

COMMERCE CITY

2022 MEDIA KIT

*“The magazine all about and
for Commerce City”*



Local. Relevant. Diverse. Engaging.



A HIGH-QUALITY PRINT AND DIGITAL PUBLICATION

providing valuable content that both reflects and enhances the Commerce City business community.

This magazine will reach all Commerce City Chamber members, top Commerce City households, key business stakeholders & community decision makers. Offering the best of Commerce City, all in one place.

Commerce City will connect you with locals, provide relevant to-date content, and is the place to showcase your business, product or service.

Our editorial lineup will include: What To Do in CC, Commerce City History, Ready 4 Business, Make Your Move to CC, Not to Miss, Local Neighborhoods and Schools, Dining and Shopping Destinations, Adams County at the Core, Public Art, Healthy Living, Chamber Business Listings and much much more!



Act now!
COMMERCE CITY

Lynn Kensinger
(720) 480-8131

LynnK.ecm@gmail.com



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ADAMS COUNTY AND THE COMMERCE CITY CHAMBER OF COMMERCE

understand it has been a difficult year for many businesses. To help make advertng in this new city-wide resource guide more accessible their partnership enables us to provide advertisers with a **20% discount!** Not a Chamber Member? Ask about our member combo package.

*Marketing is about connecting the right message with the right audience at the right time!
Don't miss out on making your connection with this "new" opportunity!*



ADAMS COUNTY
COLORADO

COMMERCE CITY
CHAMBER OF COMMERCE

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.

Print Provides a broader more lasting customer experience and allows for deeper levels of engagement than digital media. The sensations of touch and feel is an experience the reader loses out on when they receive nothing but a message on a computer screen.



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TARGETED VISITOR AND BUSINESS MAGAZINE FOR COMMERCE CITY

“GfK Panel Services, a global research group that studies return on investment across ad mediums, found that 44% of people who remembered a magazine ad later took action on that ad.”



PRINT CIRCULATION

10,000 Total Print Circulation



AFFLUENT MAILING

Reaching **8,000 (45%)** of the top Commerce City households, Commerce City businesses, and community influencers.



INFLUENTIAL DISTRIBUTION

Commerce City grabs the attention of CEO's, presidents and business owners, as well as groups that influence and affect the buying trends in the market.



READERSHIP

45,000+ annual readers with one full year of shelf life



REACHING VISITORS IN PRINT & ONLINE

A publication that visitors and those new to the city will want to have as a resource to know what's here and where to go.



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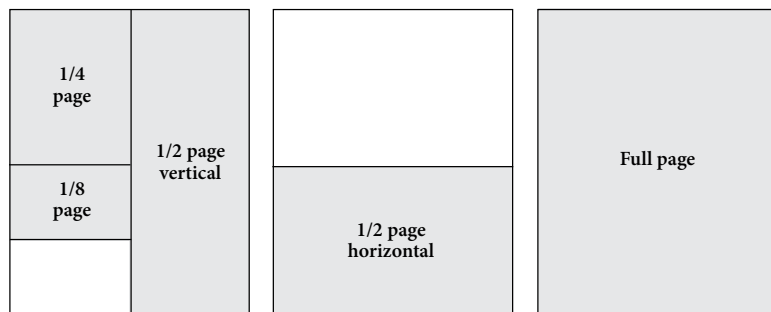
RATE CARD



Ad Size W x H (inches)	Member Price	Non-Member
Logo Listing with ad Purchase	\$199	
Logo Listing	\$299	
Specialty Ad 2.5 x 1.875	\$395	\$479
Eighth Page 3.612 x 2.25	\$595	\$719
Quarter 3.612 x 4.8	\$895	\$1074
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**
- All ad packages include: digital online companion ad with FREE live links and basic ad design. Custom ad design can be added for \$65/hr.

ADVERTISING SPECIFICATIONS

- 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.
- Outside Designers: Print-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. 300 DPI and converted to CMYK. No RGB images.
- 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:

Email the Ad Coordinator at nia.easychairmedia@gmail.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.

Every advertiser will receive a free vinyl cling for their place of business promoting Commerce City Business



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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

PROS

- Widely supported file types
- Rich colors and detail
- Precise editing capabilities

CONS

- Larger file sizes
- Slower editing with larger files
- Blurry when enlarged
- Difficult to convert to vector

PROS

- Scalable to any size
- Smaller file sizes
- Faster editing
- Easy to convert to raster

CONS

- Doesn't support photographic imagery well
- Color depth limited
- Limited effects and detail

WHEN TO USE WHICH

- Photographs
- Web graphics
- When adding lots of effects

- Logos
- Large format such as signage and banners
- Illustrations