

loveland.org

Loveland

Community Profile & Membership Directory



**2024
MEDIA KIT**
DIGITAL/PRINT

**Entertainment, Parks & Recreation,
Shopping, Dining and more!**

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



LOVELAND
CHAMBER of COMMERCE



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

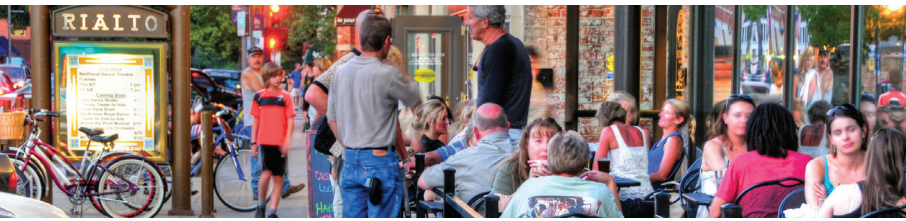
Loveland Chamber of Commerce
5400 Stone Creek Circle
Loveland, CO 80538
970-667-6311

ACT NOW! SECURE YOUR AD TODAY!

Call a Smart Marketing Professional
970-686-5805 | k.melendez@easychairmedia.com

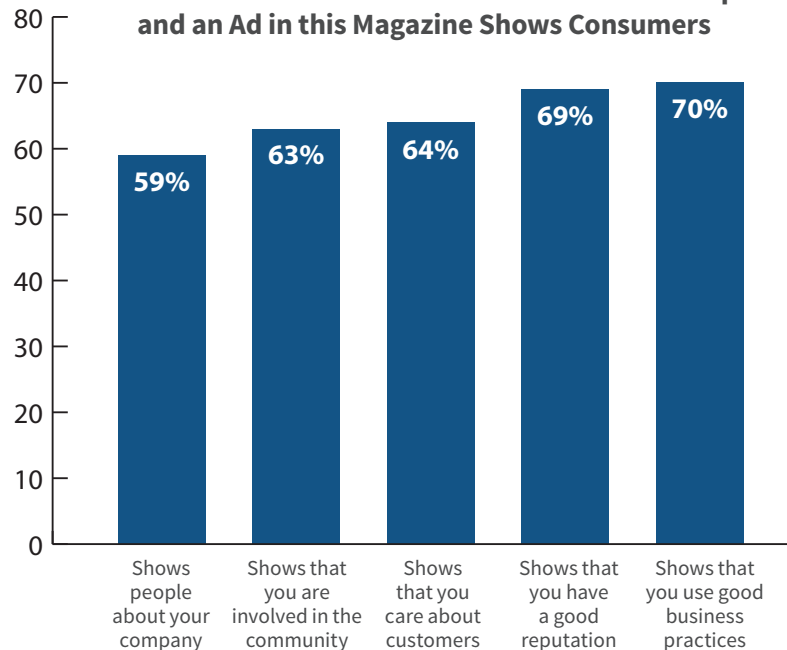


LOCAL. RELEVANT. ENGAGING. EFFECTIVE.



A UNIQUE ADVERTISING OPPORTUNITY LIKE NOTHING ELSE IN THE MARKET

Here's What Your Loveland Chamber Membership
and an Ad in this Magazine Shows Consumers



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.



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.



LOVELAND
CHAMBER of COMMERCE

ACT NOW! SECURE YOUR AD TODAY!

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RATE CARD

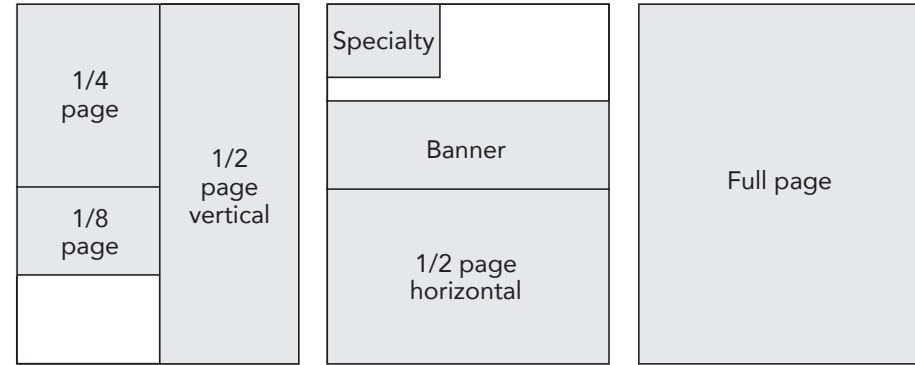


AD SIZE	W X H (INCHES)	MEMBER PRICE
Specialty Ad	2.5 x 1.875	\$395
Eighth Page	3.612 x 2.25	\$625
Quarter Page	3.612 x 4.8	\$940
Banner	7.38 x 2.25	\$940
Half Vertical	3.612 x 9.75	\$1,995
Half Horizontal	7.38 x 4.75	\$1,995
Full page, no bleed	7.38 x 9.87	\$3,295
Full page with bleed	8.75 x 11.25	\$3,295
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

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.



