

THINGS TO DO IN EVERGREEN | CALENDAR OF EVENTS | MEMBERSHIP DIRECTORY

EXPLORE
EVERGREEN 2024
Your Colorado Mountain Destination

2025
MEDIA
KIT



EVERGREEN AREA
Chamber of Commerce
EvergreenChamber.org

2025 EXPLORE EVERGREEN

THE OFFICIAL VISITOR AND COMMUNITY RESOURCE GUIDE FOR EVERGREEN

REACHING LOCALS, VISITORS AND NEWCOMERS!

EXPLORE EVERGREEN IS YOUR PARTNER FOR SUCCESS

This publication features only Evergreen Chamber members and offers listings for the many people who look to the Chamber for business referrals. This guide reaches potential buyers on the move, at their desk or in their homes. From remarkable culinary experiences to unique shopping to can't-miss attractions and incredible outdoor adventures, *Explore Evergreen* shares it all with an appealing and lucrative audience.

LOCAL. FUN. ENGAGING. EFFECTIVE.

Looking to Make an Impact & Engage the Local and Visitor Market?

Recent studies show the value of visitor guides*

- Of undecided travelers, 83% were influenced to choose a destination after reviewing a visitor guide.
- 85% of readers appreciated advertising as "content" enhancing the guides.
- More than 50% of U.S. travelers consult printed material while making their travel decisions.
- Nearly 40% used a visitor guide both prior to and during their visit.
- 45% spent more than 45 minutes reading a visitor guide; another 53% spent between 15 and 45 minutes reading a visitor guide.
- Visitor Guide readers stay an average of 1.4 days longer.



ACT NOW!

Kristie Melendez

☎ (970) 686-5805 ✉ k.melendez@easychairmedia.com

Dawn Wigget

☎ (970) 391-6847 ✉ dawn.smartmarketing@gmail.com

Tera McNellis

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DEMOGRAPHICS



DISTRIBUTION PLATFORMS

- All 10 Colorado Official Welcome Centers
- 14 Colorado Visitor Centers
- Over 30 Local Businesses and Real Estate offices
- Meetings and Chamber events throughout the year
- Digital Issue with "live links"



20K

PRINTED



75%

OF THOSE PRINTED
ARE MAILED



80K

READERSHIP



100K+

ANNUAL IMPRESSIONS

DID YOU KNOW?

3x

Print ads are viewed 3x times longer than the average digital ad

67%

Print campaigns are 67% more effective.

90%

90% of campaigns that included direct mail reported a rise in business.

49%

Long-term memory of a mailed piece is 49% stronger than email, and 35% stronger than social media advertising.



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TELL YOUR STORY

SPECIAL SECTION

Where The Locals Go - Only \$325
Full Color Specialty Ad (2.5 x 1.875)

Your ad in Explore Evergreen offers you a cross-channel marketing opportunity like nothing else in the market can!

NOW THIS IS SMART MARKETING!

- One full year shelf life
- Print and online editions with live links
- Distributed by all Colorado Visitor and Welcome Centers
- Mailed to Evergreen homeowners and every Evergreen Chamber member
- 100,000+ impressions
- Affordable packages for any budget
- Payment plans available

EVERYTHING IN EVERGREEN

- Ideas for seasonal things to do
- Evergreen Like a Local
- Annual calendar of events
- Tips for exploring Evergreen
- Demographics and important phone numbers
- Improved area and trail map
- Chamber member directory
- Dining, lodging and shopping options ... and
- Stories that inspire them to hit the road and explore Evergreen!

SPECIAL SECTIONS

- Where the Locals Go
- Let's meet in Evergreen
- Downtown Evergreen highlighting businesses downtown
- Evergreen Relocation Guide



RESERVE SPACE NOW!



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NEXT STEPS

1 AD COORDINATION

Once you have signed a contract, an ad coordinator will email you within 2 to 3 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 or after three proofs, 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.



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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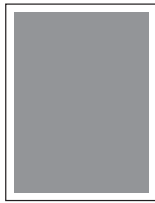
RATE CARD

EXPLORE EVERGREEN GUIDE

All costs are for four-color, net rates and include live links in ads.

