

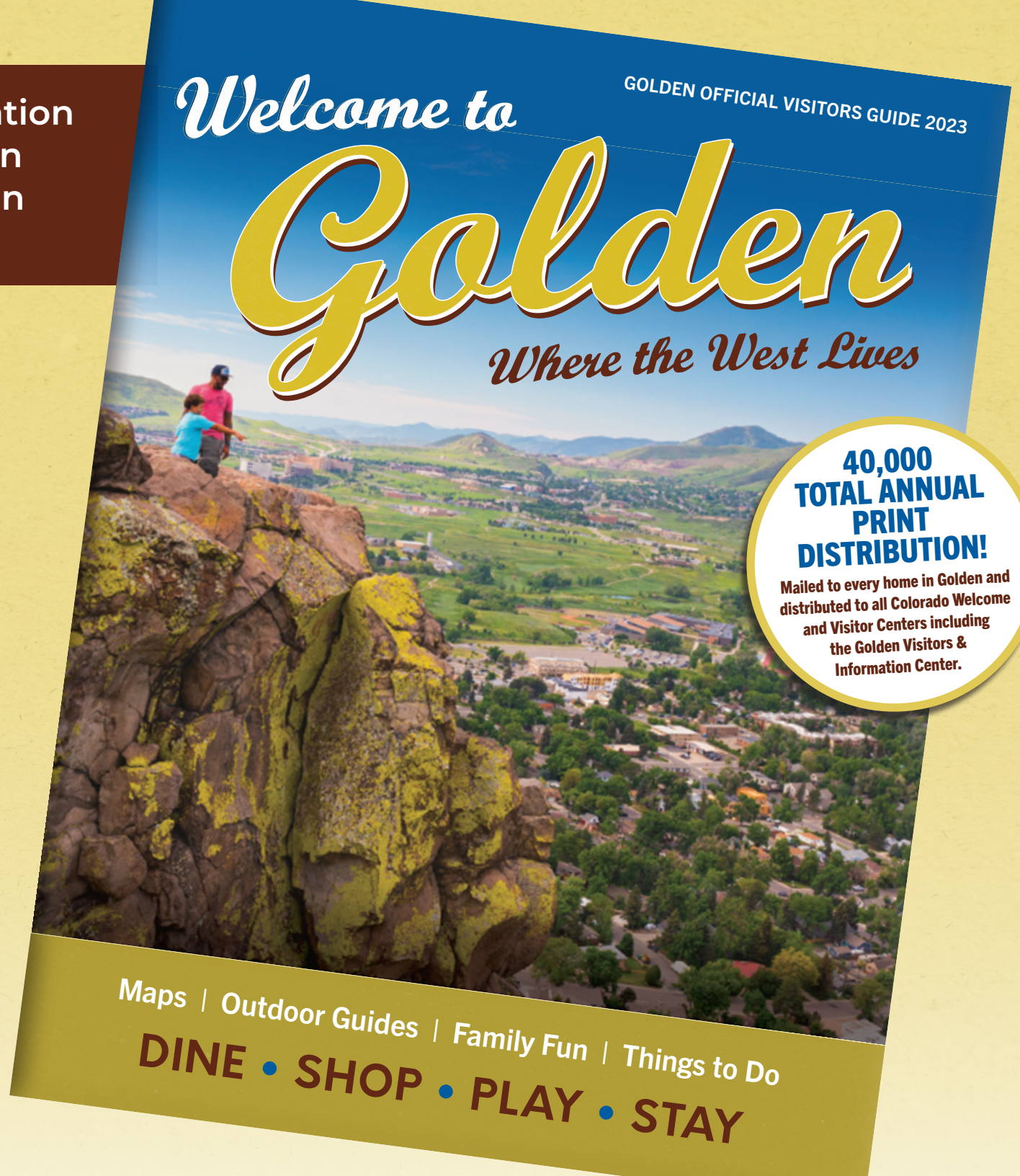
This is *the only* publication endorsed by the Golden Visitors and Information Center & Visit Golden!

DINE  
SHOP  
PLAY  
STAY

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

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2024  
MEDIA KIT



Welcome to

# Golden

*Where the West Lives*

GOLDEN OFFICIAL VISITORS GUIDE 2023

**40,000  
TOTAL ANNUAL  
PRINT  
DISTRIBUTION!**

Mailed to every home in Golden and distributed to all Colorado Welcome and Visitor Centers including the Golden Visitors & Information Center.

Maps | Outdoor Guides | Family Fun | Things to Do

**DINE • SHOP • PLAY • STAY**



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

40,000 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 2024

**Space Deadline:**  
January 5, 2024

**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 Golden! There are options available for every size business and budget.

- 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



The **Golden Official Visitors Guide** delivers the best of Golden to both interested travelers and locals.

This guide is the best source for travelers selecting where to stay, where to go, and what to do and eat while planning and visiting.



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[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.



