

INTRODUCING

# 4 BUSINESS

## COMMERCE CITY CHAMBER OF COMMERCE

COMING  
FALL 2019



*A high quality annual print and digital publication providing valued content that both reflects and enhances the Commerce City business community.*

Sales have begun for the first-ever Commerce City Business & Resource Directory. This magazine will enable us to reach our chamber members, 5,000 other key business stakeholders & decision makers, and locals. This annual opportunity is the place to showcase your business, product or service.

Our editorial lineup will include stories on; Our Centennial Club Members, Commerce City Demographics, the 10 Largest Businesses, Leadership in Action, a Year-Long Calendar of Events, Business Resources, Membership Listings and more.....

The publication's key distribution includes 5,000+ printed copies direct mailed to every chamber member and other Commerce City businesses plus unlimited circulation of the online digital magazine.

### TOP REASONS TO NOT MISS THIS OPPORTUNITY!

1. It's an annual guide to all that our Chamber and Commerce City has to offer – from restaurants and stores to attractions and services.
2. It's an effective, low-budget, print and digital marketing investment.
3. Your ad will also be featured on the Internet companion version with a live link!
4. It's all at a price you can afford!
5. Early bird special through June 30 can save you 20%!

Our publishing partner, EasyChair Media, has advertising options to fit a wide range of budgets and offers a generous 3-month payment plan. We look forward to our first publication and appreciate your support through your advertising sponsorship.

— Debra Bullock, *Chamber Manager* and June Younger, *Chamber Coordinator*



**DID YOU KNOW?**  
When consumers know that 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.

**ACT NOW!**  
Call EasyChair Media today to get more information or to secure your ad today!  
**970.686.5805 | info@easychairmedia.com**



# 5 REASONS TO ADVERTISE

## 1. Print = trust.

Research shows even Millennials, who have no affinity with traditional media, trust print more than other sources, particularly social media.

## 2. Print is tactile.

The tangibility of print ignites senses in a different way to what they see on a screen.

## 3. Print is utilitarian.

Magazines and Maps have proven to be an enduring and cost-effective format.

## 4. Print is permanent.

We process, retain, and recall information better via print.

## 5. Print is swag.

Print is the new digital. It provides fresh appeal in a digital world.

Every ad purchase includes an Internet companion version with a live link.

GfK Panel Services, a global research group that studies return on investment across ad mediums, found that 44% of people who remembered a magazine ad later took action on that ad.

## FREE! FREE! OUR AD PACKAGES INCLUDE:

- FREE ad design (\$199 value)
- FREE digital edition with “hot links
- All for one low price! It only happens once a year - don't miss out!



## SPECIALS:

**Inaugural Pricing until June 30 - 20% OFF rate card**  
Centennial Club section with discounted pricing

### Not a Member?

You can still advertise or ask about our member combo package.

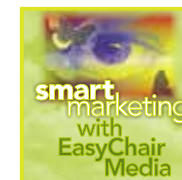
## DID YOU KNOW?

91% of all adults, 94% of adults under 35 and 96% of adults under 25 read print or digital magazines?

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# RATE CARD

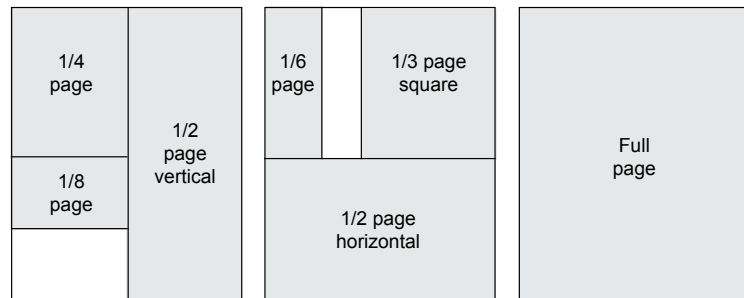


## COMMERCE CITY CHAMBER OF COMMERCE

Ad Size W x H (inches)	Member Price	Non-Member
Logo Listing with ad Purchase	\$199	
Logo Listing	\$399	
Highlighted Listing	\$299	
Bolded Listing	\$149	
Specialty Ad 2.5 x 1.875	\$395	\$479
Eighth Page 3.612 x 2.25	\$595	\$719
Quarter 3.612 x 4.8	\$895	\$1074
Half Vertical 3.612 x 9.75	\$1555	\$1866
Half Horizontal 7.38 x 4.75	\$1555	\$1866
Full page, no bleed 7.38 x 9.87	\$1995	\$2394
Full page with bleed	\$1995	\$2394

Trim size 8.25 x 10.75 with a .25" bleed on all sides.

Final file size is 8.75 x 11.25



- **Premium space on pages 2, 3, 5, and back covers add 10%**
- **Add 10% for special placement requests**
- All ad packages include: digital online companion ad with FREE live links and basic ad design. Custom ad design can be added for \$65/hr.

