

# 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 50 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 300+ visitors a day at the height of tourist season.\*
  - The last map printed for Golden was in 2017.

\*60,000 visitors annually!

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

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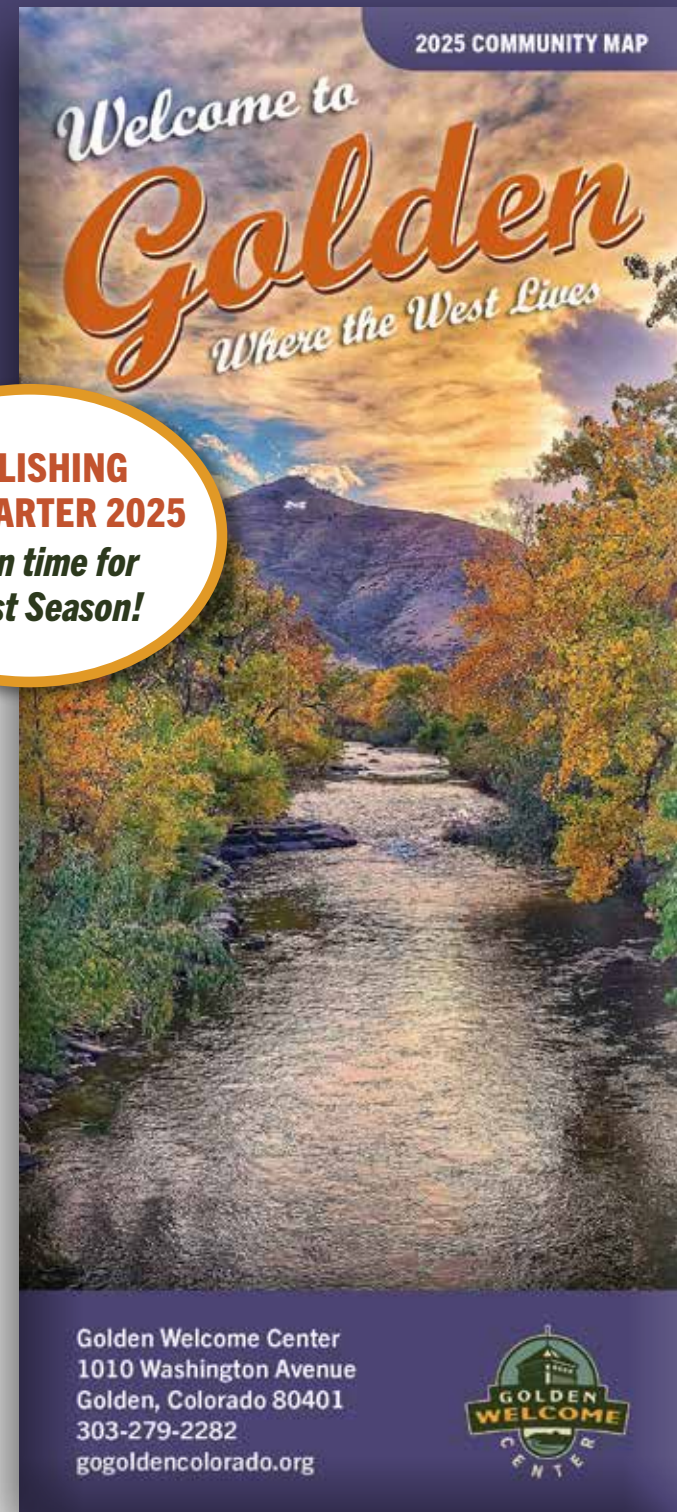
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**EasyChairMedia.com**

