

INCREASE YOUR BUSINESS REVENUES!

DISTRIBUTION & CIRCULATION The award winning *Downtown Denver News*, established in 1994, is published monthly providing you - the advertiser, with a full 30 days of publicity and visibility in the greater Downtown area.

Our main distribution locations are LoDo, Downtown Denver, Ball Park Neighborhood, Cherry Creek, Highland, North Denver, Capitol Hill, Auraria Campus, Santa Fe Arts District, Golden Triangle, Riverfront, Upper 15th St. Neighborhood & South Broadway. (100 outdoor boxes, 300 indoor locations, total 400 distribution sites).

ADVERTISEMENT RATES Our advertising rates are designed to be affordable and cost effective. Our rates charged by the month are what other publications charge by the day or week.

| AD SIZE | 1 MONTH | 3 MONTHS | 6 MONTHS | 12 MONTHS |
|----------------|---------|----------|----------|-----------|
| Full Page..... | 2400.00 | 2000.00 | 1700.00 | 1400.00 |
| 1/2 Page..... | 1600.00 | 1200.00 | 1000.00 | 800.00 |
| 1/3 Page..... | 1100.00 | 800.00 | 700.00 | 600.00 |
| 1/4 Page..... | 900.00 | 650.00 | 550.00 | 450.00 |
| 1/6 Page..... | 500.00 | 400.00 | 350.00 | 300.00 |
| 1/8 Page..... | 425.00 | 350.00 | 275.00 | 225.00 |
| 1/12 Page..... | 300.00 | 225.00 | 175.00 | 150.00 |



Prime Ad Space: Inside front and back pages - \$2500.00 (color is extra), Outside color pages - \$3500.00 (Contract must be at least 6 months).

Business Directory: \$575.00 (1 year minimum).

Inserts: For each 10,000 copies: \$695.00 (you print materials).

DESIGN AND LAYOUT We encourage you or your graphic designer to design your display ad within the parameters we have set on the next page. We try to accommodate any size you may need as a display ad. If you need us to design your ad, there is a design fee starting at \$100.00. This rate is based on complexity, size and creativity.

Full Color: is available and will bring additional attention to your ad. 1/12 & 1/8 page - \$75, 1/4 & 1/6 page - \$150, 1/3 page - \$250, 1/2 page - \$300, Full page - \$500.

ARTICLES AND NEWS RELEASES Please email any editorial or press release to lododdnews@earthlink.net by the 30th of each month prior to the upcoming issue. Advertising deadline is no later than the 5th of each month.

DOWNTOWN READERSHIP SURVEY

Average:

Age: 24-72 years old
 Income: \$59,550 annually
 Marital Status: 48% married, 52% single
 Occupation: 68% professional, 32% other
 Readership: 20,000 plus



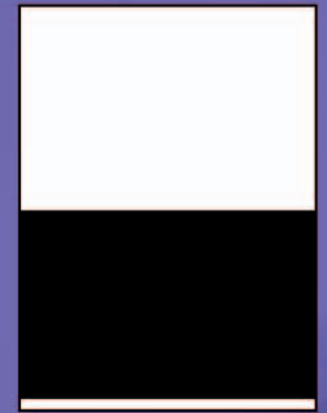
Ad Sizes & Dimensions



Full Page
10.25"w X 14.0"h



Half Page Vertical
5"w X 13.5"h



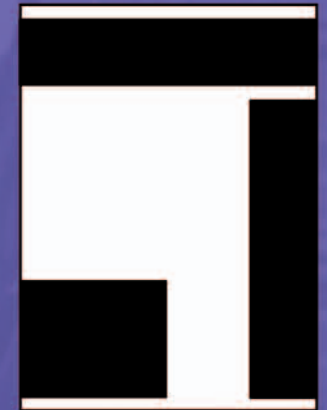
Half Page Horizontal
10.25"w X 6.5"h



Third Page H & V
H - 10.25"w X 4.25"h
V - 5"w X 8"h



Quarter Page
V - 5"w X 6.5"h
H - 10.25"w X 3.25"h
V - 2.4"w X 13.5"h



Sixth Page
H - 5"w X 4"h
H - 10.25"w X 2.25"h
V - 2.25"w X 10.25"h



Eighth Page
H - 5"w X 3.25"h
H - 10.25"w X 1.5"h
V - 2.4"w X 6.5"h



Twelfth Page
H - 5"w X 2"h
V - 2.4"w X 4.5"h

DENVER NEWS OFFERS MANY WAYS TO ADVERTISE AND REACH MORE CUSTOMERS

- Print and online display advertising
- Print and online press releases, business profiles, advertorials (ad+editorial)
- Online web link ads on **DENVER NEWS** home page
- Print and online display advertising + online web link ads (special package pricing)
- Print and online business co-op advertising (shared page of ads)
- Front page advertising (special events, etc.)
- Guaranteed placement of your ads
- Prime ad locations
- Loose ads inserted inside the print version of the newspaper
- Social media postings (Facebook, Twitter, LinkedIn)
- Personal ads (employment, sale items, services, etc.)
- Product or event coupons
- Business testimonials/recognitions/recommendations from satisfied customers
- Event listings (print and online)
- Trailer ads (i.e. coming soon...)
- Print and online target advertising categories (Retail, Dining, Real Estate, etc.)
- Home page advertising on our web site

If you have a creative idea to advertise your business, we have the capability

ONLINE WEB LINK ADS – REACH MORE CUSTOMERS!

Online web link ads are in a prime placement on the home page of the **DENVER NEWS** web site and are a **highly visible, effective, and affordable** way to get the word out to a wide range of potential new clients and customers!

By clicking on your ad, new potential and existing clients and customers are driven to your web site from our web site providing them with additional information about your product, service, and increased accessibility to you.

Online web link ads provide the ultimate in flexibility. They have no deadline requirements - they can be posted and modified at any time - keeping the information timely and up-to-date per your advertising/promotional needs.

The online web link ads flash/revolve on the home page of the **DENVER NEWS** web site and **are seen by everyone** who goes to our web site.

ADVERTISING RATES

Online web link ads can be posted in one-month, six-month, or 12-month consecutive advertising increments. The longer commitments provide you with greater per month rate savings. Also, when you extend your contract, you are guaranteed the same initial ad rate.

ADVERTISING RATES FOR ONLINE WEB LINK ADS

| 1 Month | 6 Months Total | 12 Months Total |
|----------------|-----------------------|------------------------|
| \$125.00 | \$365.00 | \$595.00 |

We also have a **Special Package** that features an online **web link ad**, and a **display ad** and **business profiles/press releases** in both the print and online versions of the **DENVER NEWS** – starting as low as only \$275.00/month. Please contact us to discuss an advertising rate for your special package.

AD SPECIFICATIONS

- The size of the online web link ads is **250 pixels w X 210 pixels h**
- Submit ad artwork in **JPG** or **PDF** format only - **72 dpi** or above
- Utilize **RGB** color mode