

# MEDIA KIT

# METRO NORTH CONNECTION

Featuring info and news from:

- Arvada
- Brighton
- Broomfield
- Commerce City
- Dacono
- Erie
- Federal Heights
- Firestone
- Frederick
- Northglenn
- Thornton
- Westminster

Local Business Profiles, Stats and Numbers, Current and Topical Stories, Region-wide Business Calendar, and more...



**NOW IN OUR SECOND YEAR!**



A BUSINESS PUBLICATION FOR THE FASTEST-GROWING REGION IN COLORADO

# METRO NORTH CONNECTION

A business publication for the fastest-growing region in Colorado

## Dear Metro North Chamber of Commerce Members,

We have been receiving lots of compliments and kudos for the publication and the information we are sharing from around the region. We aim to make this magazine both a good business resource and a cost-effective venue to reach thousands of the most influential business owners and executives representing companies of all sizes and industries, including our own Chamber members.

This magazine not only enables us to reach you, our Chamber member, but provides our members with a marketing opportunity unlike anything else in the marketplace. Every issue features our surrounding cities and business partners, economic development, regional notable news, a calendar of business events, legislative updates, business milestones, stats and data, a guest editorial and more!

## Don't miss your opportunity to be featured! *Metro North CONNECTION* will make a difference!

1. *CONNECTION* maximizes your advertising budget and reaches a targeted audience while supporting our mission to connect, influence, and grow.
2. *CONNECTION* is an effective, low-cost marketing investment.
3. *CONNECTION* is also available in a digital format with live links.
4. *CONNECTION* engages and inspires, delivering credibility and a higher rate of favorability for its advertisers.
5. *CONNECTION* offers ad packages and pricing for every budget, including optional payment plans.

Our publishing partner, Smart Marketing dba EasyChair Media, has 19 years of local Chamber publishing success with 125 years of combined team publishing experience. Their commitment to quality and state-of-the-art marketing techniques is unparalleled and they can offer everything from ad concept development to professional ad design. Promote your business, tell your story, highlight your wins and grow your business in 2019!



Sincerely,

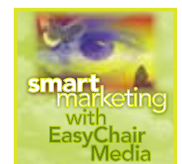


Gregg Moss, President & CEO



**INVEST NOW!**

Call Smart Marketing today to get more information or to secure your ad space today!  
970-686-5805 or [info@easychairmedia.com](mailto:info@easychairmedia.com)



# METRO NORTH CONNECTION



**7,000**  
IN PRINT



**20,000**  
READERSHIP



**50%**  
DIRECT MAILED



**3,000+**  
COMPANIES



**600+**  
METRO NORTH  
CHAMBER MEMBERS

**Distribution zones include:**  
the Chamber, city and economic development offices, legislators, key business partners and business organizations.



## HOW READERS WILL SEE YOUR AD



Tablet

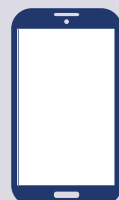


Desktop

Print



Mobile



## REPRESENTING

**12**  
CITIES

Arvada, Brighton,  
Broomfield, Commerce  
City, Dacono, Erie,  
Federal Heights,  
Firestone, Frederick,  
Northglenn, Thornton,  
Westminster

**4**

COUNTIES

**6**

SCHOOL  
DISTRICTS

## Our readers are affluent and active and include:

Presidents, Vice Presidents, Managers, Directors,  
Elected Officials, & Business Owners

Reaching those in the Service Industry, Manufacturing,  
Healthcare, Transportation, Communications,  
Energy, Retail, Wholesale Trade, Finance, Real Estate,  
Construction, Insurance and more.....

Reach the Most Decision Makers!

90% Purchasing Authority

## INVEST NOW!

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# IN EVERY ISSUE

Cutting-edge, local content designed and written to promote the economic vitality of the Metro North region and showcase our members!



