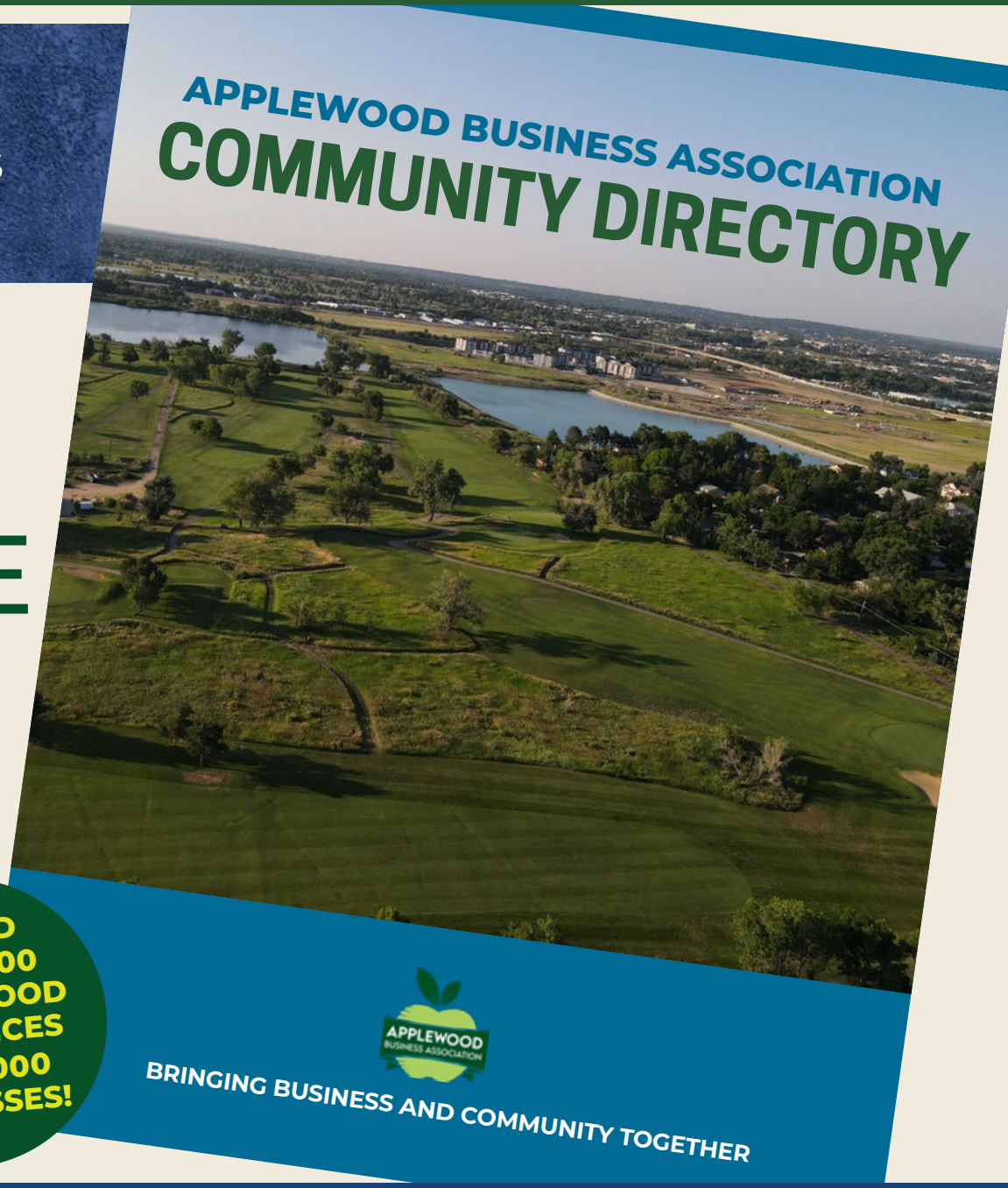
A Special 40-Year Anniversary Issue

APPLEWOOD BUSINESS ASSOCIATION

ENDORSED BY THE **APPLEWOOD BUSINESS ASSOCIATION!**

GOLDEN
LAKEWOOD
WHEAT RIDGE
JEFFERSON COUNTY



Featuring an event calendar, local info on each community and a complete Membership Directory

MAILED TO 25,000 APPLEWOOD RESIDENCES AND 3,000 BUSINESSES!

Contact (970) 686-5805
Kristie Melendez
k.melendez@easychairmedia.com
Dawn Wiggett
dawn.smartmarketing@gmail.com

www.EasyChairMedia.com | **Space is limited! Call now to reserve your spot!**

APPLEWOOD BUSINESS ASSOCIATION COMMUNITY DIRECTORY

No other publication brings our people, places, food and events together like we do. With a one-year shelf life, we'll deliver over 250,000 annual impressions while delivering great information and resources for anyone relocating, living and visiting.

APPLEWOOD
BUSINESS ASSOCIATION

DISTRIBUTION

30,000 printed copies! With a mobile-friendly digital edition with hot links, plus a presence on applewoodbusiness.com that represents a 250,000+ readership!

PUBLICATION DATE:
FEBRUARY 2023

SPACE DEADLINE:
DECEMBER 16, 2022

BOOK EARLY FOR BEST PLACEMENT!

