

# Basalt

## COLORADO

CONFLUENCE OF RIVERS, RECREATION AND CULTURE

COMMUNITY GUIDE &  
BUSINESS DIRECTORY

SAVE MONEY!  
EARLY BIRD  
AD RESERVATION  
DEADLINE BY  
FEB 27

2015  
ADVERTISER  
INFORMATION  
& CONTRACT



101 MIDLAND AVENUE | POST OFFICE BOX 514 | BASALT, COLO. 81621

## DON'T MISS OUT!

Building on the experience and success of the refreshed and redesigned 2014 edition, the 2015 Basalt Community Guide and Business Directory will be your best marketing tool for the seasons ahead. We had great success with our increased circulation and additional pages, and this year will see more design and content enhancements including fresh, trend-forward content, more pages, spectacular photography and perfect binding. Be sure your business is featured in this premier publication. In May, 2015, 20,000 magazines will be distributed to a multitude of Colorado locations including hotels, restaurants & retailers throughout the Roaring Fork Valley, and to Colorado Visitors' Centers.

## ADVERTISING SALES + DESIGN

Lorie D'Alessio | 970.948.6501 | [lorie@cmykdesign.com](mailto:lorie@cmykdesign.com)

RESERVE NOW: AD SPACE IS LIMITED AND WILL SELL OUT

# MEDIA SPECS

## AD SIZES

<b>Full Page</b>	7.875 x 10.875 (8.125 x 11.125 with bleed)
<b>1/2 page horizontal</b>	6.875 x 5
<b>1/2 page vertical</b>	3.34 x 10.275
<b>1/4 page horizontal</b>	6.875 x 2.43
<b>1/4 page vertical</b>	3.34 x 5
<b>1/8 page marketplace</b>	3.34 x 2.34

**DEADLINE FOR AD MATERIALS :: MARCH 23, 2015**

**DEADLINE FOR PRINT READY ADS :: APRIL 6, 2015**

## DO YOU WANT AN AD WITH IMPACT? LET US HELP!

Because we want this magazine to shine, we'd love to help design your ad to have maximum impact!

**2 design hours included \$0**

**Additional design hours \$50/hr for chamber members**

**Additional design hours \$85/hr for non-chamber members**

Rates are based on all materials provided by the client.

Other services will be billed at the hourly rate (photography, illustration, meetings)

## DIGITAL AD REQUIREMENTS

- ☐ 300 dpi with crop marks
- ☐ CMYK color profile
- ☐ PDF or High Res TIFF files are accepted
- ☐ All text must be outlined
- ☐ Artwork should be compressed before submitting
- ☐ Files over 7MB should be sent via hightail.com, Dropbox, or the like.

## DIGITAL FILE SUBMISSION

**APRIL 6, 2015**

Send print ready ad files to: [lorie@cmkdesign.com](mailto:lorie@cmkdesign.com).

Files exceeding 7MB should be sent via hightail.com, dropbox or the like. Please call or email with questions.

## AD SALES + DESIGN

Lorie D'Alessio

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FULL PAGE  
7.875 X 10.875

BLEED  
8.125 X 11.125

LIVE AREA  
6.875 X 10.275

1/2 PAGE  
VERTICAL  
3.34 X 10.275

1/4 PAGE  
VERTICAL  
3.34 X 5

1/8 PAGE  
MARKETPLACE  
3.34 X 2.34

1/4 PAGE  
HORIZONTAL  
6.875 X 2.43

1/2 PAGE  
HORIZONTAL  
6.875 X 5

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AD RESERVATION  
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# AD COSTS

AD SIZE	MEMBERS ONLY	CHAMBER MEMBER	NON-CHAMBER MEMBERS
	BY 2/27/15 EARLY BIRD		
<input type="radio"/> 1/8 PAGE	\$450	\$550	\$700
<input type="radio"/> 1/4 PAGE	\$650	\$750	\$1,000
<input type="radio"/> 1/2 PAGE	\$850	\$1,000	\$1,300
<input type="radio"/> FULL PAGE	\$1,250	\$1,500	\$1,900
<input type="radio"/> PREMIUM FULL	\$1,900	\$2,300	\$2,900
<input type="radio"/> BACK COVER	\$3,100	\$3,700	\$4,600
<input type="radio"/> MAP MARKER	\$125	\$150	N/A
<input type="radio"/> * EXPANDED DIRECTORY LISTING	\$150	\$175	N/A

**\* Set your business apart in the Basalt Chamber Directory Listing by including your business description under listing (50 words or less).**

**PLEASE NOTE:** all Basalt Chamber members will receive a prominent listing in the directory both categorically and alphabetically. Please include your description in the space below.

- ☐ PRINT READY: digital submission deadline, April 6, 2015
- ☐ TO BE DESIGNED: ad materials deadline, March 23, 2015

## EXTRAS + SPECIAL NOTES

☐ PREFERRED PLACEMENT (+15% OF AD COST) \$

**TOTAL DUE** \$

# CONTRACT

DATE

ADVERTISER NAME

BUSINESS NAME

PHYSICAL ADDRESS

MAILING ADDRESS

TELEPHONE

EMAIL ADDRESS

If ad design services are required, the advertiser agrees to provide materials, logos, and photos to graphic designer no later than March 19, 2015. Digital ads will be provided, electronically by March 31, 2015. Advertiser agrees to indemnify contract holder for any misrepresentation with regard to use of materials and images provided.

AGREED + ACCEPTED :: SIGNATURE

☐ VISA ☐ MASTERCARD ☐ DISCOVER  
☐ CHECK (PAYABLE TO BASALT CHAMBER) ☐ CASH

CREDIT CARD BILLING ADDRESS

CREDIT CARD NUMBER

EXP. DATE

SECURITY CODE

☐ I verify that my company's information on the Basalt Chamber's website "Business Directory" is correct.