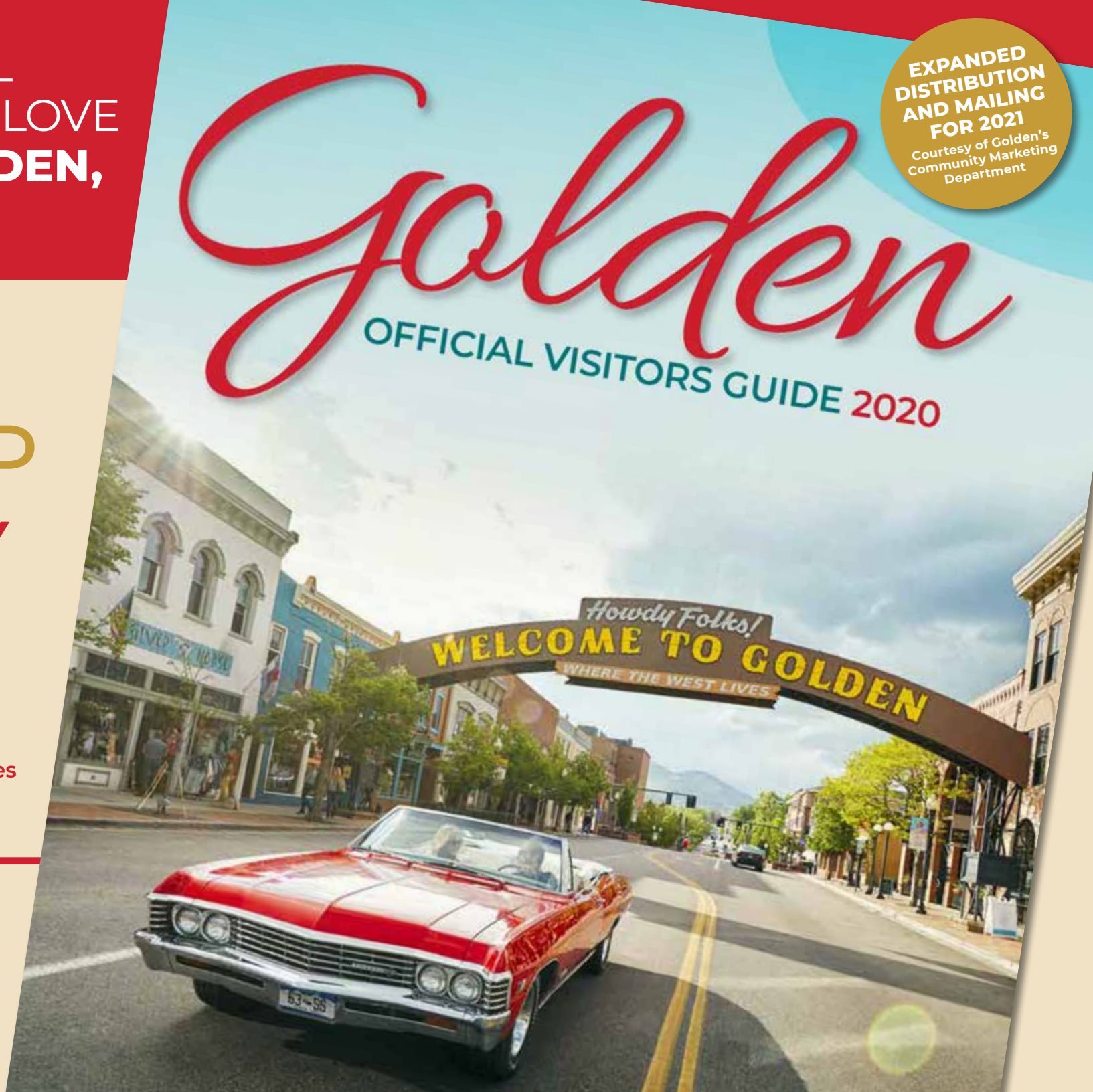
TOUTING ALL THERE IS TO LOVE ABOUT **GOLDEN, COLORADO**

DINE SHOP PLAY STAY

Featuring maps, an event calendar, Golden Itineraries and much, much more...

2021 MEDIA KIT



THIS YEAR, IT'S MORE IMPORTANT THAN EVER TO LET FOLKS KNOW YOU'RE STILL HERE AND OPEN!

That's why the Golden Official Visitors Guide is increasing its' distribution to 45,000 and mailing over 24,000 to locally affluent spenders in the area!

With a one-year shelf life, delivering great information and vital resources for anyone relocating, living and visiting Golden.

DISTRIBUTION

45,000 printed copies delivered throughout Colorado! With digital edition and hot links this represents a 400,000+ readership! 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 2021

SPACE DEADLINE:
DECEMBER 18, 2020

BOOK EARLY FOR BEST PLACEMENT!

EVERY GOLDEN ADVERTISER RECEIVES A 20% DISCOUNT!

Golden's Community Marketing department understands it has been a difficult year for many Golden businesses and advertising budgets are tight. To help make adverting in the guide more accessible, Visit Golden and the Downtown Development Authority are subsidizing a 20% discount on all ads purchased in the 2021 guide. They are also covering the cost of printing and distributing an additional 15,000 guides with no rate increase to the advertiser (A $15,000 added value).

