

TOUTING ALL  
THERE IS TO LOVE  
ABOUT **GOLDEN,**  
**COLORADO**

DINE  
SHOP  
PLAY  
STAY

Featuring maps, an event  
calendar the Golden Ticket  
and much, much more...

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2020  
**MEDIA KIT**

**NEXT  
ISSUE  
EARLY  
2020**

# Golden

OFFICIAL VISITORS GUIDE





## CATCH YOUR PIECE OF THE VISITOR MARKET!

Filled with information visitors to Golden are looking for!

With a one-year shelf life, this is the Golden Official Visitors Guide, as well as vital resources for anyone relocating and living here.

### DISTRIBUTION

35,000 printed copies delivered throughout Colorado! With digital edition and hot links this represents over 100,000+ annual impressions! Below are just a few of our distribution partners.

- Tourism Bureaus and Hotels/Motels
- Colorado Visitors' and Welcome Centers
- Chambers of Commerce
- Real Estate Companies
- Relocation Companies
- Alliance Partners

PUBLICATION DATE:

**JANUARY 2020**

SPACE DEADLINE:

**DECEMBER 18, 2019**

**BOOK EARLY FOR  
BEST PLACEMENT!**



### EDITORIAL

Includes:

- Golden Dine Guide
- Shopping in Golden
- Golden Adventure
- Welcome to Golden Hospitality
- Parks & Trails Map
- Downtown Map
- Calendar of Events
- Golden Brews
- Golden Rules
- The Golden Ticket



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# GOLDEN OFFICIAL VISITORS GUIDE



**35,000**  
IN PRINT



**350,000+**  
READERSHIP  
*(Print and Digital)*



**50+**  
DISTRIBUTION  
VENUES



DISPLAYED AT ALL COLORADO WELCOME CENTERS AND DOZENS OF LOCAL VISITOR CENTERS, BUSINESSES, AND HOTELS.



**5.59%**  
TARGETED SALES  
INCREASE  
*(General Merchandise,  
Restaurants and  
Accommodations)*



**1.2+**  
MILLION  
ANNUAL VISITORS  
*(23% Increase YOY)*



ONLINE  
EDITION  
FEATURING  
"HOT LINKS"



PROVIDED TO TRAVELERS AND MEETING AND EVENT PLANNERS IN RESPONSE TO WEB, MAIL, AND PHONE INQUIRIES.

## HOW READERS WILL SEE YOUR AD

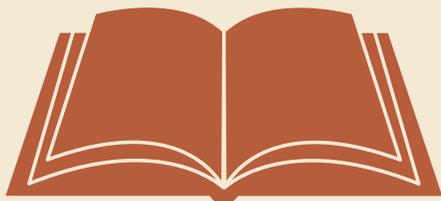


Tablet

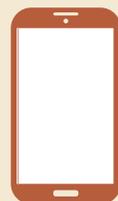


Desktop

Print



Mobile



## DISTRIBUTION ZONES INCLUDE:

Chamber of Commerce, participating hotels, real estate offices, key business partners and Colorado welcome and Visitors Centers.

## OUR READERS ARE AFFLUENT AND ACTIVE:

Nearly **75 percent** of visitors come from out of state, stay an average of **five nights** and **spend about \$856** while they're here. **24,694** Golden Tickets Redeemed.

*\*Stats from 2018 Visit Golden Annual Report*



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# RATE CARD



## GOLDEN OFFICIAL VISITORS GUIDE

All costs are for four-color, net rates and include live links in digital edition. Plus Dine, Shop, Play and Stay Advertisers also receive a call out opportunity in correlating sections, and Free basic ad design! *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



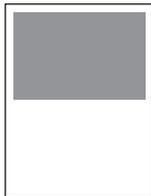
**\$1,599**

Half Vertical  
3.56"W x 9.875"H

**Back Cover**  
\$3200

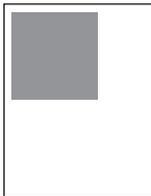
**Inside Cover**  
(pages 2 & 3)  
\$2600

