices.com
720-344-6087

THIS SPECIAL SECTION IS A UNIQUELY PERSONAL WAY TO PROMOTE THOSE IN BUSINESS WHO GIVE BACK TO THEIR COMMUNITY

Specially priced at \$595 this special ad opportunity includes:

- Up to 30 words about your business written by a copywriter and contact information.
- You obtain ownership to this mini profile when completed.
- Layout and design with live links in digital version.
- One full year of Shelf Life!

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