EXPLORE EVERGREEN

2020

Your Colorado Mountain Destination

2021 MEDIA KIT

CELEBRATING 50 YEARS OF SERVICE

EVERGREEN AREA
Chamber of Commerce
EvergreenChamber.org

2021 EXPLORE EVERGREEN

THE OFFICIAL VISITOR AND COMMUNITY RESOURCE GUIDE FOR EVERGREEN

LET FOLKS KNOW YOU'RE STILL HERE AND OPEN!

EXPLORE EVERGREEN IS YOUR PARTNER FOR ADVERTISING SUCCESS

This publication features only 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. This is the magazine you want your business to be in!

LOCAL. FUN. ENGAGING. EFFECTIVE.

Looking to Make an Impact & Engage the Local and Visitor Market?

Readers still find value in local information and advertising now can lead to a faster recovery. In 2008, those that continued to advertise remained the strongest and recovered more quickly.

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.

smart marketing with EasyChair Media

(970) 686-5805
info@easychairmedia.com
EasyChairMedia.com

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 and digital 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

Lynn Kensinger
Cell/Text: 720-480-8131
Office: 970-301-4384
l.kensinger@easychairmedia.com

Terrie Burrell
Cell/Text: 847-722-9979
Office: 970-541-1048
tburrelleasychairmedia@gmail.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 and online 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

SPECIAL SECTION
DESIGNED TO HIGHLIGHT YOUR BUSINESS
My Business Survived! Only $250!

Includes: *your logo, phone, address or website, and 10-12 words. 2.5”w x 1.875”h actual ad size*

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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.

Easy Chair media®

Created with mathematical coordinates to produce smooth, solid lines and curves used to form the graphic.

Easy Chair media®

PROS & CONS

RASTER PROS	RASTER CONS	VECTOR PROS	VECTOR CONS
• Widely supported file types • Rich colors and detail • Precise editing capabilities	• Larger file sizes • Slower editing with larger files • Blurry when enlarged • Difficult to convert to vector	• Scalable to any size • Smaller file sizes • Faster editing • Easy to convert to raster	• Doesn't support photographic imagery well • Color depth limited • Limited effects and detail

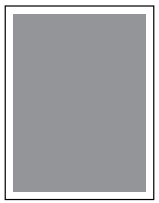
WHEN TO USE WHICH

RASTER	VECTOR
• Photographs • Web graphics • When adding lots of effects	• Logos • Large format such as signage and banners • Illustrations

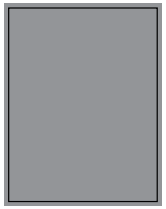
RATE CARD

EXPLORE EVERGREEN GUIDE

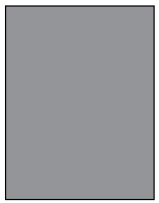
All costs are for four-color, net rates and include live links in ads. Make your ad a profile! Free writing and free photo shoots are available—ask how. Add 10% For Premium or Requested Placement.
*Magazine Trim Size (8.25"W x 10.75"H) *Full page with bleed requires .25-inch bleed on all four sides*



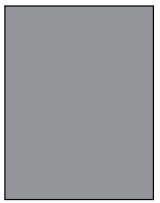
$2,035
Full page, no bleed
7.375"W x 9.875"H



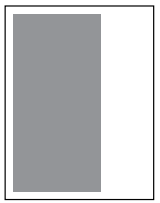
$2,035
Full page with .25-inch bleed*
8.75"W x 11.25"H



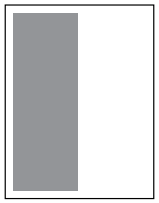
$2,340
Inside Covers



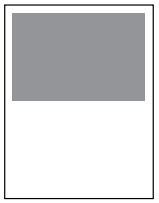
$2,757
Outside Back Cover



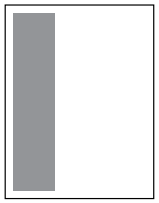
$1,299
Two-Thirds Vertical
4.83"W x 9.75"H



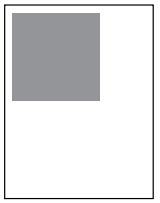
$1,085
Half Vertical
4.83"W x 7.188"H



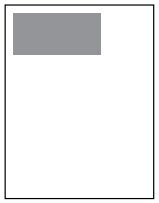
$1,085
Half Horizontal
7.375"W x 4.75"H



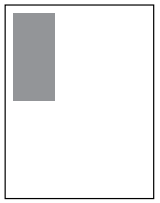
$765
Third Vertical
2.32"W x 9.75"H



$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

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.**

Please indicate "Evergreen Magazine" and the business/client name in subject field.

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

DEADLINES

Ad Material Deadline:
December 18, 2020

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

Publication Date:
January 2021

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

ACT NOW
to reserve space or to learn more about these exciting opportunities.

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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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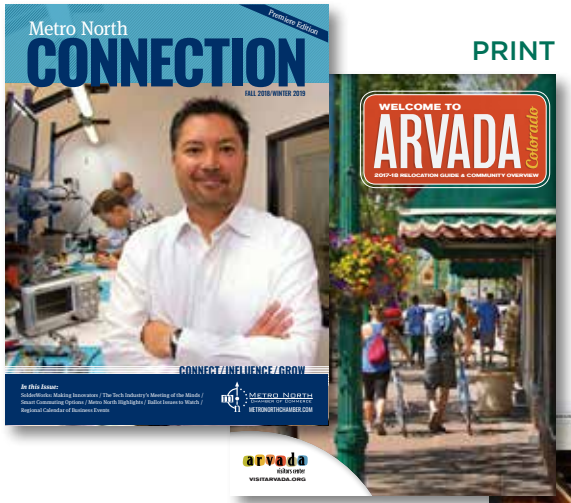
ADDITIONAL PRODUCTS AND SERVICES

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

SOCIAL MEDIA

PRINT



WEBSITE

BRANDING

MOBILE

PUBLISHING

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