## ADVERTISING SPECIFICATIONS

Payment Terms: Payment in full is appreciated and guarantees advertising space.

- Rates include basic ad design and layout (logo, 1 photo, text, background). First round of corrections no charge. Photos must be high resolution (300 dpi).
- Placement: There is no guaranteed placement of ads unless a 10% premium placement fee is paid.
- Special production or design, such as logo design or extensive Photoshop or Illustrator work, will incur additional production charges of \$65 an hour with a \$35 minimum.
- Ads are designed for this publication only. Advertisers may purchase their ad design for use in other publications by contacting EasyChair Media for usage rates and permission to use ad for other publications.
- Proofs: Color proofs will be provided via email in PDF format. It is the responsibility of the advertiser to approve the ad within 48 hours of receipt. We are not responsible for errors in ads that are not caught by the advertiser in proofing prior to production.
- Outside Designers: Camera-ready ads must be submitted in PDF format. NO EXCEPTIONS! This is necessary so they are compatible with our digital conversion process and will ensure your links are live in the digital version.
- All ads include live links. Only advertisers will have websites (starting with www.) in their listings for the digital and any mobile edition.

### Email ad files:

Ad Coordinator, Melissa Levad at [mlevad@yahoo.com](mailto:mlevad@yahoo.com).

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

## PRODUCTION FEES

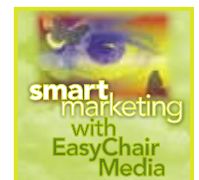
Rates are for press-ready ads, ads needing basic design (logo and text only) or ads that have been previously designed (pick-up ads) with minimum changes. A \$65/hr fee for custom design is charged on all others. Advertisers are permitted corrections on the two proofs. Additional revisions will incur a \$65/hr fee and this includes Photoshop or other imagery modification request.



### ACT NOW!

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# NEXT STEPS

## 1 AD COORDINATION

Once you have signed a contract, an ad coordinator will contact you to discuss your artwork, logos, content, and photography specifications if you need our design services. Basic design is provided with all ad purchases, which includes a logo, text, color background, and a single image. Custom ad design starts at \$65/hr. with most ads completed for \$125 or less. We offer a one-time, FREE one-hour business consultation if you need help developing a concept or advice about your ad or ad copy.

*\*Note: If you have provided this information to your Sales Representative they will include this information in the insertion order.*

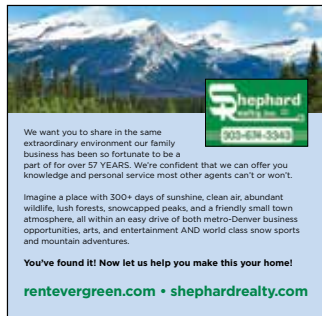
If you can provide a print-ready ad, an ad coordinator will contact you to provide ad specs, deadlines and any other print requirements.

### NEED HELP WITH YOUR AD COPY?

We can help write ad copy. Some of our writing services may be included with your ad package. We have certain word counts depending on the size of your ad, but can provide our professional copywriting/editing services for \$50/hr.

## 2 LAYOUT AND DESIGN

Once we have your ad copy, logo/photos (if applicable), the ad moves into design. *\*Note: Basic ad design includes one layout design plus up to two revisions. Additional revisions incur a \$65/hr fee.*



Basic ad design template  
(must supply a logo, text, and image)



Custom ad design

## 3 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, charges will incur.*



## 4 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.

## 5 COPYRIGHT

Please note that all ads and photography created for this publication are copyrighted and remain the property of Smart Marketing. Any other use of your ad or photograph(s) shall require an additional usage fee and cannot be used in duplication anywhere without written consent.

# RASTER vs VECTOR

<p>Created using a grid of pixels (square dots). Each pixel is assigned a color value which, as a collective, form the image.</p> 	<p>Created with mathematical coordinates to produce smooth, solid lines and curves used to form the image.</p> 
PROS & CONS	
<p><b>PROS</b></p> <ul style="list-style-type: none"> <li>• Widely supported file types</li> <li>• Rich colors and detail</li> <li>• Precise editing capabilities</li> </ul>	<p><b>CONS</b></p> <ul style="list-style-type: none"> <li>• Larger file sizes</li> <li>• Slower editing with larger files</li> <li>• Blurry when enlarged</li> <li>• Difficult to convert to vector</li> </ul>
<p><b>PROS</b></p> <ul style="list-style-type: none"> <li>• Scalable to any size</li> <li>• Smaller file sizes</li> <li>• Faster editing</li> <li>• Easy to convert to raster</li> </ul>	<p><b>CONS</b></p> <ul style="list-style-type: none"> <li>• Doesn't support photographic imagery well</li> <li>• Color depth limited</li> <li>• Limited effects and detail</li> </ul>
WHEN TO USE WHICH	
<ul style="list-style-type: none"> <li>• Photographs</li> <li>• Web graphics</li> <li>• When adding lots of effects</li> </ul>	<ul style="list-style-type: none"> <li>• Logos</li> <li>• Large format such as signage and banners</li> <li>• Illustrations</li> </ul>

# MEET THE CENTENNIAL CLUB



## **Phil and Wendy Wilson**

*Mail Xpress LLC*

Phil formed Aerofield Services in 2004 and moved to Commerce City in 2006. Involved with the Chamber since its inception, he's served as a trustee and VP of the board.