- **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.

Production Fees

Rates are for press-ready ads or ads that have been previously designed (pick-up ads). A \$70/hour 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 Alysa Sanzari-Hall at alysa.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

SPECIAL SECTIONS



FRONT RUNNER

A unique way to promote and showcase your business.

WHERE THE LOCALS GO

BOXED LOGO LISTING

Half or Full Page

Specialty Ad Size

Business Starts and Grows at FirstBank.

We're here to help your business, large or small. That's why we offer all types of loans to meet your business needs.

- Building/Commercial Real Estate Purchases
- Acquisitions
- Equipment
- Inventory
- Cash Shortages
- Projected Growth

Visit us online or at any convenient location.

efirstbank.com/business
1.800.966.3444
Member FDIC

1stFOCUS on Kids Hope House of Colorado

Transforming the lives of teen mothers around the world

Aiyana has a 2 percent chance of earning a college degree. Less than a 50 percent chance of graduating from high school. The good news is that she is beating the odds. You may be surprised to hear that 67 percent of teen moms in your community live below the poverty line. They are vulnerable... and often overlooked. That's why Hope House of Colorado opened its doors 15 years ago. This year approximately 250 teen moms like Aiyana will come to Hope House for the support they need to become economically and personally self-sufficient. To create a new future for themselves and their children. To beat the odds. Hope House is Metro Denver's only resource providing free self-sufficiency programs to parenting teen moms, including Residential, GED and College & Career Support programs. Additional supportive services include Health Relationships and Parenting Programs.

Hope House of Colorado
9088 Marshall Court, Bldg #4
Westminster
303-429-1012
HopeHouseOfColorado.org

MISSION STATEMENT:
Hope House of Colorado empowers parenting teenage moms to achieve personal and economic self-sufficiency and understand their significance in God's sight, resulting in a healthy future for them and for their children.

WHERE THE LOCALS GO

YOGA
AND YOUR FIRST CLASS IS FREE!

Automotive, Residential, Commercial Locksmith
Serving Customers from Berthoud to Wellington
Fully Mobile Service - Shop Hours by Appointment: 5705 N. Garfield Ave. #C110
Loveland, Colorado 80538
970-282-1706 • PopalackMeCo.com

Rotary Club of Loveland
Service Above Self
www.LovelandRotary.org
Corporate/Organization membership rates available
Professionals are community members who join together for service, fellowship, companionship, and personal growth.

Marine DeWitt Insurance
2124 N. Lincoln Ave., #100
Loveland, CO 80538
(970) 522-8862
marinedewittinsurance.com

Medicare By Design, LLC
2121 Denver Ave.
Loveland, CO 80537
(970) 529-9968
medicarebydesignregis.com

Hangs Benefits
4124 N. Lincoln Ave., #100
Johnstown, CO 80513
(970) 512-7862
mangbenefits.com

THE STAY IN YOUR CAR OIL CHANGE.
1000 E. EDENHOWER BOULEVARD
(970) 308-6470

health markets
David Hood (970) 227-6866
Health Insurance, Life Insurance, Supplemental Health Insurance, Medicare/Medicaid