**Map Listing**  
with locator  
dot \$49 with  
ad purchase



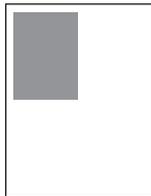
**\$1,599**

Half Horizontal  
7.375"W x 4.875"H



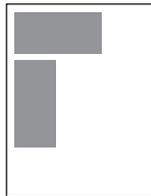
**\$1,095**

Third Square  
4.83"W x 4.875"H



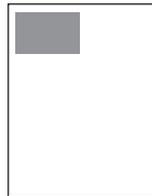
**\$999**

Quarter Page  
3.56"W x 4.875"H



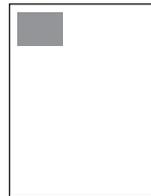
**\$599** Sixth Page

Horiz: 4.83"W x 2.3"H  
Vert: 2.32"W x 4.875"H



**\$399**

Eighth Page  
3.56"W x 2.32"H



**\$299**

Specialty Ad  
2.5"W x 1.875"H

10% more for premium placement (pages 5, 47, 48) or for requested placement.

## 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 "Golden Official Visitors Guide" and the business/client name in subject field.

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

## SPECIAL SECTIONS



### Where the Locals Go (Specialty Ad)

- For Dine, Shop, Play and Stay advertisers

**VALUE PRICED AT \$299**

Ads include print and online presence with FREE "hot" links!



### Golden Sipping & Dining

- Restaurant Profiles
- What's Brewing

**VALUE PRICED AT \$899 – \$2,899**

MINI: 100 words + contact information and photo  
FULL: 400 words + contact information, 2-3 photos and sidebar with 125 words of menu highlights

## 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.

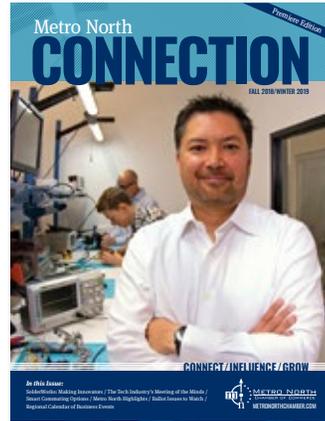
### RASTER vs VECTOR

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	
<b>PROS</b> <ul style="list-style-type: none"> <li>Widely supported file types</li> <li>Rich colors and detail</li> <li>Precise editing capabilities</li> </ul>	<b>CONS</b> <ul style="list-style-type: none"> <li>Larger file sizes</li> <li>Slower editing with larger files</li> <li>Blurry when enlarged</li> <li>Difficult to convert to vector</li> </ul>
<b>PROS</b> <ul style="list-style-type: none"> <li>Scalable to any size</li> <li>Smaller file sizes</li> <li>Faster editing</li> <li>Easy to convert to raster</li> </ul>	<b>CONS</b> <ul style="list-style-type: none"> <li>Doesn't support photographic imagery well</li> <li>Color depth limited</li> <li>Limited effects and detail</li> </ul>
WHEN TO USE WHICH	
<ul style="list-style-type: none"> <li>Photographs</li> <li>Web graphics</li> <li>When adding lots of effects</li> </ul>	<ul style="list-style-type: none"> <li>Logos</li> <li>Large format such as signage and banners</li> <li>Illustrations</li> </ul>

# 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



PRINT



SOCIAL MEDIA



WEBSITE



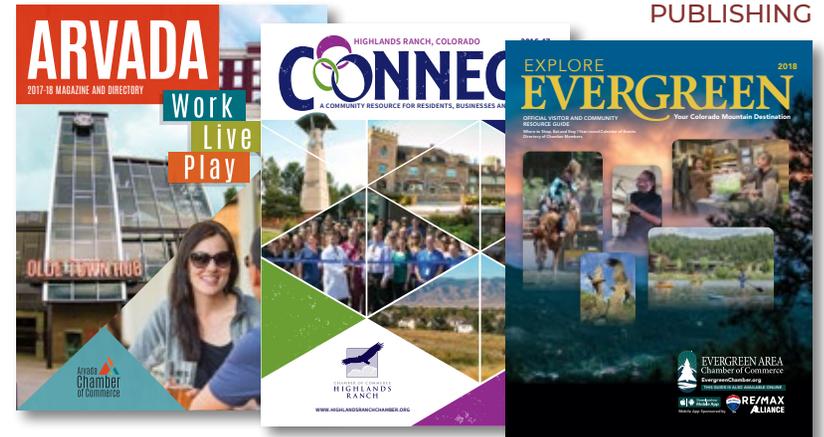
BRANDING



MOBILE



PUBLISHING



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