

GET A JUMP START ON YOUR 2019 MARKETING PLAN!

DISTRIBUTION

Colorado Fun offers broad distribution in Southern Colorado. Our magazine is found in racks, rooms, and small businesses throughout the Pikes Peak Region and beyond. We're even distributing in luxurious mountain towns of Vail, Breckenridge, and Copper Mountain. We offer the **LARGEST FREE PUBLICATION** on the stands today.

READERSHIP

According to Statistica, magazine readership is on the rise. The Content Marketing Institute recommends incorporating print into your content marketing plan by selecting a highly niche, highly targeted publications with wide-spread readership across print and digital platforms, like Colorado Fun. Our readership is on the rise. We'll distribute 100,000 printed copies of Colorado Fun and grow our current digital readership to over 10,000k views per month. Our readership is projected to reach 370,000 people annually.

**REACHING MORE THAN 14 CITIES/TOWNS
AND 9 COUNTIES**

PUBLISHER/SALES

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Editor@Coloradofunguide.com

ART QUESTIONS

Jewels Burdick
Art@ColoradoFunGuide.com



The Colorado Fun expanded annual guide highlights the cool and fun attractions, events, food, and culture in the Greater Pikes Peak region and beyond. We distribute to Colorado Springs, Denver, Castle Rock, Monument, Manitou Springs, Woodland Park, Cripple Creek, Cañon City, Pueblo, Trinidad, Salida, Buena Vista, Breckenridge, Copper, and Vail. We will print **100,000** magazines annually and distribute to hotels, B&B's, lodgings, visitor centers & attractions, chambers of commerce, restaurants, and retail. Our distribution company of record is Certified Folder. Our editorial content will cover all seasons to help visitors plan their vacation during any part of the year. **ColoradoFunGuide.com** will showcase all of our editorial content and paid ads throughout the year. We're expanding our blog and will cover businesses, attractions, activities, and adventures throughout our region.

2019 ADVERTISING RATES

OUTER COVERS

| POSITION | DIMENSIONS | ANNUALLY | ART NOTES |
|--------------|----------------|----------|-------------------------|
| Back Cover | 8.63" x 11.13" | \$5,840 | LIVE AREA: 8.38 x 10.88 |
| Inside Front | 8.63" x 11.13" | \$5,225 | LIVE AREA: 8.38 x 10.88 |
| Inside Back | 8.63" x 11.13" | \$5,225 | LIVE AREA: 8.38 x 10.88 |

INSIDE GLOSSY PAGE POSITIONS

| AD SIZE | DIMENSIONS | ANNUALLY | ART NOTES |
|-----------------|-----------------|----------|---------------------------|
| Two Page Spread | 17.26" x 11.13" | \$7,360 | LIVE AREA: 16.76 x 10.88 |
| Full Page | 8.63" x 11.13" | \$4,190 | LIVE AREA: 8.38 x 10.88 |
| 1/2 Page (V) | 3.72" x 9.89" | \$2,280 | .pdf with no crops/bleeds |
| 1/2 Page (H) | 7.61" x 4.86" | \$2,280 | .pdf with no crops/bleeds |
| 1/4 Page (V) | 3.72" x 4.86" | \$1,265 | .pdf with no crops/bleeds |
| 1/4 Page (H) | 7.61" x 2.34" | \$1,265 | .pdf with no crops/bleeds |
| 1/8 Page (H) | 3.72" x 2.34" | \$700 | .pdf with no crops/bleeds |

LISTINGS

| LISTING LOCATION | WORD CNT | ANNUAL | | ART NOTES |
|------------------------------|-------------------|--------|--|---|
| | | COST | | |
| Dining Listing | 60 words or less | \$225 | | Please provide high res logo * Must be booked with an ad |
| Hotel Listing | 20 words or less | \$100 | | Provide website & phone number |
| PREMIUM Hotel Listing | 100 words or less | \$500 | | Website, phone number & Logo |

PLEASE ADD \$75 TO INCLUDE MY PRINT AD ON THE WEBSITE.

For assistance designing your ad, please contact Jewels Burdick at SuperFine Designs: 917-607-0935 or Jewels@SuperFineDesigns.com, there will be an additional \$75/hour design fee billed directly through SuperFine Designs.

