COLONIE
Chamber of Commerce

MARKETING INVESTMENT OPPORTUNITIES

2023 Explore Colonie

A GREAT PLACE TO LIVE, WORK & PLAY



ABOUT

2023 Explore Colonie **is the official Print & Digital Marketing Publication for the Colonie Chamber of Commerce & The Town of Colonie.** This multimedia publication will serve to showcase and amplify our unique community, business resources, assets, hidden treasures, area events, attractions and more!

The collective allure of ***Explore Colonie*** will be projected throughout the Capital Region and beyond, attracting and guiding new visitors, businesses and residents to the very best Colonie has to offer.

Explore Colonie intends to enhance both digital traffic and direct consumer activity to participating Chamber Member Partners, as it serves to increase visibility and drive focus. Our goal is to maximize everyone's Colonie experience to ensure continued positive momentum and success in our local community.

DISTRIBUTION

Throughout the year and beginning in April, more than 9,000 full-color copies of ***Explore Colonie*** will be distributed to area hotels, restaurants, attractions, educational and government institutions, the Empire State Visitor Center, Albany International Airport, meeting and event planners, member partners, and key visitor and consumer interface locations within the Capital Region.

INTERACTIVE GUIDE

Our ***Explore Colonie*** online interactive guide will provide links to all display sponsor participants, funnelling more online traffic directly to participating websites and businesses.

EDITORIAL CONTENT

- Restaurant & Dining Guide
- Attractions & Shopping
- Accommodations & Hospitality
- Business Insights
- Health & Medical Facilities
- Entertainment
- Historic Colonie
- Family Fun
- Parks & Recreation
- Transportation & Tours
- Red White & *Brew*



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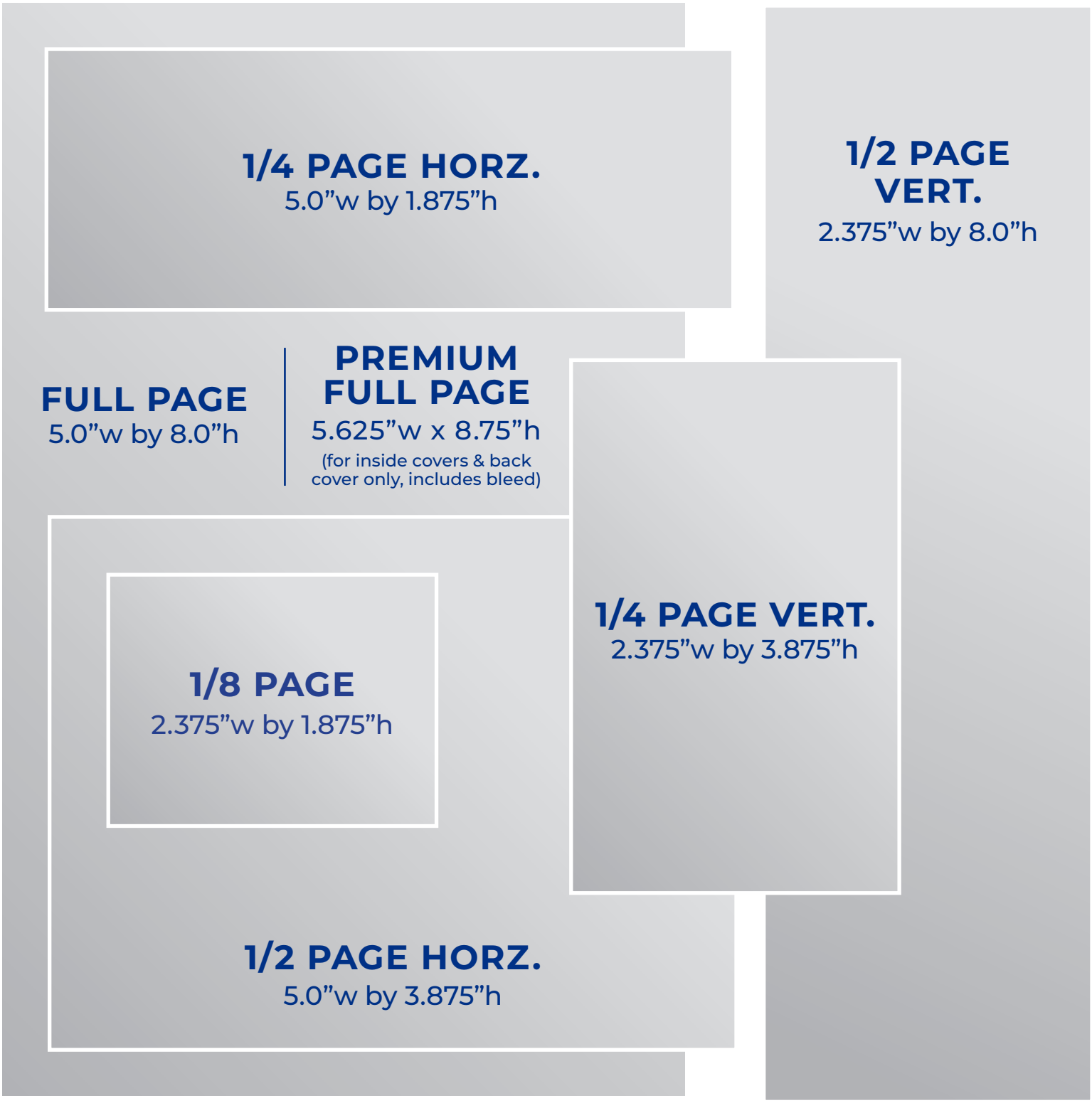
REMIT YOUR PAYMENT TO:
Colonie Chamber of Commerce
950 New Loudon Road • Latham, NY 12110

