

Welcome to **Golden** THE VISITORS AND LOCALS MAP

3 Three great reasons to advertise:

- 1) It's the Official Golden Map with street index featuring Downtown Golden, Golden neighborhoods, surrounding parks and open space and Genesee.
- 2) This Official Golden Map completes your tourism marketing package!
 - Target visitors, locals and new movers.
 - Build brand and trust with your year-long map presence.
 - Distributed year round to over 30 Colorado welcome centers, visitors centers, local businesses, real estate offices and local attractions.
- 3) Remember...
 - Paper maps provide a big picture and a chance to explore uncharted territory.
 - A study by the *Wall Street Journal* shows that printed maps have been gaining popularity among millennials and Gen Z.
 - Demand continues for folded paper maps. The Golden Visitors Center continues to receive requests for a printed map of the area. They see about 250 visitors a day at the height of tourist season.
 - The last map printed for Golden was in 2017.

MAPS are still the in-demand, **GO-TO PRODUCT** for local and visiting explorers!

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LIMITED SPACE
Don't be left out!

PUBLISHING
2ND QUARTER 2024
Just in time for
Tourist Season!



Golden Visitors & Information Center
1010 Washington Ave.
Golden, CO 80401
303-279-2282
gogoldencolorado.org

WELCOME TO GOLDEN | THE VISITORS AND LOCALS MAP

Premium
3 x 8

AD RATES

Premium	\$ 1,085
Double	\$ 885
Single	\$ 585
Small	\$ 385



Add a QR code to your ad for \$49

- All ads are four-color
- \$70 per hour for custom ad design
- Add 10% for preferred positioning

Double
3 x 6

All ad purchases include a ● **free locator dot** on the main map, and maps to give away at your place of business!

Need professional ad design?

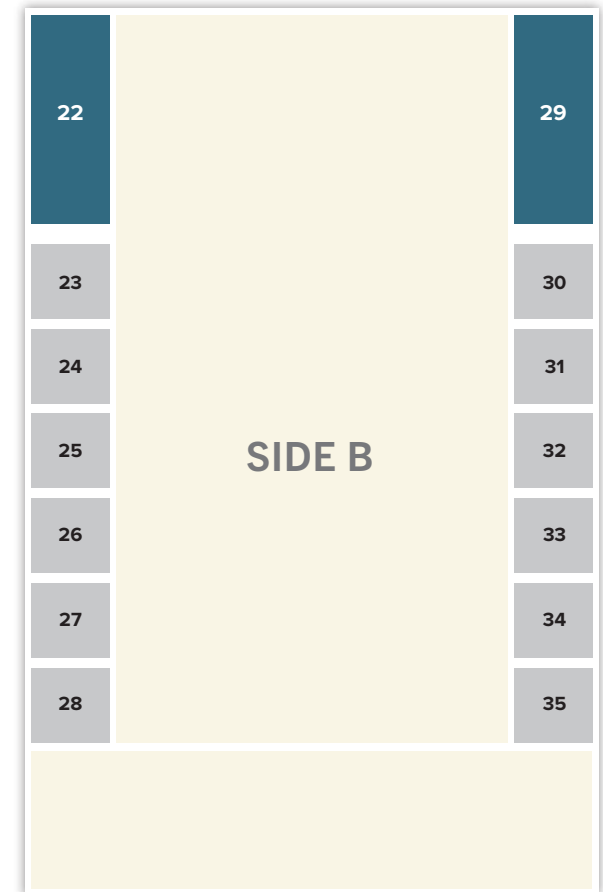
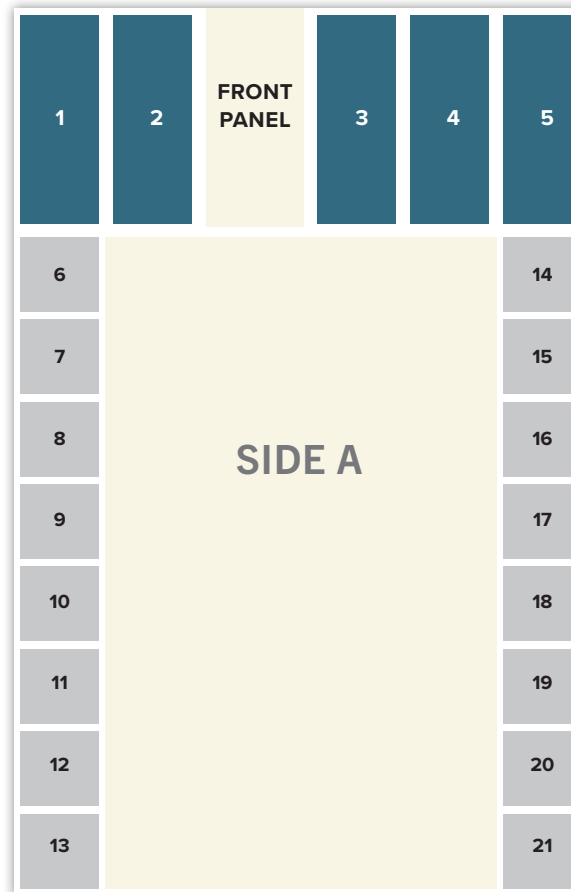
Try our [basic ad design package](#) for \$125 (includes up to two hours of design time and file ownership.)

Single
3 x 3

AD DIMENSIONS (in inches)

Premium	3 x 8
Double	3 x 6
Single	3 x 3
Small	3 x 1.5

Small
3 x 1.5



MECHANICAL REQUIREMENTS

Rates are for press-ready ads or ads that have been previously designed (pick-up ads). A fee of \$70 per hour for custom design is charged on all others and ads that need any changes. **WE WANT YOUR AD TO PRINT BEAUTIFULLY**, so no Publisher or Word files are acceptable.

Following are some common ad issues to avoid:

- ▶ low resolution images or files;
- ▶ incorrect file type;
- ▶ incorrect dimensions;
- ▶ use of spot colors or 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

FILE SUBMISSION

Email ads up to four megabytes to nia.easychairmedia@gmail.com. Put “Evergreen Map” and the business/client name in subject field. If the file exceeds 4 MB, please call 970-686-5805 for submission instructions.



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