

loveland.org

Loveland

Community Profile & Membership Directory



INSIDE:
Entertainment,
Parks & Recreation,
Shopping, Dining
and more ...

2022
MEDIA KIT
DIGITAL/PRINT

Loveland
a City with HeART
Map Inside



LOVELAND
CHAMBER of COMMERCE

BUSINESS VOICE

INCREASE LOCAL VISIBILITY. BUILD CREDIBILITY. EXPAND YOUR CONTACTS.

Dear Loveland Chamber Members,

The *Loveland Community Profile & Membership Directory* is the annual publication presented by the Loveland Chamber of Commerce in partnership with Smart Marketing, a locally based publishing firm. This publication celebrates the joy and beauty of Loveland and all our members and their businesses that make us so unique and proud to be here.

Featuring a wide array of business sections and information your business can be part of along with locally stunning photography and editorial, we hope you will consider featuring your business with us this year! It's the perfect resource for not only those who live here, but also those who are looking to relocate or have recently relocated to the area, to those who have vacationed here for years and those who are looking to visit for the very first time.

The Loveland Chamber of Commerce is your trusted resource for the area businesses and all they offer. We aim to have this publication show you off and get you more business. The publication goes beyond the printed magazine and offers a digital presence as well that we feature on the home page of our website.

This is an exclusive opportunity for our Chamber Investors only! Take advantage of this opportunity today and, as always, we appreciate your support through your advertising sponsorship which makes this publication possible.

Thank you!

Mindy McClaughan

President & CEO



DON'T MISS THIS OPPORTUNITY TO PROMOTE YOUR BUSINESS!

1. Key marketing tool for members only!
2. Reach business owners, Loveland residents and visitors.
3. Effective, multichannel marketing
4. Priced for the budget conscious

Loveland Chamber of Commerce
5400 Stone Creek Circle
Loveland, CO 80538 | 970-667-6311



LOVELAND
CHAMBER of COMMERCE

ACT NOW! SECURE YOUR AD TODAY!

Call a Smart Marketing Professional
970-686-5805 | info@easychairmedia.com

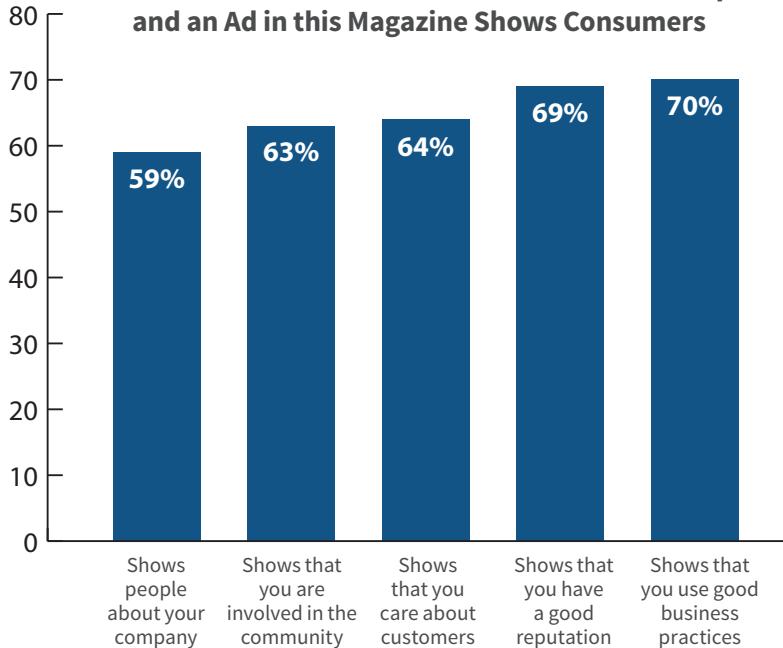


LOCAL. RELEVANT. ENGAGING. EFFECTIVE.



A UNIQUE ADVERTISING OPPORTUNITY LIKE NOTHING ELSE IN THE MARKET

Here's What Your Loveland Chamber Membership
and an Ad in this Magazine Shows Consumers



LET YOUR CUSTOMERS KNOW WHO YOU ARE AND HOW TO FIND YOU!

The best of the Loveland Chamber of Commerce,
all in one place.

CONTENT

With a pulse on what's happening, highlighting
our members and their unique assets.



DISTRIBUTION

10,000 copies mailed and distributed to
homeowners, chamber members, at chamber
events, area hotels, relocation packets and
other local designated partners and venues.



YEARLY IMPRESSIONS
Print **25,000+**



AUDIENCE
Key Community Influencers,
Business Owners and
Homeowners with HHI of \$100K+.



DIGITAL AD
Increases consumer awareness
27% and purchase intent **59%**.



