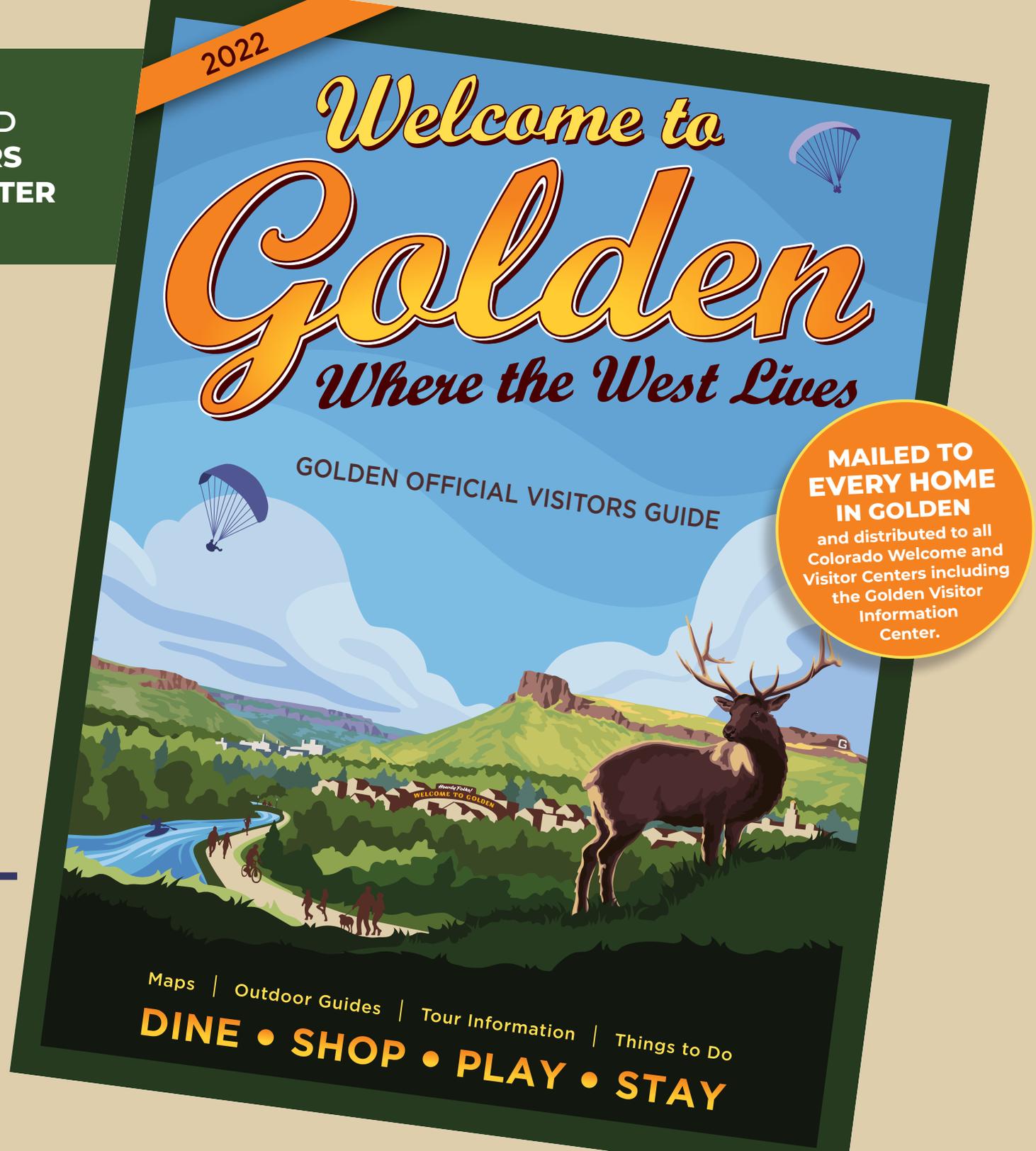


THIS IS THE ONLY  
PUBLICATION ENDORSED  
BY THE GOLDEN VISITORS  
AND INFORMATION CENTER  
& VISIT GOLDEN!

