

COMING FALL 2023

Space is limited!
Call now to reserve your spot



WELCOME TO BERTHOUD RETURNS THIS FALL

Local Content! Featuring a calendar of events, a citywide map, important phone numbers, demographics and much, much more!

Contact Smart Marketing

970.686.5805

Office@easychairmedia.com

**MAILED TO
EVERY HOME IN
BERTHOUD**

and distributed throughout
the year at local Berthoud
businesses, the Chamber
office and at Chamber
events!

www.EasyChairMedia.com





WELCOME TO BERTHOUD

A budget friendly advertising tool with optimized reach. The Chamber is your Trusted Resource for Business. 63% of consumers are more likely to buy products or services from businesses who are members of their local chamber.

DISTRIBUTION

Reaching every home in Berthoud plus every Berthoud chamber member and distributed at chamber events, in area hotels, relocation packets, and other local designated partners and venues.

- Reaching Top Decision Makers
- 9,000 Printed copies
- One Full Year of Shelf Life
- Every ad Package includes a Digital Presence and Highlighted Listing

PUBLICATION DATE:
**FALL BACK TO
SCHOOL 2023**

SPACE DEADLINE:
JULY 14, 2023

**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 that help us share the message and encourage others to visit Berthoud! There are options available for every size business and budget to accommodate as many Berthoud businesses as possible (see page 4).

- Local Content
- The Perfect Berthoud Resource
- Important Phone Numbers
- Calendar of Events
- Citywide Map
- Young Professionals
- 115 Year History
- Town Improvements



Welcome to Berthoud delivers the best of Berthoud 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.



Smart Marketing

(970) 686.5805
Office@easychairmedia.com
[EasyChairMedia.com](https://www.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.



9,000
IN PRINT



30,000+
READERSHIP
(Print and Digital)



15+
DISTRIBUTION
VENUES



DISPLAYED AT DOZENS
OF LOCAL BUSINESSES,
AND AT THE CHAMBER OF
COMMERCE



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



80+ MILLION
COLORADO
ATTRACTS OVER 80
MILLION VISITORS
ANNUALLY



ONLINE
EDITION
FEATURING
"HOT LINKS"
AND
WEBSITES FOR
ADVERTISERS
ONLY



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, and key business
partners.

OUR READERS ARE AFFLUENT AND ACTIVE



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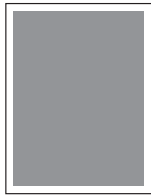
EasyChairMedia.com

RATE CARD

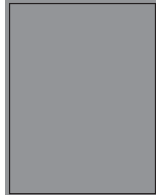


WELCOME TO BERTHOUD

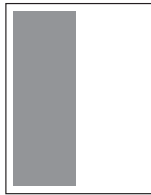
All costs are for four-color, net rates and include live links in digital edition.
Magazine Trim Size (8.25"W x 10.75"H)



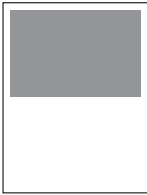
\$2,199 | **\$2,594**
Member Non-Member
Full page, no bleed
7.38"W x 9.87"H



\$2,199 | **\$2,594**
Member Non-Member
Full page with .25-inch bleed*
8.75"W x 11.25"H



\$1,559 | **\$1,866**
Member Non-Member
Half Vertical
3.612"W x 9.75"H

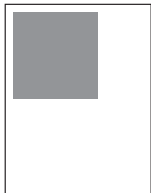


\$1,559 | **\$1,866**
Member Non-Member
Half Horizontal
7.38"W x 4.75"H

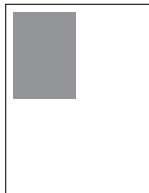
Back Cover
Premium Space
Pages 2, 3, 5,
Map Placement,
and inside and
outside back cover
add 10% to Full
page rate.

Box Listing with Logo
\$299
Members Only

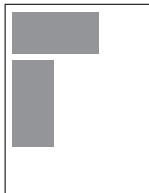
Map Locator Dot
\$99
with any ad purchase



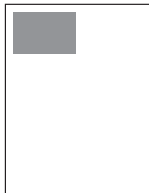
\$1,099 | **\$1,314**
Member Non-Member
Third Square
4.83"W x 4.75"H



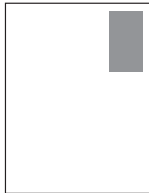
\$899 | **\$1,074**
Member Non-Member
Quarter Page
3.612"W x 4.8"H



\$599 | **\$834**
Member Non-Member
Sixth Page
Horiz: 4.83"W x 2.3"H
Vert: 2.32"W x 4.75"H



\$499 | **\$719**
Member Non-Member
Eighth Page
3.612"W x 2.25"H



\$299 | **\$479**
Member Non-Member
It's Better in Berthoud
1.6875"W x 3.0625"H

10% more for premium placement or for any 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 "**Welcome to Berthoud**" 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!**
DURING EARLY
BIRD SPECIAL
ENDS APRIL 15th,
2023

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 \$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

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:

- 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.