Account Name

Address

City/State/Zip Code

Phone

E-Mail Address

Credit Card Type

Billing Zip Code

Credit Card Number

Expiration Date

CVC

Ad Size

Ad Cost

Manager/Owner (Print)

Manager/Owner (Signature)*

* All advertising must be paid in full before publication is printed. Advertiser is solely responsible for any typographical errors. Please review all information before submission and final approval.

SPACE RESERVATION DEADLINE
03/28/19

COPY DEADLINE
(If you want us to design your ad)
03/30/19

CAMERA READY DEADLINE
(If you design your own ad)
04/5/19

ADS AND LISTINGS MUST BE PAID IN FULL PRIOR TO PRINTING.



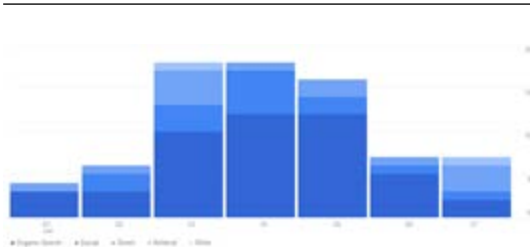
DIGITAL MEDIA

The Colorado Fun website highlights the cool and fun attractions, events, food, and culture in the Greater Pikes Peak region and beyond. We feature all of our print content on our website including feature articles, Advertorial, Q&A and advertisers. This year we're expanding our blog and will cover businesses, attractions, activities, and adventures throughout our region.

USERS



AVERAGING APPROXIMATELY 7,200 USERS/MO + GROWING.



WE APPEAR IN MANY ORGANIC SEARCHES FOR "FUN" THINGS TO DO IN COLORADO.

DEVICE BREAKDOWN



■ Desktop 50%
■ Tablet 4%
■ Mobile 46%

Account Name

Address

City/State/Zip Code

Phone

E-Mail Address

Credit Card Type Billing Zip Code

Credit Card Number

Expiration Date CVC

Digital Ad Size

Digital Ad Cost

Run Time:

Manager/Owner (Print)

Manager/Owner (Signature)*

DIGITAL RATES

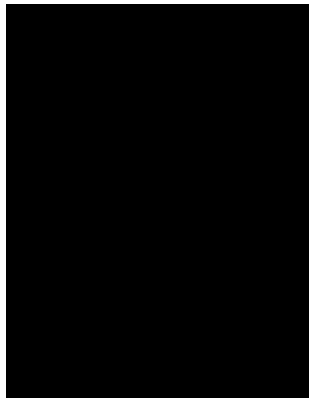
BOOK NOW WHILE DIGITAL RATES ARE STILL LOW!

| Ad Size | Dimensions | 1 month | 2 months | 3 months |
|---------------|---------------|---------|------------|------------|
| Leaderboard | 728px x 90px | \$200 | \$180/m | \$150/m |
| Sidebar Small | 300px x 250px | \$125 | \$112.50/m | \$93.75/m |
| Sidebar Large | 300px x 600px | \$225 | \$202.50/m | \$167.75/m |
| Footer | 468px x 60px | \$100 | \$90/m | \$75/m |
| Blog Header | 728px x 90px | \$225 | \$202.50/m | \$167.75/m |

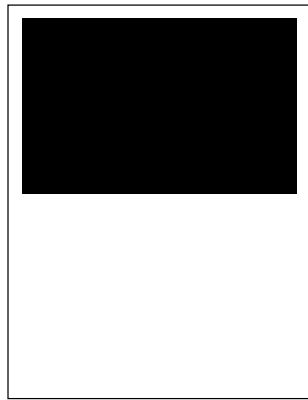
If multiple ads are placed for the same space, the ads will rotate in 3 second increments.

* All advertising must be paid in full prior to appearing on the website. Advertiser is solely responsible for any typographical errors. Please review all information before submission and final approval. VALID THROUGH 12/31/18