DINE  
SHOP  
PLAY  
STAY

Featuring maps, an event  
calendar, Golden Itineraries  
and much, much more...

2023  
MEDIA KIT





shop



stay



play

## WE ARE GOLDEN'S OFFICIAL VISITOR GUIDE!

No other publication brings our vibrant people, places, food, art, music, and events together like we do. We are Golden's only full-sized (8.5 x 11) magazine endorsed by Visit Golden and the Golden Visitors and Information Center!

With a one-year shelf life, we deliver over 400,000 annual impressions delivering great information and vital resources for anyone relocating, living and visiting Golden. Join us in showcasing all that Golden has to offer!

## DISTRIBUTION

30,000 printed copies delivered throughout Colorado! With a mobile-friendly digital edition with hot links, plus front page presence on VisitGolden.com this represents a 400,000+ readership! Below are just a few of our distribution partners.

- Tourism Bureaus and Hotels/Motels
- Colorado Visitors' and Welcome Centers
- Chambers of Commerce
- Real Estate Companies
- Relocation Companies
- Alliance Partners

**PUBLICATION DATE:**  
**EARLY 2023**

**SPACE DEADLINE:**  
**DECEMBER 16, 2022**

**BOOK EARLY FOR  
BEST PLACEMENT!**



The Golden Official Visitors Guide delivers the best of Golden to both interested travelers and locals. The guide is the best source for travelers selecting where to stay, where to go, and what to do and eat while planning and visiting.

## EDITORIAL

This publication would not be possible without advertising support and we want to provide as much benefit as possible to those that help us share the message and encourage others to visit Golden! There are options available for every size business and budget to accommodate and include as many Golden businesses as possible that want to be featured in our publication (see page 4).

- Golden Dining & Sipping Guide
- Shopping in Golden
- Golden Adventure
- Welcome to Golden Hospitality
- Parks & Trails Map
- Downtown Map
- Calendar of Events
- Golden Brews
- Golden Rules
- Golden Itineraries



**Dawn Wiggett & Kristie Melendez**

📞 (970) 686-5805

✉ [k.melendez@easychairmedia.com](mailto:k.melendez@easychairmedia.com)

🌐 [EasyChairMedia.com](http://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)*



**50+**  
Distribution  
Venues



Displayed at all Colorado Welcome Centers and dozens of local visitor centers, businesses and hotels.



**5.59%**  
Targeted Sales  
Increase  
*(General Merchandise,  
Restaurants and  
Accommodations)*



**1.2+**  
Million Annual  
Visitors  
*(23% increase YOY)*



Online Edition  
Featuring  
"Hot Links"



Provided to travelers and meeting and event planners in response to web, mail and phone inquiries.

## HOW READERS WILL SEE YOUR AD



Tablet



Desktop

Print



Mobile



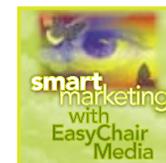
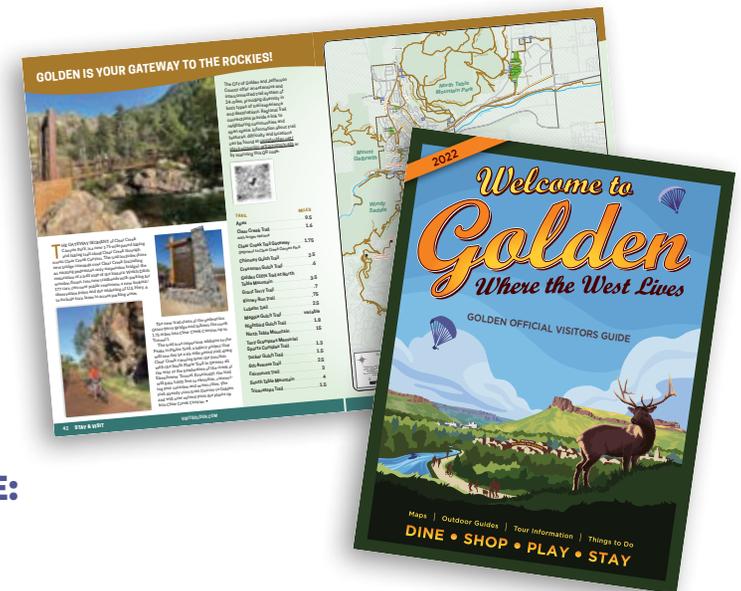
## DISTRIBUTION ZONES INCLUDE:

Chamber of Commerce, participating hotels, real estate offices, key business partners and Colorado Welcome and Visitors Centers.