## EDITORIAL LINE UP

**2019-20 Dates**  
*Delivering*  
October 2019 and  
April 2020

- From the President
- HealthCare Today
- Economic Report
- Business Profiles
- Legislative Update
- Regional Notable News
- Regionwide Calendar of Events
- Transportation
- Biz Spotlight
- Chamber Comment
- Business Recognitions
- Guest Editorial

## PRINT ADVERTISING STILL WORKS

*Research tells us:*

- Reading on paper is slower and leads to deeper comprehension
- Readers' attention is more focused when reading print
- Paper readers comprehend and remember more
- Reading on paper is multisensory
- Print advertising makes products more desirable

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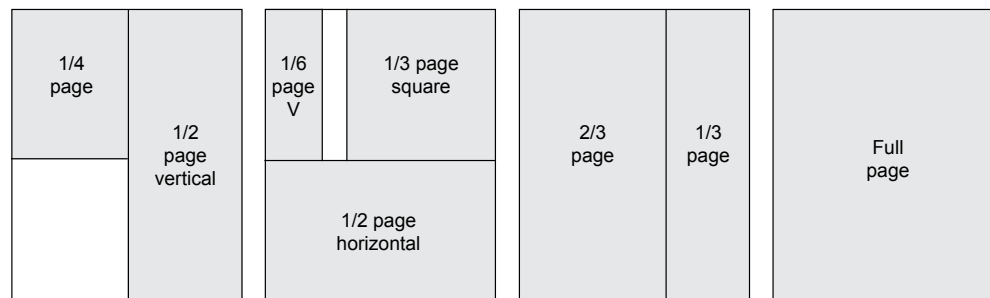
# RATE CARD



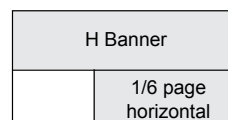
## METRO NORTH CONNECTION

All ads are 4-color and include basic ad design, print, and digital edition with live links. Add 15% for non-members.

Ad Sizes (WxH)	Business Guide Prices 1X	Business Guide Prices 2X	Advertorials <i>Include write up and photography</i>
Sixth V - 2.32 x 4.75	\$595	\$495	
Sixth H - 4.83 x 2.3	\$595	\$495	
Quarter V - 3.612 x 4.8	\$795	\$695	
H Banner - 7.38 x 2.25	\$795	\$695	
Third SQ - 4.82 x 4.75	\$1,095	\$970	
Third V - 2.32 x 9.75	\$1,095	\$970	
Half V - 3.5625 x 9.75	\$1,495	\$1,345	\$1,795
Half H - 7.38 x 4.75	\$1,495	\$1,345	\$1,795
Two Thirds - 4.83 x 9.75	\$2,095	\$1,905	
Full - 7.38 x 9.87 no bleed, 8.75 x 11.25 w/bleed	\$2,550	\$2,350	\$2,855
Two-page Spread - 14.75 x 9.87 no bleed, 17.50 x 11.25 w/bleed	\$4,550	\$4,250	
Preferred or premium positions	Add 10%		



- Premium space on pages 2, 3, 5, and back covers add 10%
- Add 10% for special placement requests
- 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 at 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](mailto:mlevad@yahoo.com).**

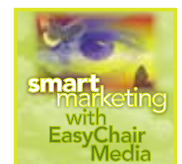
**For files over 4 megabytes, contact your ad representative for submission instructions.**

## 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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# HIGHLIGHT YOUR BUSINESS: TELL YOUR STORY!

Front Runner - a unique way to promote and showcase your business in a story/advertorial format.

### Package includes:

- A half-hour onsite photo shoot with up to 6 photos for use in your ad.
- Up to 400 words for a half page and 800 for a full-page story written by a professional writer. You provide the story angle and who to interview or feature.
- You obtain ownership of this story when completed.
- Layout and design with live links in digital version.

Ask us about affordable reprints of your page to give you even greater value.

FULL PAGE  
\$2,855

### Front Runners

## Innovative CEO charts bold course for St. Anthony Hospitals

When all the hospital beds in Colorado are added together, no single person is responsible for the health care of more people than Matthew Fulton. Mr. Fulton is the CEO of St. Anthony Hospitals which includes St. Anthony Central in Denver, St. Anthony North in Westminster, Summit Medical Center in Frisco and Granby Medical Center in Granby. 705 beds in all.