2023 Explore Colonie

ADVERTISING SIZE GUIDE

DEADLINES EXTENDED!

Reserve Space By:	2/17/23
Materials Due By:	2/28/23
Distribution Begins:	4/23



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Reserve Space By: 2/17/23 // Materials Due By: 2/28/23

Distribution Begins April 2023!



Deadlines Extended for 2023 Explore Colonie!

- New 5.5"w x 8.5"h Size
- Printed in Full Color
- Expanded Distribution via the Colonie Spotlight, Colonie Chamber & Town of Colonie
- 9,000 Printed Copies, to be distributed to Chamber Members, Area Attractions, Community Organizations & Beyond
- Includes New Editorial Features & Area Visitor Information

INVESTMENT OPPORTUNITIES

☐ **Full Page** (5.0"w x 8.0"h)	**$1,145**
☐ **1/2 Page Vert.** (2.375"w x 8.0"h)	**$595**
☐ **1/2 Page Horz.** (5.0"w x 3.875"h)	**$595**
☐ **1/4 Page Horz.** (5.0"w x 1.875"h)	**$375**
☐ **1/4 Page Vert.** (2.375"w x 3.875"h)	**$375**
☐ **1/8 Page** (2.375"w x 1.875"h)	**$245**

PREMIUM POSITIONS *(with full page bleed)*

☐ **Back Cover** (5.625"w x 8.75"h)	**$2,495**
☐ **Inside Covers** (5.625"w x 8.75"h)	**$1,795**

All prices reflect submission of press-ready art. Art must be provided as 300dpi JPG or PDF, CMYK, with fonts embedded.

Design services are available for an additional fee.

Reserve Your Space Today!

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REMIT PAYMENT TO:
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Company: _____ Name: _____

Phone: _____ Email: _____

Selected Ad Size: _____ Ad Price*: $_____

SELECT ONE: ☐ Emailing Press-Ready Ad ☐ Ad to be Designed *(*+$100 for Full Page & 1/2, +$50 for 1/4 & 1/8, +$25 for Rev.)*

PAYMENT: ☐ Check # _____ *(Please make check payable to **Colonie Chamber of Commerce**)*

Credit Card: ☐ MasterCard ☐ Visa ☐ AMEX ☐ Discover

Card Number: _____ Exp. Date: _____ CVV/CVC: _____

Name on Card: _____ Signature: _____

CC Billing Address: _____

*Advertiser agrees to furnish finalized copy and/or artwork. If no materials are submitted by the 2/28/23 deadline, the publisher reserves the right to use discretion for ad copy. Publisher assumes no liability for accuracy of ad copy - press-ready copy is requested and preferred.