**LIMITED SPACE**  
**Don't be left out!**

**PUBLISHING**  
**2ND QUARTER 2025**  
*Just in time for*  
*Tourist Season!*



# WELCOME TO GOLDEN – THE VISITORS AND LOCALS MAP

**Premium**  
3 x 8

## AD RATES

Premium	\$ 1,099
Double	\$ 899
Single	\$ 599
Small	\$ 399



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?*

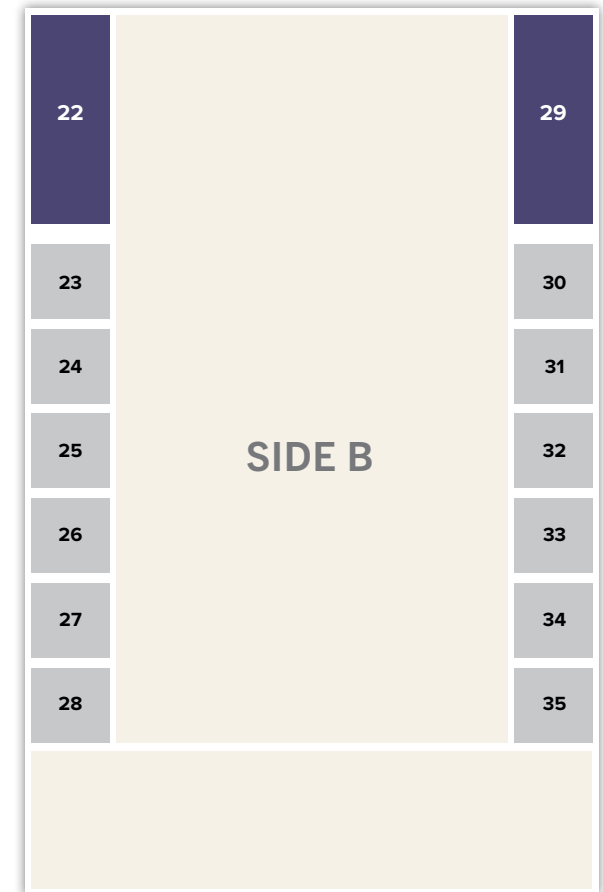
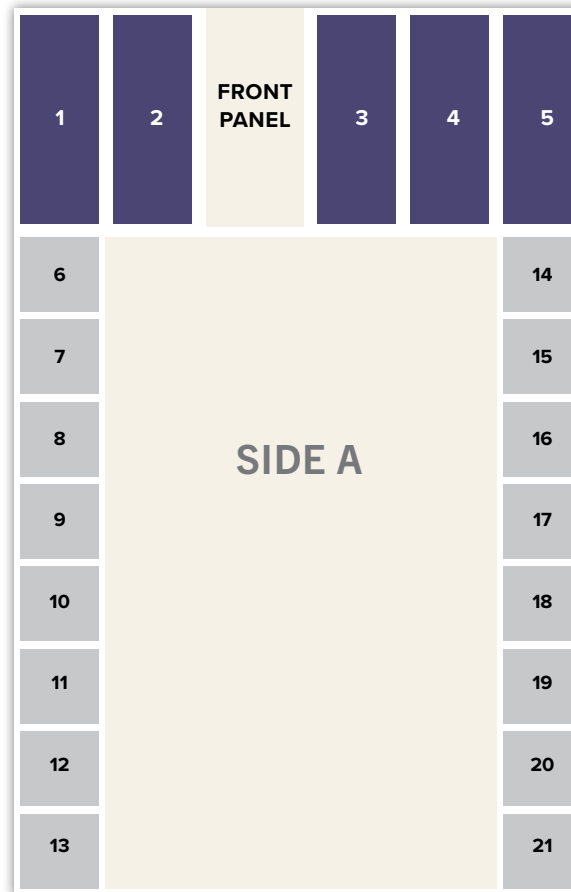
Try our basic ad design package for \$125 (includes up to two hours of design time and file ownership.)

**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 Alysa Sanzari-Hall at [Alysa.easychairmedia@gmail.com](mailto:Alysa.easychairmedia@gmail.com)

## FILE SUBMISSION

Email ads up to four megabytes to [Alysa.easychairmedia@gmail.com](mailto:Alysa.easychairmedia@gmail.com). Put "Golden Map" and the business/client name in subject field. If the file exceeds 4 MB, please call 970-686-5805 for submission instructions.