MAKING A DIFFERENCE FOR EACH STUDENT
THOMPSON EDUCATION CENTER
970-613-5800

WWW.LOVELAND.ORG 11

<p>First Insurance Group, LLC, aka The Pulse 750 N. Lincoln Ave. Loveland, CO 80537 (970) 214-4332 firstgroup.com</p> <p>Flood and Peterson 4121 Wheaton Dr. Fort Collins, CO 80527 (970) 266-8710 floodandpeterson.com</p> <p>HealthMarkets 2570 W. 44th St. Loveland, CO 80538 (970) 227-6866 healthmarkets.com/local-health-insurance-agent/firstflood</p> <p>MOB International 4900 Sauer Circle Dr. Loveland, CO 80538 (970) 587-2222 hubinternational.com</p> <p>Jackson Insurance Agency, Inc. 2124 E. 10th St. Loveland, CO 80538 (970) 667-3880 lovelandinsuranceagent.com</p> <p>Larkins Agency 2000 Blue House Ct. Loveland, CO 80538 (970) 578-0504 larkinsagency.com</p> <p>Marie DeWitt Insurance 2124 N. Lincoln Ave., #100 Loveland, CO 80538 (970) 522-8862 marinedewittinsurance.com</p> <p>Medicare By Design, LLC 2121 Denver Ave. Loveland, CO 80537 (970) 529-9968 medicarebydesignregis.com</p> <p>Hangs Benefits 4124 N. Lincoln Ave., #100 Johnstown, CO 80513 (970) 512-7862 mangbenefits.com</p> <p>Mutual of Omaha 2005 Rocky Mountain Ave. Loveland, CO 80538 (970) 667-6514 mutualofomaha.com</p> <p>MFP Corporate Benefits 4120 S. Lincoln Ave. Loveland, CO 80538 (970) 517-2666 mfp.com</p>	<p>Weeden Agency, Inc. 2005 E. Eisenhower Blvd. Loveland, CO 80537 (970) 612-2495 weedenagency.com</p> <p>Internet Services</p> <p>LoveLand Pulse 2005 W. Eisenhower Blvd. Loveland, CO 80537 (970) 541-4970 lovelandpulse.com Fast, Affordable, Loveland.</p> <p>Pulse LoveLand Pulse 2005 W. Eisenhower Blvd. Loveland, CO 80537 (970) 667-7120 lovelandpulse.com</p> <p>Jewelry</p> <p>Aurora Jewelry 4003 Thompson Pkwy. Johnstown, CO 80537 (970) 441-2910 aurorajewelry.com</p> <p>Landscaping Services</p> <p>Krafts Nurting P.O. Box 19 Berthoud, CO 80509 (970) 414-1414 kraftsnurting.com</p> <p>Lighting</p> <p>The Light Guys 2100 Brown Ln. Johnstown, CO 80534 (970) 595-1211 thelightguys.com</p> <p>Liquor Stores</p> <p>Stone Fire Wine and Spirits 4700 Wenger Blvd #101 Loveland, CO 80538 (970) 595-1400 stonefirewineandspirits.com</p> <p>Wilbur's Ties & Suits 2201 S. College Ave. Fort Collins, CO 80525 (970) 228-8662 wilburstiesandswear.com</p>	<p>Locksmith / Security Services</p> <p>Locktech 130 W. 4th St. Loveland, CO 80537 (970) 593-3020 griplocktech.com</p> <p>Pop-A-Lock of Northern Colorado 2120 N. Garfield Ave., #C110 Loveland, CO 80538 (970) 285-1700 popalackme.com</p> <p>Loging / Hotels / Motels</p> <p>AnnuelWest Northern Colorado 2801 S. Summit Ave. Fort Collins, CO 80525 (970) 838-9120 annuelwest.com</p> <p>Best Western Plus Loveland Inn 5542 E. 10th Pkwy., #4 Loveland, CO 80537 (970) 667-7120 bestwesternloveland.com</p> <p>Comfort Suites Loveland 4823 Thompson Pkwy. Johnstown, CO 80537 (970) 663-3300 comfortsuites.com/loveland/ CSL</p> <p>Courtyard Loveland 6300 Sky Point Dr. Loveland, CO 80538 (970) 595-1211 marriott.com/hotels/loveland</p> <p>Embassy Suites Loveland - Hotel, Spa & Conference Center 4700 Chaffinville Pkwy. Johnstown, CO 80538 (970) 595-6200 embassysuitesloveland.com</p> <p>Fairfield Inn & Suites 1710 Fairhall Dr. Loveland, CO 80538 (970) 463-1000 fairfieldloveland.com</p> <p>Hampton Inn by Hilton Loveland 2005 Stone Creek Cr. Loveland, CO 80538 (970) 595-1400 hamptonloveland.com</p> <p>La Quinta Inn & Suites by Wyndham 1400 Cascade Ave. Loveland, CO 80538 (970) 622-8600 wyndhamloveland.com/loveland-colorado/ loveland-colorado.com/loveland-colorado</p>	<p>Microtel Inn & Suites by Wyndham Loveland 3990 Peruvia Dr. Loveland, CO 80538 (970) 663-6004 microtel.com/microtel/loveland-colorado/microtel-inn-and-suites-loveland-colorado</p> <p>My Place Hotels 3975 Peruvia Dr. Loveland, CO 80538 (970) 685-4357 myplacehotels.com/my-place-hotels-loveland-co</p> <p>Quality Inn and Suites 1100 N. Chaffinville Ave. Loveland, CO 80538 (970) 593-6200 qualityinn.com/loveland/ lovelandqualityinnhotels.com/loveland</p> <p>Residence Inn by Marriott Loveland 5405 McWhinney Blvd. Loveland, CO 80538 (970) 622-7000 residenceinnloveland.com</p> <p>TimePlace Suites by Marriott Loveland-Fort Collins 256 E. 2nd St. Loveland, CO 80538 (970) 293-1166 marriott.com/hotels/loveland-fort-collins-time-place-suites-loveland-fort-collins/</p> <p>Wingate/Residence Suites by Wyndham Loveland 5300 Ronald Reagan Blvd. Johnstown, CO 80534 (970) 578-0966 wingate.com/hotels/loveland-fort-collins/</p>
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MEMBERS BY CATEGORY