YEARLY IMPRESSIONS
Digital **2,500+** or **200**
additional readers a month.



FREQUENCY
One Full Year of
Shelf Life.



PRINT PLUS DIGITAL
Results in a higher level of
engagement and brand
awareness for the advertiser.

RATE CARD

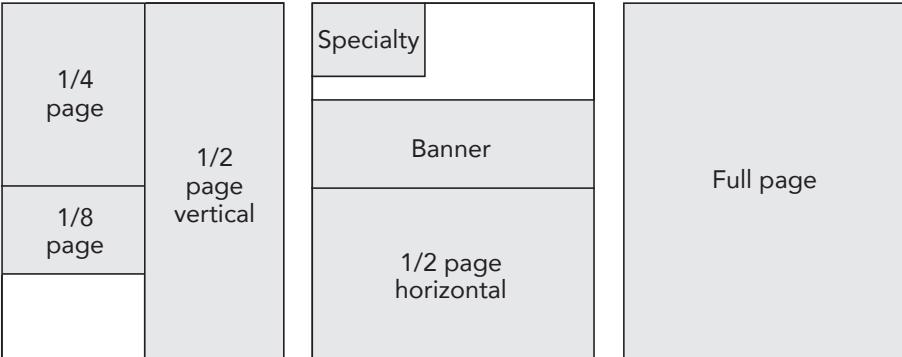


AD SIZE	W X H (INCHES)	MEMBER PRICE
Specialty Ad	2.5 x 1.875	\$395
Eighth Page	3.612 x 2.25	\$625
Quarter Page	3.612 x 4.8	\$940
Banner	7.38 x 2.25	\$940
Half Vertical	3.612 x 9.75	\$1,995
Half Horizontal	7.38 x 4.75	\$1,995
Full page, no bleed	7.38 x 9.87	\$3,295
Full page with bleed	8.75 x 11.25	\$3,295
Full page p.3,5		\$3,495
Full page IF IB		\$4,395
Back Cover		\$4,995
Center Spread		\$6,595
Boxed Logo Listing		\$295

Print-Ready Ad Material Requirements

All ads must be submitted in PDF format (high-resolution with all fonts embedded) — No Exceptions! CMYK only! This is necessary so that they are compatible with our digital conversion process.

NOTE: Saving as a PDF with 'www.' on a website address does not guarantee that it will automatically convert to a live link. The PDF must have searchable text blocks. If you include social media icons and want them to be clickable, please activate them in the PDF before you save.



- Magazine Trim size: 8.25" x 10.75"
- Full page ads with bleeds require .25" bleed all sides; final file size: 8.75" x 11.25"
- Add 10% for special placement requests
- All ad packages include: digital online companion ad with FREE live links. Only advertisers retain websites in listings in digital edition. Custom ad design can be added for \$65/hour.

Production Fees

Rates are for press-ready ads or ads that have been previously designed (pick-up ads). A \$65/hr. fee for custom design is charged on all others and ads that need any changes.

WE'D LIKE YOUR AD TO PRINT BEAUTIFULLY, so no Publisher or Word files are acceptable. Following are some common ad issues to avoid:

- ▶ Incorrect file type
- ▶ Incorrect dimensions
- ▶ Low resolution images or files
- ▶ Use of spot colors or the incorrect color space. Please check your ad for these errors prior to submission, or contact our ad coordinator for help.

Email Nia Hill at Nia.easychairmedia@gmail.com

Need professional ad design?

Try our [basic ad design package](#) for \$125 (includes up to 2 hours of design time and file ownership.)

Add a QR Code for \$49

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970-686-5805 | info@easychairmedia.com



SPECIAL SECTIONS

FRONT RUNNER

A unique way to promote and showcase your business.

Half or
Full Page

Business Starts and Grows at FirstBank.

We're here to help your business, large or small.

That's why we offer all types of loans to meet your business needs:

- Building/Commercial Real Estate Purchases
- Acquisitions
- Equipment
- Inventory
- Cash Shortages
- Projected Growth

Visit us online or at any convenient location.



efirstbank.com/business

1.800.964.3444

NMLS# 459768

Member FDIC

business banking for good

Hope House of Colorado

Transforming the lives of teen mothers around the world



Alayne has a 2 percent chance of earning a college degree. Less than 50 percent chance of graduating from high school. The reality is that she is beating the odds. You may be surprised to hear that 70 percent of teen moms in your community live below the poverty line. They are vulnerable... and often overlooked. Hope House of Colorado opened its doors 16 years ago. This year, approximately 250 teen moms like Alayne will come to Hope House for the support they need to become economically and personally self-sufficient. To create a new future for themselves and their children.

