

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 Welcome 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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EasyChairMedia.com

LIMITED SPACE
Don't be left out!

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



Golden Welcome Center
1010 Washington Avenue
Golden, Colorado 80401
303-279-2282
gogoldencolorado.org



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 (CMYK)
- \$70 per hour for custom ad design
- Add 10% for preferred positioning

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.)

**Double
3 x 6**

AD DIMENSIONS (in inches)

Premium	3 x 8
Double	3 x 6
Double Premium	3 x 5.25
Single	3 x 3
Small	3 x 1.5

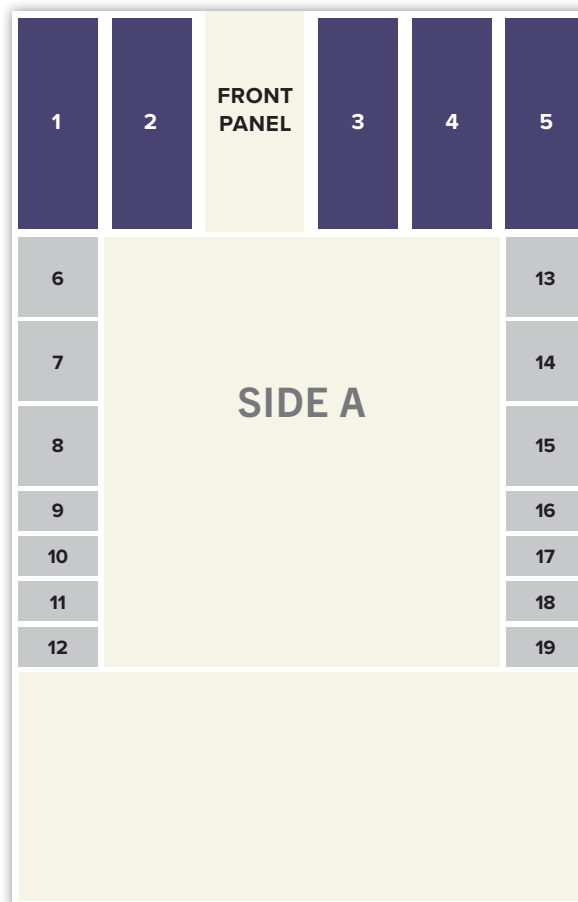
**Double Premium
3 x 5.25**

**Single
3 x 3**

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. \$125 for new ads/ad design (includes up to 2 hours.) **We want your ad to print beautifully**, so Publisher or Word files are not acceptable.

**Small
3 x 1.5**



Please submit ads as press-quality PDFs. No printers marks or crop marks. Following are some common issues to avoid: ► use of spot colors; ► low-resolution images (must be at least 300dpi); ► incorrect file type (PDF is preferred); ► incorrect dimensions. Please check your ad for these errors prior to submission, or contact our ad coordinator for help.

FILE SUBMISSION

Email ads up to four megabytes to k.melendez@easychairmedia.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.