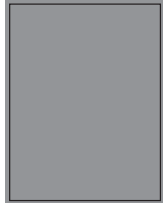
Add 10% For Premium or Requested Placement.

Magazine Trim Size (8.25"W x 10.75"H) *Full page with bleed requires .25-inch bleed on all four sides



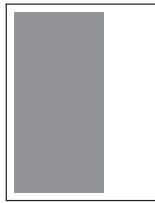
\$2,150

Full page, no bleed
7.375"W x 9.875"H



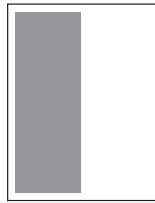
\$2,150

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



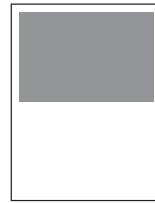
\$1,399

Two-Thirds Vertical
4.83"W x 9.75"H



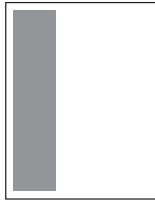
\$1,199

Half Vertical
3.612"W x 9.75"H



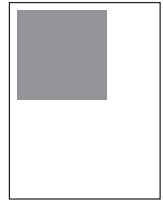
\$1,199

Half Horizontal
7.38"W x 4.75"H



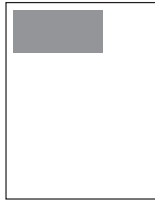
\$875

Third Vertical
2.32"W x 9.75"H



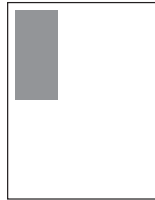
\$875

Third Square
4.83"W x 4.75"H



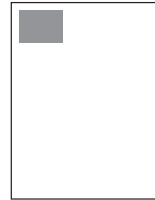
\$675

Sixth Square
4.83"W x 2.3"H



\$675

Sixth Vertical
2.32"W x 4.75"H



\$325

Specialty
2.5"W x 1.875"H

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 Alysa Sanzari-Hall at alysa.easychairmedia@gmail.com.

Please indicate "Evergreen Magazine" and the business/client name in subject field.

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

DEADLINES

Ad Space Deadline:

January 17, 2025

Payment terms:

Available upon request.

We take Visa and MasterCard.

Publication Date:

Early 2025

Placement Requests are 10% more. Reserve space early for best placement!

ACT NOW

to reserve space or to learn more about these exciting opportunities.

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 Alysa Sanzari-Hall at alysa.easychairmedia@gmail.com



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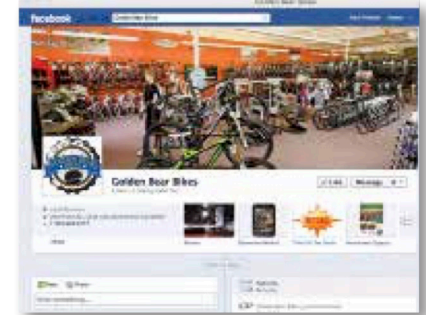
ADDITIONAL PRODUCTS AND SERVICES

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

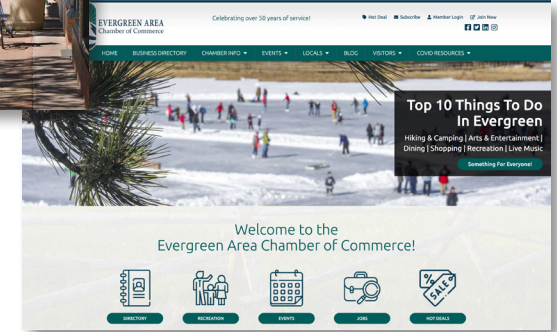
SOCIAL MEDIA



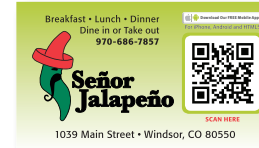
PRINT



WEBSITE



BRANDING



MOBILE



PUBLISHING



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