**13575 East 104th Avenue #300  
Commerce City, CO 80022  
www.aerofieldservices.com  
720-542-3173**



## **Commerce City Historical Society**

*Board of Directors*

*Sheila Harris, Esther Hall,  
Debra Bullock, Pam Meier*

The CCHS records and preserves the city's history and displays it to the public. The board is very active in the community and serve on many boards, including the Chamber.

**6505 East 60th Avenue  
Commerce City, CO 80022  
www.cchistory.com  
303-288-2590**



## **Salon Madrid**

*Manuel Luna*

Manuel Luna opened Salon Madrid in 2014. The private event venue hosts residents, businesses and nonprofits. He joined the Chamber to get more involved in the community and other businesses.

**6495 Monaco St.  
Commerce City, CO 80022  
www.salonmadridco.com  
720-979-2001**

**Actual Size: 2.32 x 4.75**

**THIS SPECIAL SECTION IS A UNIQUELY PERSONAL WAY TO PROMOTE THOSE IN BUSINESS WHO HELPED THE CHAMBER GET STARTED.**

**Specially priced at \$599** (Rate card value \$1,095)

This package opportunity includes:

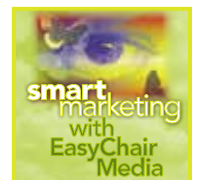
- A sixth page v ad in this special section.
- Up to 30 words (provided by EasyChair) about your business plus contact information.
- Layout and design with live links in digital version (you provide the photo or logo)
- One full year of Shelf Life!
- Silver Level Chamber Membership (featuring 22 benefits)
- 3 month payment plan - \$210/mo

*REJOIN/REINVEST in your local Chamber!*

*This Special ends September 27, 2019 or when ad space is full.*

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5. Special Packages offering special pricing and membership opportunities

### PACKAGE 1 – SILVER LEVEL PACKAGE

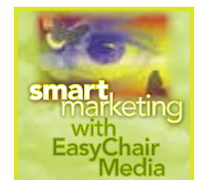
**Specially priced at \$675** (Rate card value \$895) This package opportunity includes:

- An eighth page ad in the magazine.
- Free basic ad design with live links in digital version.
- One full year of Shelf Life!
- Silver Level Chamber Membership (featuring 22 benefits)
- 3 month payment plan - \$235/mo

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### PACKAGE 2 – GOLD LEVEL PACKAGE

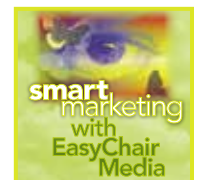
**Specially priced at \$1,116** (Rate card value \$1,495) This package opportunity includes:

- A quarter page ad in the magazine.
- Free basic ad design with live links in digital version.
- One full year of Shelf Life!
- Gold Level Chamber Membership (featuring 30 benefits)
- 4 month payment plan - \$358.75/mo

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### PACKAGE 3 – DIAMOND LEVEL PACKAGE

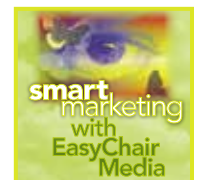
**Specially priced at \$2,244** (Rate card value \$3,055) This package opportunity includes:

- A half page ad in the magazine.
- Free basic ad design with live links in digital version.
- One full year of Shelf Life!
- Diamond Level Chamber Membership (featuring 36 benefits)
- 5 month payment plan - \$621/mo

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### PACKAGE 4 – TRUSTEE LEVEL PACKAGE

**Specially priced at \$3,000** (Rate card value \$4,995) This package opportunity includes:

- A full page ad in the magazine.
- Free basic ad design with live links in digital version.
- One full year of Shelf Life!
- Trustee Level Chamber Membership (featuring 44 benefits)
- 6 month payment plan - \$510/mo

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### PACKAGE 5 – NON PROFIT PACKAGE

**Specially priced at \$450** (Rate card value \$645) This package opportunity includes:

- A specialty ad in the magazine.
- Free basic ad design with live links in digital version.
- One full year of Shelf Life!
- Non Profit Level Chamber Membership (featuring 29 benefits)
- 3 month payment plan - \$160/mo

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