But it's not just beds that are Mr. Fulton's responsibility. Under his direction, St. Anthony Hospitals have made sure to treat each and every patient as a person first. Understanding the necessary respect and dignity of every person, from patients to nurses, from housekeeping to doctors, is what makes St. Anthony Hospitals under Mr. Fulton's leadership so unique.

A native New Yorker, Mr. Fulton received his masters in health care administration from George Washington University and his undergraduate degree from Hamilton College in New York where he was designated Phi Beta Kappa.

A man of vision with a thorough understanding of maximizing a hospital's potential, Mr. Fulton managed what many thought was impossible. He raised employee and patient satisfaction while reducing annual expenses by more than \$1 million in his first year by integrating services between St. Anthony Central and St. Anthony North.

Under Mr. Fulton's leadership, St. Anthony Central has grown to be the largest Level I trauma center in the state. It has increased its score on the Joint Commission on Accreditation of Healthcare Organizations (JCAHO) and both St. Anthony North and Central have been recognized as top 100 hospitals in the state.

Community involvement is a primary concern for Mr. Fulton. Shared Beginnings, a program to aid teenage parents, has helped hundreds of children to grow up healthier and happier. School based health clinics at Cheltenham Elementary and Lake Middle School help students with physical, mental and substance abuse care. St. Anthony Hospitals continue to provide more charity care than any other private hospital in the state. Employees raised more than \$200,000 in charitable donations this year to support the community on their own.

Mr. Fulton is a member of the American College of Healthcare Executives. He resides with his family in Lone Tree, Colorado.

**Under his leadership, St. Anthony Central has grown to be the largest Level I trauma center in the state.**

**PROFILE: MATTHEW FULTON**

**COMPANY:** Central/St. Anthony Hospitals

**POSITION:** CEO St. Anthony Hospital

**PERSONAL HERO:** My father

**FAVORITE MOVIE:** "I Am Sam"

**FAVORITE RESTAURANT:** Markon's of Chicago

**WORKOUT REGIMEN:** When I can fit it in

**MENTAL WELLNESS REGIMEN:** My family

HALF PAGE **Best pick a Realtor. Choose one!**  
\$1,795

**COMING SOON!**

**For Sale: Completely remodeled ranch with 2 bedrooms and 2 bathrooms - 1,047 sq. ft. on main floor plus a 428 sq. ft. newly finished basement. In the hot Witter/Cafield Subdivision with .278 acres of stunning landscaping!**

**Rebecca Strobel**  
RE/MAX Professionals, Inc.  
303-514-5066 Direct  
www.yourmilehighrealtor.com

**1. On my nightstand:** A dog biscuit (in case one of the pups gets hungry at night!), "When We Were Grownups," my glasses, a glass of water... and dust.

**2. Best invention ever:** The coffee maker!

**3. Foods I can't live without:** Pasta with white sauce and mushrooms; cheese steak Chicken Kiev. Oh, and my dad's Tator Tot Hot Dish!

**4. Favorite book:** "Atlas Shrugged" It changed my life in such positive ways.

**5. Three things I'd take on a desert island:** My dogs and their food, NY Times 100 Top Books, and my husband. (In that order!)

**6. Percentage of clients who are now friends:** Probably 99 percent. I have drinks and dinner with almost all of them. For those I don't get to see often, we email jokes and info back and forth.

**7. CD I can't live without:** Soundtrack from Remember the Titans.

**8. My worst fashion mistake:** There were so many. I grew up in the 70s and 80s and my mother used to enter me in beauty pageants. She always made sure I was dressed to the hilt in the then, ever-so-popular gouchos, matching socks and vest. Seriously. If we become friends, I might even show you a photo.



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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><b>PROS</b></p> <ul style="list-style-type: none"> <li>• Widely supported file types</li> <li>• Rich colors and detail</li> <li>• Precise editing capabilities</li> </ul>	<p><b>CONS</b></p> <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>
<p><b>PROS</b></p> <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>	<p><b>CONS</b></p> <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



BRANDING



WEBSITE



MOBILE



PUBLISHING



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