EDITORIAL

Includes:

- Golden Dining & Sipping Guide
- Shopping in Golden
- Golden Adventure
- Welcome to Golden Hospitality
- Parks & Trails Map
- Downtown Map
- Calendar of Events
- Golden Brews
- Golden Rules
- Golden Itineraries

smart marketing with EasyChair Media

Janice Holmes, Dawn Wiggett & Kristie Melendez

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

INCREASING PRINT 50% AND MAILING 53% IN 2021
(COURTESY OF GOLDEN'S COMMUNITY MARKETING DEPARTMENT)

GOLDEN OFFICIAL VISITORS GUIDE

45,000
IN PRINT

400,000+
READERSHIP
(Print and Digital)

50+
DISTRIBUTION VENUES

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

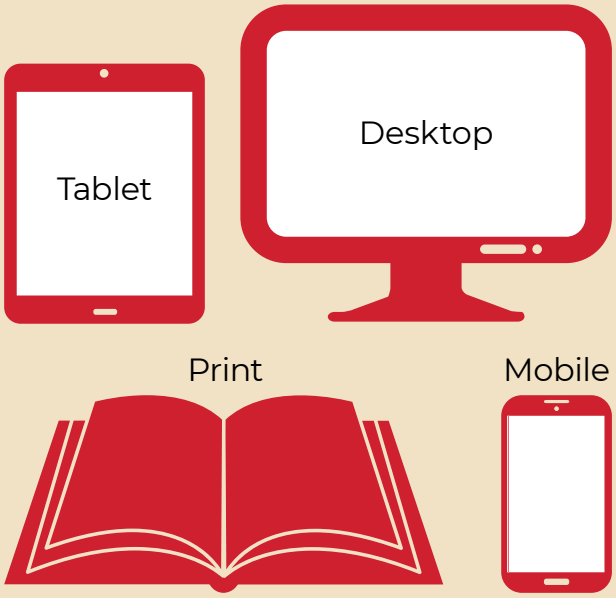
5.59%
TARGETED SALES INCREASE
(General Merchandise, Restaurants and Accommodations)

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



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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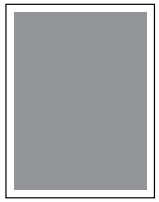
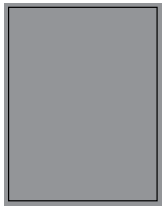
RATE CARD

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** or a custom designed ad for only $60! (Reg. $125) *Magazine Trim Size (8.25"W x 10.75"H)*

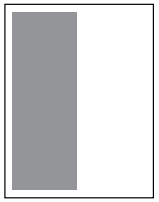


~~$2,599~~ $2,079
Full page, no bleed
7.375"W x 9.875"H



~~$2,599~~ $2,079
Full page with .25-inch bleed*
8.75"W x 11.25"H

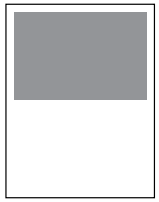
~~$4,599~~ $3,679
2-page Spread



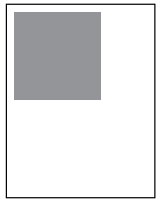
~~$1,599~~ $1,279
Half Vertical
3.56"W x 9.875"H

Back Cover
~~$3,200~~ $2,560

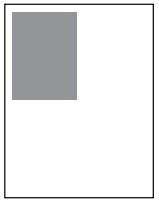
Map Listing with locator dot ~~$49~~ $39 **with ad purchase**



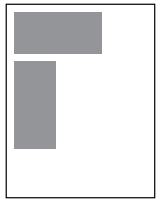
~~$1,599~~ $1,279
Half Horizontal
7.375"W x 4.875"H



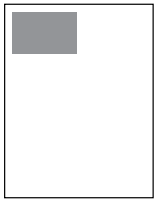
~~$1,095~~ $876
Third Square
4.83"W x 4.875"H



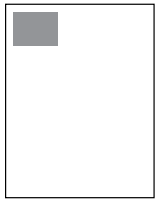
~~$999~~ $799
Quarter Page
3.56"W x 4.875"H



~~$599~~ $479 Sixth Page
Horiz: 4.83"W x 2.3"H
Vert: 2.32"W x 4.875"H



~~$399~~ $319
Eighth Page
3.56"W x 2.32"H



~~$299~~ $239
Specialty Ad
2.5"W x 1.875"H

10% more for premium placement (pages 2, 3, 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**.

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

20% OFF ANY AD PURCHASE!
Courtesy of Golden's Community Marketing Department

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

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

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

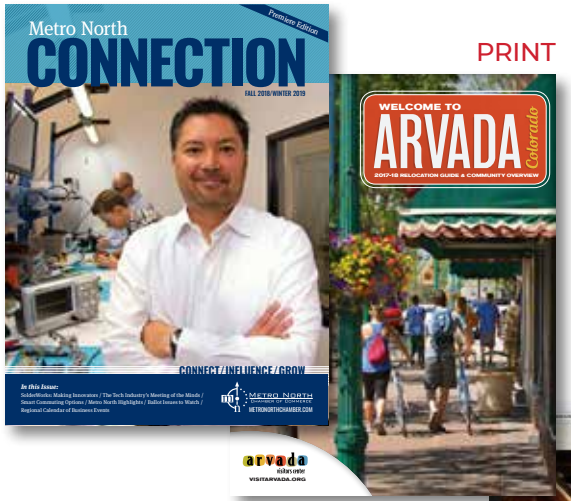
ADDITIONAL PRODUCTS AND SERVICES

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

Maintenance Resources

BRANDING

MOBILE

PUBLISHING

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