EXPLORE EVERGREEN

2021

Your Colorado Mountain Destination

2022 MEDIA KIT

EVERGREEN AREA
Chamber of Commerce
EvergreenChamber.org

2022 EXPLORE EVERGREEN

THE OFFICIAL VISITOR AND COMMUNITY RESOURCE GUIDE FOR EVERGREEN

REACHING LOCALS, VISITORS AND NEWCOMERS!

EXPLORE EVERGREEN IS YOUR PARTNER FOR 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. From remarkable culinary experiences to unique shopping to can't-miss attractions and incredible outdoor adventures, *Explore Evergreen* shares it all with an appealing and lucrative audience.

LOCAL. FUN. ENGAGING. EFFECTIVE.

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

*Recent studies show the value of visitor guides**

- Of undecided travelers, 83% were influenced to choose a destination after reviewing a visitor guide.
- 85% of readers appreciated advertising as "content" enhancing the guides.
- More than 50% of U.S. travelers consult printed material while making their travel decisions.
- Nearly 40% used a visitor guide both prior to and during their visit.
- 45% spent more than 45 minutes reading a visitor guide; another 53% spent between 15 and 45 minutes reading a visitor guide.
- Visitor Guide readers stay an average of 1.4 days longer.

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

DISTRIBUTION PLATFORMS

- All 10 Colorado Official Welcome Centers
- 14 Colorado Visitor Centers
- Over 30 Local Businesses and Real Estate offices
- Meetings and Chamber events throughout the year
- Digital Issue with "live links"

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

RESERVE SPACE NOW!

Lynn Kensinger
Cell/Text: 720-480-8131
lynnk.ecm@gmail.com

Terrie Burrell
Cell/Text: 847-722-9979
tburrelleasychairmedia@gmail.com

Dawn Wiggett
Cell/Text: 970-391-6847
dawn.smartmarketing@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
- The Art and Music Scene in Evergreen
- Evergreen Relocation Guide with a special neighborhood map and attention to those in real estate

SPECIAL SECTION

Where The Locals Go – Only $299!

Full Color Specialty Ad (2.5 x 1.875)

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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

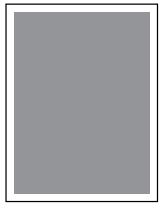
- Logos
- Large format such as signage and banners
- Illustrations

RATE CARD

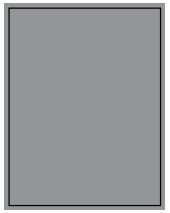
EXPLORE EVERGREEN GUIDE

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.**

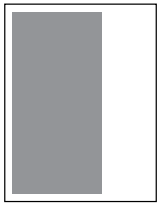
*Magazine Trim Size (8.25"W x 10.75"H) *Full page with bleed requires .25-inch bleed on all four sides*



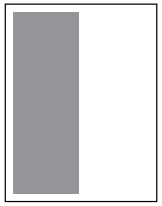
$2,050
Full page, no bleed
7.375"W x 9.875"H



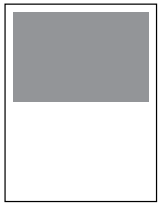
$2,050
Full page with .25-inch bleed*
8.75"W x 11.25"H



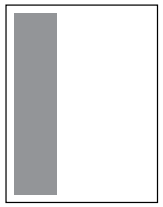
$1,299
Two-Thirds Vertical
4.83"W x 9.75"H



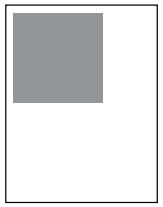
$1,095
Half Vertical
3.575"W x 9.75"H



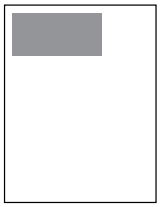
$1,095
Half Horizontal
7.375"W x 4.75"H



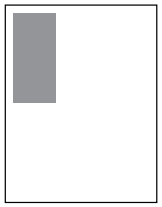
$775
Third Vertical
2.32"W x 9.75"H



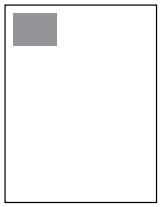
$775
Third Square
4.83"W x 4.75"H



$599
Sixth Horizontal
4.83"W x 2.3"H



$599
Sixth Vertical
2.32"W x 4.75"H



$299
Specialty
2.5"W x 1.875"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 Nia Hill at **nia.easychairmedia@gmail.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 10, 2021

Payment terms:
Available upon request. We take Visa and MasterCard.

Publication Date:
January 2022

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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