



Directory Media Kit

Annual Business Directory

Your pathway to connecting to the 285 Corridor.

With a commitment to connecting businesses to our community, the Conifer Chamber, in partnership with Jefferson County Economic Development Corporation, is producing our Annual Business Directory as a relocation and community guide magazine. This magazine will be a valuable, informational resource and conversation piece inspiring residents to better understand why our mountain community is the place to LIVE WHERE YOU PLAY. The Conifer Chamber's mission: Connect, educate and advocate for our members' success, resulting in a strong local economy.

Themes:

Read how the Conifer area is bolstering its residential and commercial community.

Readers at a glance:

Our readers are diverse – from young professionals and parents to business owners and retirees – and have a variety of interests: self-help and relationships, family and outdoor activities, fitness and sports, food, health, beauty and arts & culture.

Audience Profile:

Female – 49%

Male – 51%

Education – 81% attended college

Median age – 49

Median HHI – \$100,000

Distribution: **10,000**

Direct mail: Residents in Conifer, Pine, South Evergreen and Morrison.

Advertisers, the Conifer Chamber and local businesses receive promotional copies.

RESERVE EARLY!

Receive your best ad position with plenty of time to plan your content. Early reservation for best ad placement.

Early Bird

March 28, 2021

Standard

April 30, 2021

Press Ready

May 15, 2021

Distribution

June/ July 2021

SPECIFICATIONS AND PRICING:

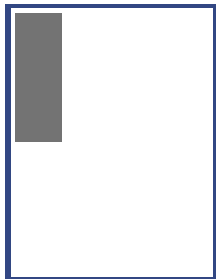
56 pages; Publication trim size (8.375 x 10.875)

Live area (7.625 x 10), Page bleed size including bleed: (8.875 x 11.375)

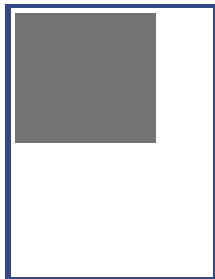
Ads submitted by design agencies or other publications must meet our publication's ad size specifications. Submit art and files in press optimized PDF format with embedded fonts, 300 dpi at actual size, CMYK only. All embedded or digital photos must be 300 DPI at actual size.

AD PROOFS: We will provide a color proof via email in PDF format. It is the responsibility of the advertiser to approve the ad within 48 hours of receipt.

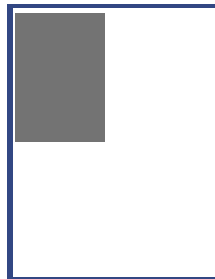
PRODUCTION FEES: Rates are for press ready ads and previously designed pick-up ads without changes only. A minimum \$165 production fee for ad layout will be charged. Advertisers are permitted corrections on the first proof. Additional revisions will incur a minimum fee of \$165 per hour. Photoshop work will incur production charges.



SIXTH PAGE
\$375 or \$425 with enhanced ad



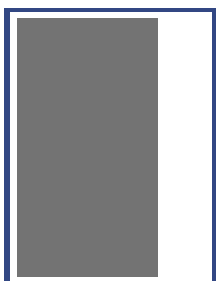
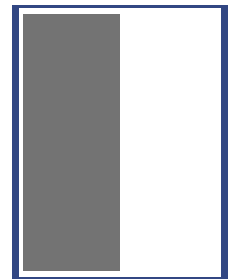
ONE-THIRD
\$535 or \$585 with enhanced ad



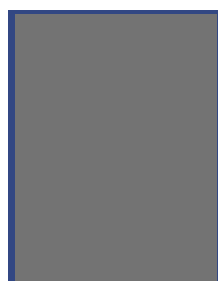
QUARTER PAGE
\$645 or \$695 with enhanced ad



HALF PAGE
\$730 or \$780 with enhanced ad



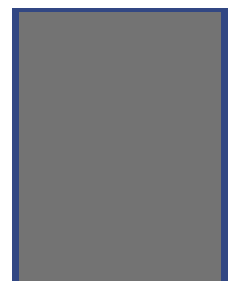
TWO-THIRDS PAGE
\$820 or \$870 with enhanced ad



FULL PAGE
\$895 includes enhanced ad



TWO PAGE SPREAD
\$1650 includes enhanced ad



**SPECIAL:
Inside Cover,
Back Cover or
Inside Back Cover**
\$950 includes enhanced ad

BRANDED CONTENT ADDITIONAL PROMOTION OPPORTUNITY

Advertisers: You may continue your message through an additional feature, column or story in the magazine.