RETURNING SPRING 2021

CARBON VALLEY LIVING

2019-20 CHAMBER DIRECTORY & LOCAL GUIDE

CHAMBER OF COMMERCE
CARBON VALLEY
three unique communities...one unified Chamber
DACONO • FIRESTONE • FREDERICK

Celebrating Our Three Unique Communities

Dacono Colorado · FIRESTONE COLORADO · FREDERICK COLORADO

CHAMBER OF COMMERCE
CARBON VALLEY
three unique communities...one unified Chamber
DACONO • FIRESTONE • FREDERICK

MEDIA KIT 2021

CARBON VALLEY LIVING

Celebrating Our Three Unique Communities

Dear Carbon Valley Chamber of Commerce Member:

We understand the business community is facing a challenge like never before and it has affected how you are able to operate and run your business. After much contemplation, we feel it is even more important that we continue to print and deliver our annual Chamber Directory and Local Guide, *Carbon Valley Living*. We plan to kick off sales right after the New Year and deliver the publication in spring 2021.

It will be important to share with our community that businesses are open, and we want to provide a tool to help our local businesses promote, thrive and survive! After all, local business is the heart of our community, and your Chamber is here to be a business driver!

For that very reason, we have created some unique opportunities and sponsorship packages so those more fortunate businesses can help those in business who now need it the most. We have seen the heroes in our community, and we know we have those in our Chamber who will answer the call with their generosity to help local business. See how on page 6 of this media kit.

DON'T MISS THIS OPPORTUNITY!

1. **Budget it for it now! *Carbon Valley Living* will deliver late spring 2021.**
2. Featuring: Dacono, Firestone, and Frederick
3. Community Sponsor pages to help our local restaurants, retail & nonprofits
4. You Make Us Proud pages saluting our schools, health care providers and first responders
5. The Early Bird Special will save you 10% off the rate card.
6. One full year of shelf life and no fee payment plans
7. All print ad purchases come with a digital companion version, live link and free ad design!

RESERVE YOUR SPACE TODAY AND RECEIVE THE BEST PLACEMENT!

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

DID YOU KNOW?

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! As a business owner, we know that every dollar is precious, and that your advertising buys must be well placed. The *2021 Carbon Valley Living Chamber Directory and Local Guide* targets your most interested audience of visitors, locals and relocators who are ready to do business in Carbon Valley!

RETURNING SPRING 2021

ACT NOW!

Call EasyChair Media today to get more information or to secure your ad today!

970.686.5805 | info@easychairmedia.com

smart marketing with EasyChair Media

AN EFFECTIVE MARKETING SOLUTION

A COST EFFECTIVE ADVERTISING TOOL WITH OPTIMIZED REACH

LET PEOPLE KNOW YOU ARE STILL HERE AND OPEN!

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: Local Demographics, Movers and Shakers of Carbon Valley, 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

Community Sponsorships – helping restaurants, retail & nonprofits

You Make Us Proud – saluting our schools, health care providers and first responders

A 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 are 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?

ACT NOW!

Call EasyChair Media today to get more information or to secure your ad today!

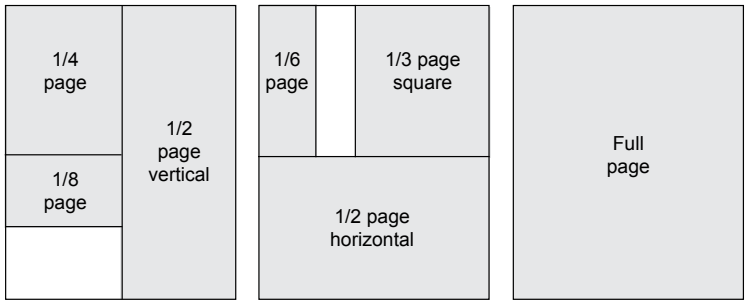
970.686.5805 I info@easychairmedia.com

RATE CARD

CARBON VALLEY CHAMBER OF COMMERCE

Ad Size W x H (inches)	Member Price	Non-Member
Special Listing	$199	
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 prices reflect 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

ACT NOW!

Call EasyChair Media today to get more information or to secure your ad today!

970.686.5805 | info@easychairmedia.com

smart marketing with EasyChair Media

CHAMBER OF COMMERCE
CARBON VALLEY
three unique communities...one unified Chamber
DACONO · FIRESTONE · FREDERICK

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

SPECIAL SECTIONS

Make a difference! Promote Your Business and Help Your Community!
Limited Opportunities and Categories available – sold first come, first serve.

MOVERS AND SHAKERS

Mini profiles of those in our community making a difference

$599 – Includes provided photo, 50 words and contact info

Jenny Hart
Keller Williams
1st Realty Associates

As a Frederick native and former police officer, Jenny Hart knows the area well. In fact, she's been the top solo agent in her office of over 130 agents for three years running and the No. 1 producer in the tri-town area! When she's not impressing clients with her responsiveness and empathy, Jenny can be found volunteering in her community.

(720) 935-1137
www.JennyHartRealtor.com

COMMUNITY SPONSORSHIPS

Helping restaurants, retail & nonprofits

$1,775 – Includes 1 half page for your business and 1 half page for us to promote the category of business of your choosing.

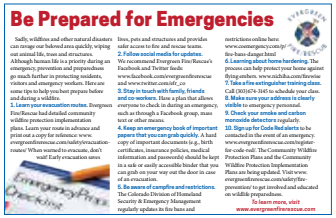
1. Restaurants
2. Retail
3. Nonprofits

YOU MAKE US PROUD

Saluting our schools, health care providers and first responders

$1,775 – Includes 1 half page for your business and 1 half page for us to salute the category of your choosing.

1. Schools
2. Health care providers
3. First responders



CHAMBER OF COMMERCE
CARBON VALLEY
three unique communities...one unified Chamber
DACONO • FIRESTONE • FREDERICK

THESE SPECIAL SECTIONS ARE A UNIQUE AND PERSONAL WAY TO NOT ONLY PROMOTE YOUR BUSINESS BUT TO ALSO HELP THOSE IN OUR COMMUNITY WHO NOW NEED IT THE MOST!

Specially priced – no additional discounts apply.

Sponsorship and salute portions of the ad will be designed at no charge!

Advertiser may select one specific business to highlight or an entire business category.

ACT NOW!

Call EasyChair Media today to get more information or to secure your ad today!

970.686.5805 | info@easychairmedia.com

smart marketing with EasyChair Media