Hope House is Metro Denver's only resource providing free self-help programs and access to parenting resources to accomplish its mission. For more information to find out how you can help, please visit hopehouseofcolorado.org.

MISSION STATEMENT:
Hope House of Colorado empowers parenting teenage moms to strive for personal and economic self-sufficiency and to understand their significance in God's sight, resulting in a healthy future for them, and for their children.

WHERE THE LOCALS GO

Specialty
Ad Size



BOXED LOGO LISTING

EMBASSY SUITES LOVELAND HOTEL, SPA & CONFERENCE CENTER
(embassysuitesloveland.com) combines world-class facilities with an inspiring location at the base of the Rockies. With over 57,500 square feet of meeting space, including 10 meeting rooms, two ballrooms, the expansive Grand Ballroom, the hotel easily accommodates a wide array of meetings, events, and social gatherings. From business events to wedding receptions, Embassy Suites Worldwide has been ranked in the Top 2% of Embassy Suites Worldwide since its opening in 2009.

SYLVAN DALE RANCH (sylvandale.com) is located in the Rocky Mountain foothills seven miles west of Loveland. This is a 3,200-acre working cattle ranch with a variety of activities including horseback riding, river rafting, and fly fishing on the Big Thompson River. Whether it's focused meetings, challenging team development, or simply to unwind, the classic elegance and fresh mountain air at Sylvan Dale Ranch make it the perfect place to relax, recharge, and inspire creative new ideas! Choose a horse-riding adventure, scale the cliffs with certified rock-climbing instructors, try your hand at trap shooting, or go fly-fishing. There are also opportunities for zip-lining or backcountry hiking are available for the more adventurous. Experience the beauty of Sylvan Dale!

THE RANCH AT EQUILIBRIUM (theranchatequilibrium.com) offers more than 140 acres of versatile indoor and outdoor event space, has an industry-leading event staff, exceptional catering provided by Spectra Food Services and a variety of entertainment options. The Ranch is host to over 2,500 events per year ranging from trade shows to conferences,

meetings, corporate events, fundraisers, equine and hunting outdoor events such as festivals, car shows and concerts outside. The Ranch is also home to the Equilibrium Equestrian Center, such as the Larimer County Fair and the Big Thunder Draft Horse Show. There are four buildings on The Ranch campus that are host to the Equilibrium Equestrian Center, the Equilibrium Event Center, the Equilibrium Community Building (12,500 square feet of expo hall space and six meeting rooms), and the Equilibrium Ranch Club (12,000 square feet of indoor space and five meeting rooms), the Thomas M. McKee 4-H youth and Community Building (12,500 square feet of expo hall space and six meeting rooms), and the Equilibrium Ranch Club (12,000 square feet of indoor space and five meeting rooms).

UNIVERSITY OF LOVELAND CENTER (extended.uncl.edu/about/uncl/loveland-center) offers both meeting and event venue space. Their modern center features professional event spaces, performance stages, and a variety of meeting rooms. The University of Loveland Center is home to the Colorado Eagles of the American Hockey League and events such as Cirque du Soleil, Disney on Ice, concerts, rodeos and local award-winning hotels and area attractions. The Ranch is host to over 2,500 events per year ranging from trade shows to conferences, meetings, corporate events, fundraisers, equine and hunting outdoor events such as festivals, car shows and concerts outside. The Ranch is also home to the Equilibrium Equestrian Center, such as the Larimer County Fair and the Big Thunder Draft Horse Show. There are four buildings on The Ranch campus that are host to the Equilibrium Equestrian Center, the Equilibrium Event Center, the Equilibrium Community Building (12,500 square feet of expo hall space and six meeting rooms), and the Equilibrium Ranch Club (12,000 square feet of indoor space and five meeting rooms), the Thomas M. McKee 4-H youth and Community Building (12,500 square feet of expo hall space and six meeting rooms), and the Equilibrium Ranch Club (12,000 square feet of indoor space and five meeting rooms).

Where the Locals Go



WWW.LOVELAND.ORG 33

Podiatry Management
Dr. Ashley Estates
6403 16th Garden Dr.
Loveland, CO 80537
(970) 804-4121
pedicureproperties.com

RE/MAX Alliance - Loveland
1024 N. Lincoln Ave.
Loveland, CO 80537
(970) 669-1234
remaxalliance.com

Bella's Concrete
231 N. Lincoln Ave.
Loveland, CO 80537
(970) 613-1896
bellasconcrete.com

Lazy Dog Bar & Grill
4801 Thompson Pkwy.
Johnstown, CO 80534
(970) 660-8874
lazydogbarandgrill.com