## OUR READERS ARE AFFLUENT AND ACTIVE:

Nearly **75 percent** of visitors come from out of state, stay an average of **five nights** and spend about **\$856** while they're here. **24,694** Golden Tickets Redeemed.

*\*Stats from 2021 Visitor Intercept Survey.*



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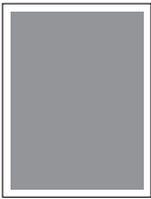
# RATE CARD



## GOLDEN OFFICIAL VISITORS GUIDE

All costs are for four-color, net rates and include live links in digital edition. Plus Dine, Shop, Play and Stay. All Advertisers receive a complimentary listing in their correlating section: **Dine, Shop, Play, Stay.**

Magazine Trim Size = 8.25" W x 10.75" H



**\$2,599**

Full page, no bleed  
7.38"W x 9.87"H



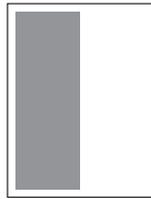
**\$2,599**

Full with .25-inch bleed  
8.75"W x 11.25"H



**\$4,599**

2-page Spread



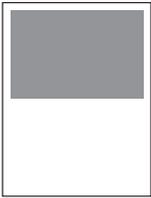
**\$1,599**

Half Vertical  
3.612"W x 9.75"H

Back Cover: **\$3200**

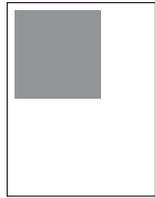
Map listing with locator dot:  
**\$49 with ad purchase**

**Business Listing only:**  
Includes business name,  
address, phone, website and  
15-word description. **\$199**



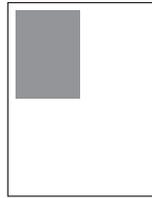
**\$1,599**

Half Horizontal  
7.38"W x 4.75"H



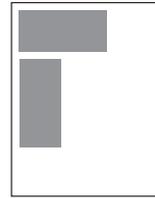
**\$1,095**

Third Square  
4.83"W x 4.75"H



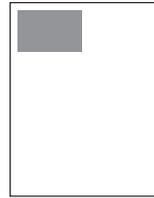
**\$999**

Quarter  
3.612"W x 4.8"H



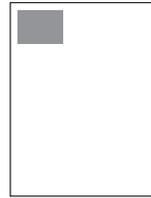
**\$599** Sixth

Horiz: 4.83"W x 2.3"H  
Vert: 2.32"W x 4.75"H



**\$399** Eighth

3.612"W x 2.25"H



**\$299** Specialty Ad

2.5"W x 1.875"H

10% more for premium placement (2, 3, 5, 50, 51 and back cover) or for requested placement.

## MECHANICAL REQUIREMENTS

**All 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 of embedded art/logos/photos: 300 dpi at 100% size
- Do not use Pantone 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](mailto:nia.easychairmedia@gmail.com).

Please indicate "Golden Official Visitors Guide" and the business/client name in subject field.

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

## SPECIAL SECTIONS



**10% OFF ANY AD PURCHASE!**

Early Bird Special Ends  
September 30, 2022

All ad purchases include print, online presence with FREE "hot" links and a complimentary listing in a corresponding category: Dine. Shop. Play. Stay.

## 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](mailto:nia.easychairmedia@gmail.com)

**Add a QR Code for \$49**

**Need Professional ad Design?** Try our Ad Design package for \$125 (includes up to 2 hours of design time and file ownership.)