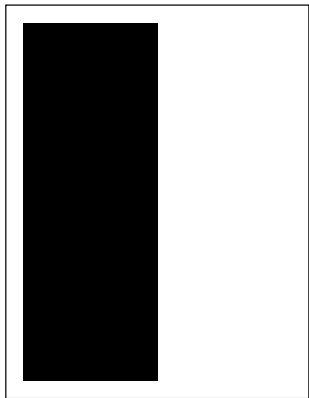




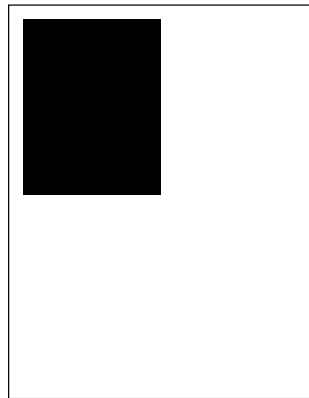
FULL PAGE



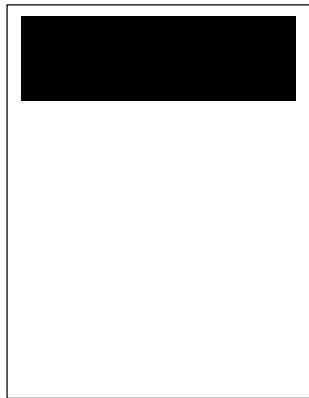
1/2 H



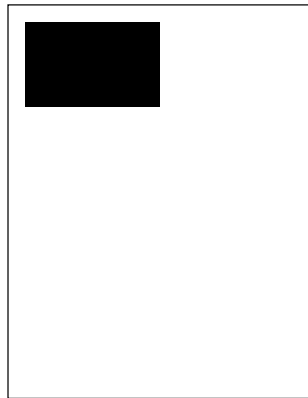
1/2 V



1/4 V



1/4 H



1/8 H



LEADERBOARD



Colorado Fun is a comprehensive visitors and vacationers guide. Our aim is to show you the best of what Southern Colorado offers, from dining to beer-sipping, tourism, cycling, fishing, art, history, spas, hiking, concerts, festivals, jaunts with dogs, and much, much more. We've got the inside scoop to the best places in Southern Colorado.

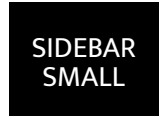
We publish two issues per year, and will be available at many outlets throughout The Greater Pikes Peak Region and The Western Slope. You can enjoy our stories online or order your free printed copy, either way, we warmly welcome you to our neck of the woods.



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PLEASE CONTACT JILL BURDICK FOR DIGITAL RATES
917-807-4886 or Jill @ColoradoFunGuide.com

- Press-ready PDF files (PDF/X-1a preferred). Embed fonts and convert all photos and spot colors to CMYK.
- Digital graphics files should be at a resolution of 300 dpi
- Full Page ads: Include a .125" bleed
- For art related questions, please email art@coloradofunguide.com

Submit: art@coloradofunguide.com



ADVERTISING CHECKLIST

THINGS TO CONSIDER WHEN BUILDING YOUR AD.

Here are some suggestions for items you may want to include in your ad:

Business Name:

Contact Phone:

Contact Email:

Business Address:

Include Address in ad? Yes No

Social Media Links to include with ad: FB

Insta

TW

Other

Website:

Headline:

Body Copy:
(20-30 words)

PLEASE UPLOAD:

LOGO

Minimum 300 dpi resolution
jpg, eps or pdf format

PHOTOGRAPHY

Minimum 300 dpi resolution
CMYK

EMBED ALL LINKS

OUTLINE ALL FONTS

SIZE OF AD SPACE:

| | |
|--------------|----------------|
| Full Page | 8.63" x 11.13" |
| 1/2 Page (V) | 3.72" x 9.89" |
| 1/2 Page (H) | 7.61" x 4.86" |
| 1/4 Page (V) | 3.72" x 4.86" |
| 1/4 Page (H) | 7.61" x 2.34" |
| 1/8 Page (V) | 1.74" x 4.86" |
| 1/8 Page (H) | 3.72" x 2.34" |

HOW TO BUILD IT:

Ads should be submitted as press-ready PDF files (PDF/X-1a preferred). Please embed all fonts, and convert all photos and spot colors to CMYK. Digital photos and graphics files should be at a resolution of 300 dpi or higher at the size which they are used in the PDF. Full Page ads: Include a .25" bleed, please do not include crops or additional bleed.

**PLEASE INCLUDE YOUR BUSINESS NAME
IN ALL FILES SUBMITTED**

SUBMIT ALL FILES TO

SUBMIT ALL FILES & THIS FORM TO

art@coloradofunguide.com

art@coloradofunguide.com

For art related questions, please email art@coloradofunguide.com

CAMERA READY DUE APRIL 5, 2019