loveland.org
Loveland
Community Profile & Membership Directory
2023
MEDIA KIT
DIGITAL/PRINT
Entertainment, Parks & Recreation,
Shopping, Dining and more!
LOVELAND
CHAMBER of COMMERCE
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 not only for those who live here, but also those who are looking to relocate or have recently relocated to the area, 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.

Did you know that when consumers know 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?

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 and we hope you choose to showcase your business in this year's edition!

Thank you!

Mindy McCloughan

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

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ACT NOW! SECURE YOUR AD TODAY!

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970-686-5805 | office@easychairmedia.com

smart marketing with EasyChair Media

LOCAL. RELEVANT. ENGAGING. EFFECTIVE.

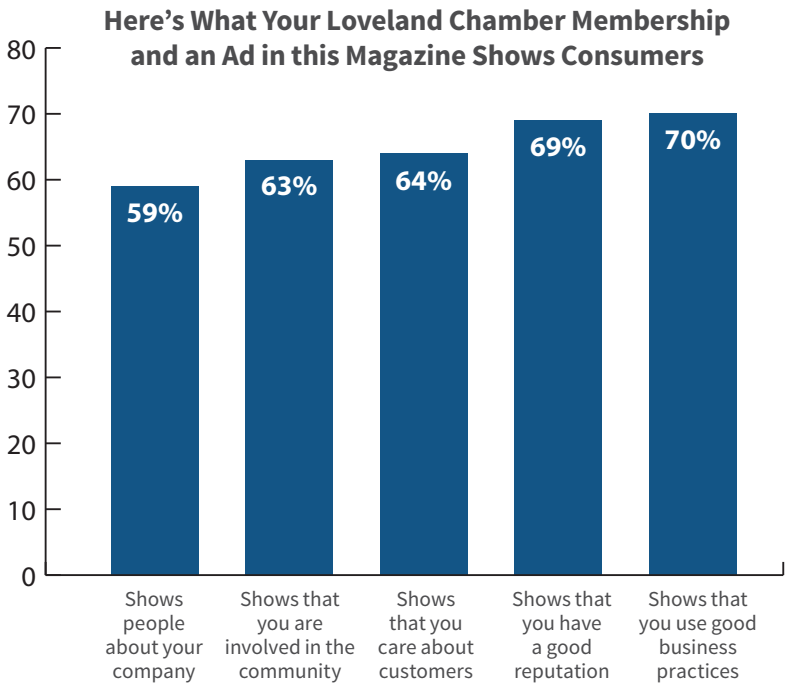
LET YOUR CUSTOMERS KNOW WHO YOU ARE AND HOW TO FIND YOU!

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.

A UNIQUE ADVERTISING OPPORTUNITY LIKE NOTHING ELSE IN THE MARKET



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+**

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

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

FREQUENCY
One Full Year of Shelf Life.

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

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

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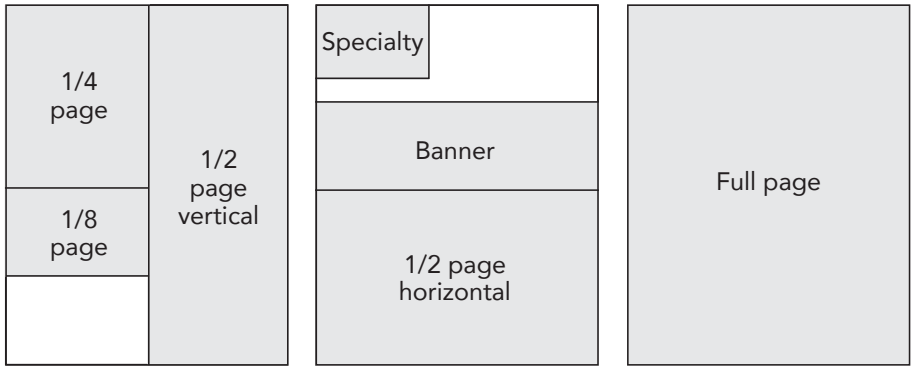
RATE CARD

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



- 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 $70/hour.

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.

Production Fees

Rates are for press-ready ads or ads that have been previously designed (pick-up ads). A $70/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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SPECIAL SECTIONS

FRONT RUNNER

A unique way to promote and showcase your business.

Half or Full Page

WHERE THE LOCALS GO

Specialty Ad Size

BOXED LOGO LISTING

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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:

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 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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