

# COMING FALL 2023

Space is limited!  
Call now to reserve your spot



ENDORSED BY THE  
**WINDSOR AREA CHAMBER  
OF COMMERCE VISITOR  
BUREAU!**

EAT  
SIP  
PLAY  
SHOP  
STAY

**MAILED TO  
EVERY HOME IN  
WINDSOR**  
plus distributed to all  
Colorado Welcome and  
Visitor Centers!

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

Contact (970) 686.5805

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## VISIT WINDSOR

**No other publication brings our vibrant people, places, food, art, music, 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 vital resources for anyone relocating, living and visiting Windsor. Join us in showcasing all that Windsor has to offer!

## DISTRIBUTION

Over 20,000 printed copies! With a mobile-friendly digital edition with hot links, plus front page presence on [VisitWindsorCO.com](http://VisitWindsorCO.com) this represents a 250,000+ 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
- Town of Windsor Partners

**PUBLICATION DATE:  
FALL 2023**

**SPACE DEADLINE:  
SEPTEMBER 25, 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 Windsor! There are options available for every size business and budget to accommodate as many Windsor businesses as possible (see page 4).

- Windsor Dining & Sipping Guide
- Shopping
- Places to Play in Windsor
- Welcome to Windsor
- Map
- Downtown Map
- Calendar of Events
- Things You'll Love About Windsor
- Windsor Chamber Members by category
- Locally Found

**Visit Windsor** delivers the best of Windsor 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.



**Dawn Wiggett & Kristie Melendez**

(970) 686-5805

[office@easychairmedia.com](mailto:office@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.



**20,000+**  
IN PRINT



**250,000+**  
READERSHIP  
*(Print and Digital)*



**30+**  
DISTRIBUTION  
VENUES



DISPLAYED AT ALL  
COLORADO WELCOME  
CENTERS AND DOZENS OF  
LOCAL VISITOR CENTERS,  
BUSINESSES, AND HOTELS.



**\$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"



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.



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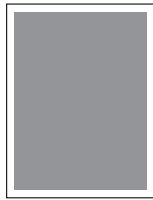
# RATE CARD



## DISCOVER WINDSOR

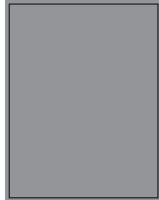
All costs are for four-color, net rates and include live links in digital edition. Plus Dine, Shop, Play, Sip and Stay Advertisers also receive a listing with their ad purchase.

Magazine Trim Size (8.25"W x 10.75"H)



**\$2,599**

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



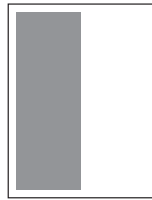
**\$2,599**

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



**\$4,599**

2-page Spread

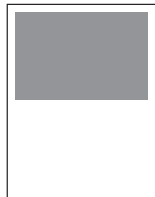


**\$1,599**

Half Vertical  
3.612"W x 9.75"H

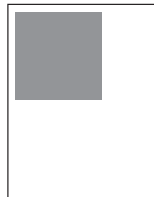
Back Cover  
\$3200

Business Listings available. Ask your Smart Marketing representative for more details.



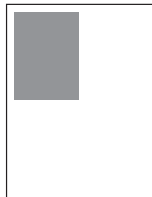
**\$1,599**

Half Horizontal  
7.38"W x 4.75"H



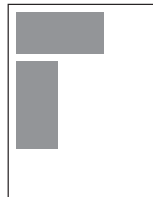
**\$1,095**

Third Square  
4.83"W x 4.75"H



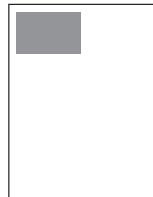
**\$999**

Quarter Page  
3.612"W x 4.8"H



**\$599**

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



**\$399**

Eighth Page  
3.612"W x 2.25"H

10% more for premium placement (pages inside front and back covers, and page 5) 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](mailto:nia.easychairmedia@gmail.com).

Please indicate "Visit Windsor" and the business/client name in subject field.

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

## SPECIAL SECTIONS



**20% OFF**  
DURING OUR  
EARLY BIRD SPECIAL!  
Courtesy of the Windsor  
Chamber of Commerce &  
Visitors Bureau in partnership  
with the Town of Windsor

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

## 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](mailto: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.



**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.

**ACT NOW! SECURE YOUR AD TODAY!**

Call a Smart Marketing Professional  
970-686-5805 | [office@easychairmedia.com](mailto:office@easychairmedia.com)

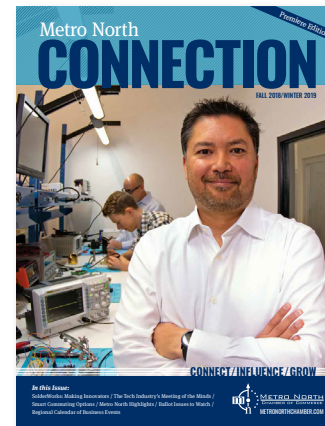


# ADDITIONAL PRODUCTS AND SERVICES

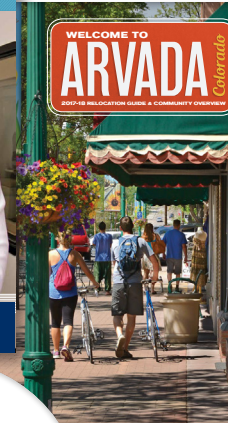
Need a trusted source to take your marketing to the next level?

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 & 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



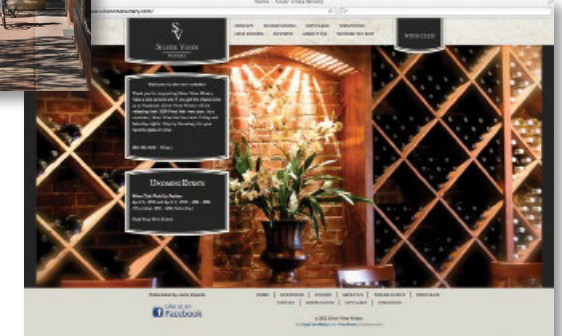
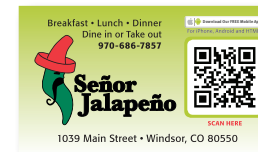
PRINT



SOCIAL MEDIA



BRANDING



WEBSITE



MOBILE



PUBLISHING



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