The World of Real Estate Now

Curtis has been operating in the real estate market since 1978 in Colorado. We write for two industry reports to find out how they are adjusted and what they are doing to adapt and accommodate their clients while the pandemic hangs around.

APRIL BETHWAITE
Realtor at Keller Williams

GARY HODGE
Realtor at Keller Williams

Come visit the Conservation Gardens at Northern Water

The annual **CONSERVATION GARDENS** event will feature over 700 water-wise plants, shrubs and grasses that create an aesthetically pleasing water efficient landscape.

Gardens are open 7 days a week during daylight hours. Tours are available by calling 303-369-7246.

Northern Water
220 Water Avenue
Boulder, Colorado 80502

CONSERVATION GARDENS
Northern Water
www.northernwater.com

YOUR PATH AWAITS

The new 100 miles, historic Road & Trail has been featured in national and regional, offering profiles and services related to your needs. As well as an on-site guided tour, scenic views, and more.

PERSONAL | BUSINESS | MOUNTAIN | URBAN

ADAMS BANK & TRUST

UNC EXTENDED CAMPUS

Change your life and advance your career. UNC's Extended Campus offers a variety of programs, courses and degrees. Earn your degree on your own schedule. Earn your degree on your own schedule. Earn your degree on your own schedule.

UNC

Linda Simon, Realtor

970-215-9044

Since 1988, my experience in real estate has been a blessing. I have helped many families find their dream home. I am a member of the National Association of Realtors and the Colorado Association of Realtors.

Sip & Dine in Berthoud

Berthoud is a great place to live. It's a small town with a big heart. It's a place where you can find everything you need. It's a place where you can find everything you need. It's a place where you can find everything you need.

MEET BERTHOUD RETAIL

Berthoud is a great place to live. It's a small town with a big heart. It's a place where you can find everything you need. It's a place where you can find everything you need. It's a place where you can find everything you need.

10 Reasons to Shop Berthoud

- IT SKEEPS MONEY ON OUR ECONOMY
- IT CREATES LOCAL JOBS
- IT HELPS FUND LOCAL SERVICES
- IT SUPPORTS NONPROFITS
- IT HELPS THE ENVIRONMENT
- IT PROVIDES A HAPPIER SHOPPING EXPERIENCE
- IT PROMOTES COMPETITION AND DIVERSITY
- IT MAKES BERTHOUD A BETTER PLACE TO LIVE
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LOVELAND DESIGN CARPET ONE FLOOR & HOME

Handwood - Laminate
Slate - Tile - Rugs
Carpets - Replacements
Window Treatments

360 S. Lincoln Ave.
Loveland, Colorado
970.667.3590
lovelanddesign.com

Welcome to Berthoud!

Explore our charming community. Here you'll find the best of the best range - open spaces, parks, trails, historic downtown, local shops, restaurants, bars, and breweries - all wrapped in a small town feel. We look forward to meeting you around town.

Recreation Activities
We offer something for everyone. Basketball, softball, volleyball, soccer, tennis, swimming, pool, and more. Start like a pro! Look for lots of family-friendly options like bocce, tennis, and more. Enjoy the view from the top of the mountain. Enjoy the view from the top of the mountain. Enjoy the view from the top of the mountain.

Lakes, Parks and Open Space
Enjoy our twelve beautiful parks, including our new dog park, disc golf, and more. Enjoy the view from the top of the mountain. Enjoy the view from the top of the mountain. Enjoy the view from the top of the mountain.

Historic Downtown
Three-block streets and historic buildings create a setting that celebrates the area's history and offers plenty of opportunities to enjoy the perfect shopping, dining, and entertainment. Enjoy the view from the top of the mountain. Enjoy the view from the top of the mountain. Enjoy the view from the top of the mountain.

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.

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!

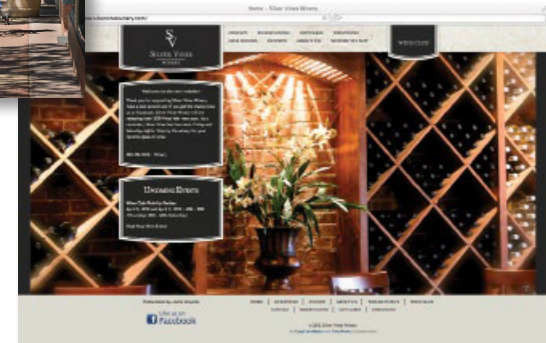
- 1 **PRINT PRODUCTS**
Business Cards to Tri-Fold Brochures and beyond...
- 2 **BRANDING**
Message Strategy & Logo Development
- 3 **DIRECT MAIL**
Postcard Campaigns
- 4 **EMAIL MARKETING**
Newsletter Creation and Management
- 5 **SOCIAL MEDIA**
Blogs, Facebook, Twitter, Content Development
- 6 **MOBILE**
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



PRINT



SOCIAL MEDIA



WEBSITE



BRANDING



MOBILE



PUBLISHING



Smart Marketing

(970) 686.5805
Office@easychairmedia.com
EasyChairMedia.com