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[EasyChairMedia.com](http://EasyChairMedia.com)

# NEXT STEPS



## 1 AD COORDINATION

Once you have signed a contract, an ad coordinator will email you within 7 to 10 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 golden 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.

**GET IN THE LOOP!**  
EXPLORE THE LARIAT LOOP SCENIC & HISTORIC BYWAY

THE LARIAT LOOP SCENIC & HISTORIC BYWAY provides a multi-generational excursion that retraces the exciting adventures of the 1950s on a 40-mile winding stretch through the foothills between Golden, Morrison and Evergreen, complete with historic sites, scenic stops and fun attractions. Best of all, whether you're equipping in a few steps in an hour or making a full day of it, exploring the Lariat Loop Byway is free!

Before you head out, grab a top coffee, breakfast or lunch in downtown Golden, which offers a wide variety of cafes, coffee shops, food halls and restaurants.

**THE HISTORY OF THE LOOP**  
In the 1950s, Denver's Golden State Freeway (I-76) was under construction. The Golden State Freeway was a major project for the state and the nation. The Golden State Freeway was a major project for the state and the nation. The Golden State Freeway was a major project for the state and the nation.

**3 Golden State Freeway**  
The Golden State Freeway was a major project for the state and the nation. The Golden State Freeway was a major project for the state and the nation. The Golden State Freeway was a major project for the state and the nation.

**7 Historic Golden**  
The Golden State Freeway was a major project for the state and the nation. The Golden State Freeway was a major project for the state and the nation. The Golden State Freeway was a major project for the state and the nation.

**8 Rocky Mountain**  
The Golden State Freeway was a major project for the state and the nation. The Golden State Freeway was a major project for the state and the nation. The Golden State Freeway was a major project for the state and the nation.

**FROM COORS TO CRAFT BEWERIES TO COCKTAILS AND MORE**

**COORS TO CRAFT BEWERIES TO COCKTAILS AND MORE**  
Golden is full of hidden gems, offering unique experiences, specialty dishes and specialty for dining visitors. If you're looking for something a little stronger or maybe a little unique, make sure to look for a specialty of opportunity for a food-and-drink cocktail.

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**Golden-Made...**

**BEER + SPIRITS... Coors Brewing Company**  
Golden world famous, and the Coors Brewing Company is a leading craft beer and spirits name with State 58 Distillery, Golden Moon Distillery, and more.

**PET SUPPLIES... Coors Pet Supplies**  
Golden is home to KONG Company, which makes the beloved rubber dog toys, as well as other pet supplies. Coors Pet Supplies is a name for itself with a line of innovative pet products.

**COOL COMPANIES... Coors Pet Supplies**  
Golden is home to KONG Company, which makes the beloved rubber dog toys, as well as other pet supplies. Coors Pet Supplies is a name for itself with a line of innovative pet products.

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**ACT NOW! SECURE YOUR AD TODAY!**  
Call a Smart Marketing Professional  
970-686-5805 | [k.melendez@easychairmedia.com](mailto:k.melendez@easychairmedia.com)



# 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 and 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 and 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



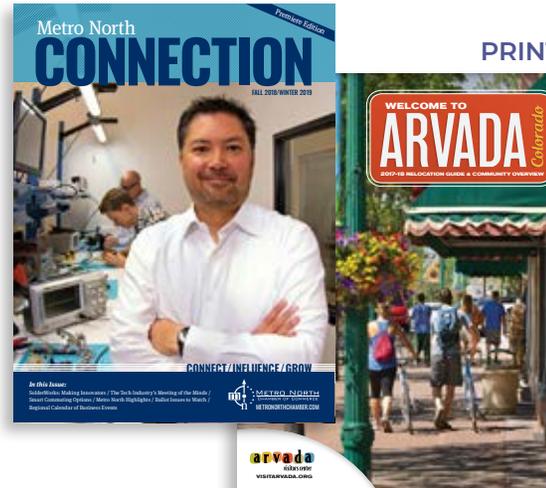
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## SOCIAL MEDIA



## PRINT



## WEBSITE



## BRANDING



## PUBLISHING