EDITORIAL

This publication would not be possible without advertising support and we want to provide as much benefit as possible to those who help us share the message! There are options available for every size business and budget to accommodate as many Applewood businesses as possible (see page 4).

- Celebrating 40 Years
- About the Applewood Business Association
- What's new and coming to Jefferson County
- Wheat Ridge
- Golden
- Lakewood
- Applewood Movers and Shakers

smart marketing with EasyChair Media

Dawn Wiggett & Kristie Melendez
(970) 686-5805
info@easychairmedia.com
EasyChairMedia.com

DIGITAL + PRINT = BEST IMPACT!

No doubt, digital media impacts the way we live and work. On the surface, it may seem as if the screen controls our daily lives, but there is still power in print. Statistics show that consumers still enjoy taking time to flip through colorful pages filled with images and engaging words that paint vivid pictures and help create adventures.

30,000
IN PRINT

250,000+
READERSHIP
(Print and Digital)

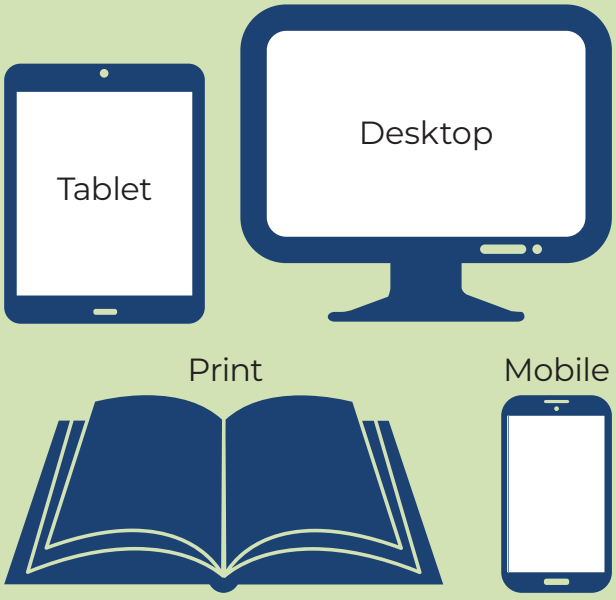
3,000
MAILED TO APPLEWOOD BUSINESSES

$25 BILLION ANNUALLY
VISITORS TO COLORADO SPEND OVER $25 BILLION ANNUALLY WHEN THEY VISIT

25,000
MAILED TO APPLEWOOD RESIDENTS

ONLINE EDITION FEATURING 'HOT LINKS'

HOW READERS WILL SEE YOUR AD



OUR READERS ARE AFFLUENT AND ACTIVE

Dawn Wiggett & Kristie Melendez
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info@easychairmedia.com
EasyChairMedia.com

RATE CARD

APPLEWOOD COMMUNITY DIRECTORY

All costs are for four-color, net rates and include live links in digital edition.
Magazine Trim Size: 8.25" W x 10.75" H

▲ Full page, no bleed
7.38"W x 9.87"H
$2,599

▲ Full page w/ .25-inch bleed
8.75"W x 11.25"H
$2,599

▲ Half Vertical
3.612"W x 9.75"H
$1,599

Half Horizontal
7.38"W x 4.75"H
$1,599

Quarter
3.612"W x 4.8"H
$999

Eighth
3.612"W x 2.25"H
$499

Buyer's Guide Logo Listing –
$299

10% more for premium placement (pages 2, 3, 5, 31 and back cover) 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 Nia Hill at **nia.easychairmedia@gmail.com.**

Please indicate "**Absolutely Applewood**" and the business/client name in subject field.

For files over 4 megabytes, contact your ad representative for submission instructions.

RESERVE YOUR SPOT EARLY for Best Placement!

All ad purchases include print and online presence with FREE 'hot' links

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 accepted. 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.

Add a QR Code for $49

Need professional ad design?
Try our basic ad design package for $125 (includes up to 2 hours of design time and file ownership.)

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:

a.) Ad specs and your ad deadline if you are providing a print-ready ad.

b.) 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.

DID YOU KNOW? When customers know a business is a member of a local organization, 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.

APPLEWOOD BUSINESS ASSOCIATION

ACT NOW! SECURE YOUR AD TODAY!

Call a Smart Marketing Professional

970-686-5805 | info@easychairmedia.com

smart marketing with EasyChair Media

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

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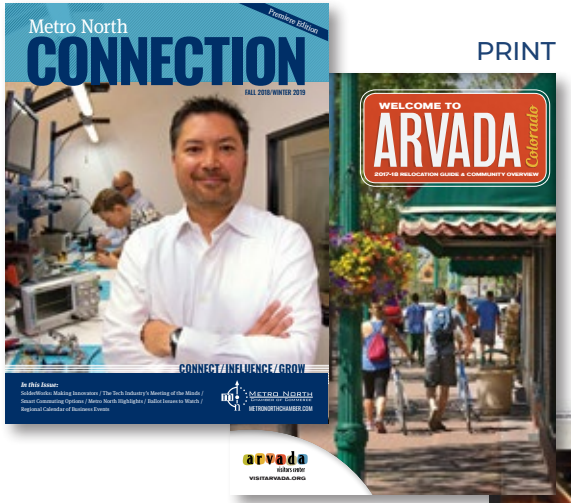
SOCIAL MEDIA

PRINT



WEBSITE

BRANDING

MOBILE

PUBLISHING