Henry's Pub
234 S. 4th St.
Loveland, CO 80537
(970) 659-4765
henrysloveland.com

Sonic Drive-in Restaurant - South

807 S. Lincoln Ave.

Loveland, CO 80537

(970) 659-4765

sonicdriveins.com/

Boxed Logo

Boxed

Steak Restaurant

521 S. Lincoln Ave.

Loveland, CO 80537

(970) 657-4679

steakloveland.com

The Black Steak Restaurant

521 S. Lincoln Ave.

Loveland, CO 80537

(970) 657-4679

blacksteakloveland.com

Retail Services

A Martess and More Loveland, LLC

521 S. Denver Ave.

Loveland, CO 80537

(720) 587-4001

amartessandmore.com

Blackjack Pizza Loveland

125 E. 4th St.

Loveland, CO 80537

(970) 657-4242

4thhousepizza.com

McDonald's

124 S. Lincoln Ave.

Loveland, CO 80537

(970) 657-2171

mcdonaldsloveland.com

Lucky Dog Chop House

125 E. 4th St.

Loveland, CO 80537

(970) 657-4242

luckydogchophouse.com

Sticky's Eatery

248 E. 29th St.

Loveland, CO 80538

(970) 252-8356

stickyseatery.com

Strah & Company Realty

244 S. Lincoln Ave.

Loveland, CO 80538

(970) 657-2837

strah.com

Bob Skilled

2903 Aspin Av.

Loveland, CO 80537

(970) 657-2837

bobskilled.com

Barrel Grill

4920 Thompson Pkwy.

Loveland, CO 80537

(970) 657-3434

barrelgrill.com

Dairy Delite

300 N. Lincoln Ave.

Loveland, CO 80538

(970) 657-2111

dairydelite.com

Cathy Vane

5042 S. Lincoln Ave.

Loveland, CO 80538

(970) 613-7000

cathyvane.com

Tilley Property Management

155 E. Boardwalk Dr., #4250

Folsom, CA 95828

(916) 484-1444

tilleypm.com

Dunkin' Donuts

122 E. 29th St.

Loveland, CO 80538

(970) 657-4400

dunkindonuts.com

First Watch Restaurant

242 N. Lincoln Ave.

Loveland, CO 80537

(970) 657-4400

firstwatch.com

Restaurants / Caterers

Piggin' Out

422 E. 4th St.

Loveland, CO 80537

(406) 624-9396

pigginout.com

Freddy's Frozen Custard & Steakburgers

344 S. Lincoln Ave.

Loveland, CO 80538

(970) 657-4206

freddysloveland.com

Pourhouse Bar & Grill

124 E. 4th St.

Loveland, CO 80537

(970) 659-3199

pourhouseonelrdo.com

Fresh Plate Catering

325 Cleveland Ave.

Loveland, CO 80537

(970) 657-3763

freshplatecatering.com

Primo's Pizza & Caters, The

5971 Sky Pond Dr., Ste. E-160

Loveland, CO 80538

(970) 657-4254

primosloveland.com

Orchards Ace Hardware

200 E. 29th St.

Loveland, CO 80538

(970) 653-2230

orchardsacehardware.com

Smart Marketing Professional

5971 Sky Pond Dr., Ste. OTC

Loveland, CO 80538

(970) 441-2385

smartmarketingpros.com

Smart Marketing with EasyChair Media

www.easychairmedia.com

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NEXT STEPS



1 AD COORDINATION

Once you have signed a contract, an ad coordinator will email you within 7 to 10 business days to provide you with:

- Ad specs and your ad deadline if you are providing a print-ready ad.
- The process for getting your artwork, logos, content and photos to us for ad design.

Contact your sales associate if you need help developing a concept or advice about your ad or ad copy.

NEED HELP WITH YOUR AD COPY OR AD DESIGN?

We can help with professional design and writing services for only \$65/hr.

2 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 and/or you go beyond the two hours with the ad package you will be notified and additional charges will incur at \$65/hr.

3 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.

Health Care

L O V E L A N D O F F E R S M A N Y e x c e l l e n t h e a l t h c a r e o p t i o n s f o r e v e r y o n e . W i t h t w o a w a r d - w i n n i n g c o m m u n i t y h o s p i t a l s , a n d a n i n n o v a t i v e c o m m u n i t y b a s e d h e a l t h c a r e s y s t e m , L o v e l a n d h a s g r a t i t u d e .

BANNER MICKEL MEDICAL CENTER

2010 Bunker Ave., Loveland, CO 80538

Kaiser Permanente

601 Thompson Plaza, Loveland, CO 80538

Mission-Driven Service

Pathways

Did You Know? When customers know a business is a member of its local chamber, there is a **49% increase** in its consumer favorability rating, a **73% increase** in consumer awareness, a **68% increase** in business reputation (trust), and an **80% increase** in the likelihood that consumers will patronize the business in the future.

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