**40,000+**  
In Print



**400,000+**  
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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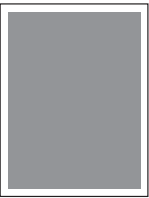
# RATE CARD



## GOLDEN OFFICIAL VISITORS GUIDE

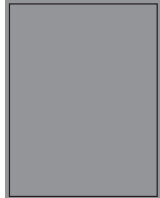
All costs are for four-color, net rates and include live links in digital edition. Plus Dine, Shop, Play and Stay. **All Advertisers receive a complimentary listing in their correlating section: Dine, Shop, Play, Stay.**

Magazine Trim Size = 8.25" W x 10.75" H



**\$2,649**

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



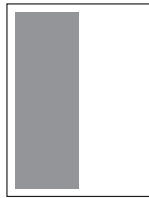
**\$2,649**

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



**\$4,649**

2-page Spread



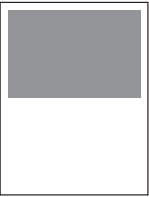
**\$1,649**

Half Vertical  
3.612"W x 9.75"H

**Back Cover: \$3250**

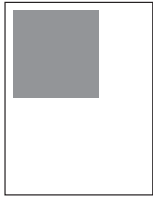
**Map listing with locator dot: \$49** with ad purchase

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



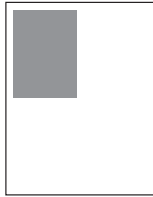
**\$1,649**

Half Horizontal  
7.38"W x 4.75"H



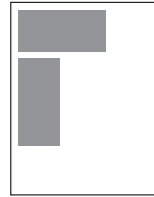
**\$1,145**

Third Square  
4.83"W x 4.75"H



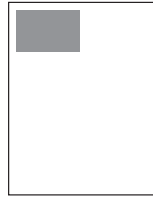
**\$1,049**

Quarter  
3.612"W x 4.8"H



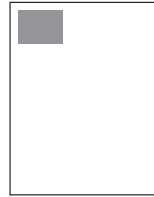
**\$649** Sixth

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



**\$449** Eighth

3.612"W x 2.25"H



**\$349** 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 ads 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



**EARLY BIRD SPECIAL 10% OFF**

Ends October 13, 2023

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

### Need professional ad design?

Try our Ad Design Package for \$125 (includes up to two hours of design time and file ownership.)

## 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 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



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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 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 \$70/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 \$70/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.

**Golden is the MOUNTAIN SPORTS CAPITAL OF COLORADO'S FRONT RANGE**

**IN GOLDEN:** IT'S not unusual to see a dog on a leash in Golden. In fact, it's so common that the city has a dog park. Golden is also known for its beautiful views of the Front Range mountains. The city is a great place to visit for anyone who loves outdoor activities.

**Back Country:** Golden is a great base for exploring the back country. There are many trails and scenic views. The city is a great place to visit for anyone who loves outdoor activities.

**Rock Climbing:** Golden is a great base for rock climbing. There are many trails and scenic views. The city is a great place to visit for anyone who loves outdoor activities.

**Fly Fishing:** Golden is a great base for fly fishing. There are many trails and scenic views. The city is a great place to visit for anyone who loves outdoor activities.

**Table Mountain Grill & Cantina:** Located inside Table Mountain Inn, this restaurant offers a variety of dining options. The menu includes brunch, lunch, dinner, happy hour, and late-night happy hour. The restaurant is a great place to visit for anyone who loves dining.

**Stay & Visit**

**WHERE YOU STAY IN Golden** is the key to your Golden experience. The city offers a variety of accommodations, from budget-friendly to luxury. The city is a great place to visit for anyone who loves staying.

**Table Mountain Grill & Cantina**  
LOCATED INSIDE TABLE MOUNTAIN INN  
**Renowned Southwestern Cuisine**  
BRUNCH | LUNCH | DINNER | HAPPY HOUR & LATE-NIGHT HAPPY HOUR | PRIVATE DINING

**Golden Loves 'Meeting People'**

**Colorado's First Capital is Perfect for Small Meetings, Reunions and Weddings**

**Golden at a Glance**  
32 Miles from Denver International Airport  
10 Meeting & Event Venues  
700+ Hotel Rooms

**MEETING PLANNER GUIDE**



**ACT NOW! SECURE YOUR AD TODAY!**  
Call a Smart Marketing Professional  
970-686-5805 | [k.melendez@easychairmedia.com](mailto:k.melendez@easychairmedia.com)  
970-391-6847 | [dawn.smartmarketing@gmail.com](mailto:dawn.smartmarketing@gmail.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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**Dawn Wiggett**

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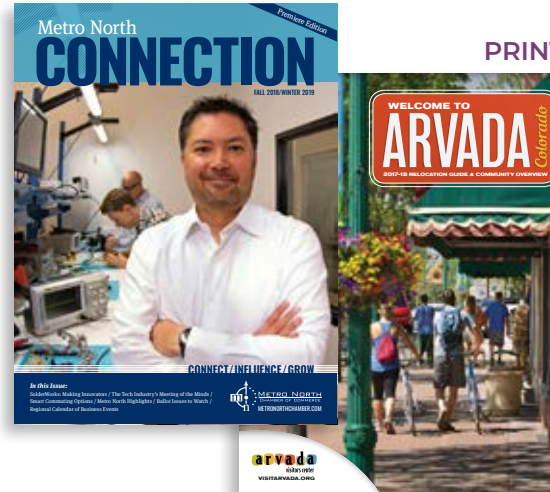
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## SOCIAL MEDIA



## PRINT



## WEBSITE



## BRANDING



## MOBILE



## PUBLISHING