WWW.LOVELAND.ORG 99

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 email 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.

Demographics

POPULATION AND GROWTH
 Loveland's estimated population for 2013 is 16,222. Loveland continues to grow rapidly, with an estimated 200 new residents each week. Loveland's population is growing at a rate of 1.5% annually.

Age Distribution
 0-14: 12.1%
 15-24: 11.2%
 25-34: 13.1%
 35-44: 14.1%
 45-54: 15.1%
 55-64: 16.1%
 65-74: 17.1%
 75-84: 18.1%
 85+: 19.1%

CLIMATE
 Loveland has four seasons with moderate temperatures. Loveland's average annual precipitation is 15.5 inches. Loveland's average annual snowfall is 15.5 inches.

HOUSING ASSISTANCE PROGRAMS
 Loveland Housing Authority provides low- and moderate-income families with affordable housing. Loveland Housing Authority also provides financial counseling, job training, and other services to help low-income families become self-sufficient.

RENT
 Loveland's average monthly rent for a one-bedroom apartment is \$1,200. Loveland's average monthly rent for a two-bedroom apartment is \$1,500.

The Group
CATHY VANCE
 Loveland Real Estate
 970-686-1234
 cathy@thegroup.com

HNS
 Home of the Group Service
 HELP | RESOURCES | HOPE

exp
Tammy Fisher
 REALTOR®
 970-686-1234
 tammy@exp.com

Event, Conference and Convention Centers

mountain states
 Loveland, CO
 970-686-1234

Give Where You Live
 www.mtscc.com

SAVO SERVICE

Heavy Duty Truck & RV Repair Service

- All AC, A/C Repairs
- Oil Changes
- Tire Rotations
- Brake Repairs
- Suspension Repairs
- Steering Repairs
- Transmission Repairs
- Fluid Services
- Safety Inspections
- Car Wash
- Detailing
- Window Tinting
- Car Wash
- Detailing
- Window Tinting

SAVO SERVICE
 Loveland, CO
 970-686-1234

The Embassy Suites Loveland Hotel, Spa and Conference Center

Embassy Suites Loveland Hotel, Spa and Conference Center is a 100-room hotel located in the heart of Loveland, Colorado. The hotel features a full-service spa, a fitness center, and a conference center. The hotel is pet-friendly and offers a complimentary breakfast. The hotel is located near the Loveland Golf Course and the Loveland Convention Center.

The Ranch Events Complex

The Ranch Events Complex is a 100-acre event venue located in Loveland, Colorado. The complex features a large outdoor pavilion, a barn, and a golf course. The complex is perfect for weddings, corporate events, and other special occasions. The complex is pet-friendly and offers a complimentary breakfast.

Levittand Visitors Center

Levittand Visitors Center is a 10,000-square-foot visitors center located in Loveland, Colorado. The center features a large outdoor pavilion, a barn, and a golf course. The center is perfect for weddings, corporate events, and other special occasions. The center is pet-friendly and offers a complimentary breakfast.

Levittand Museum/Gallery

Levittand Museum/Gallery is a 10,000-square-foot museum and gallery located in Loveland, Colorado. The museum features a large outdoor pavilion, a barn, and a golf course. The museum is perfect for weddings, corporate events, and other special occasions. The museum is pet-friendly and offers a complimentary breakfast.

Sweet Heart Farm

Sweet Heart Farm is a 100-acre event venue located in Loveland, Colorado. The farm features a large outdoor pavilion, a barn, and a golf course. The farm is perfect for weddings, corporate events, and other special occasions. The farm is pet-friendly and offers a complimentary breakfast.

Primera

Primera is a 100-acre event venue located in Loveland, Colorado. The venue features a large outdoor pavilion, a barn, and a golf course. The venue is perfect for weddings, corporate events, and other special occasions. The venue is pet-friendly and offers a complimentary breakfast.

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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