

Best of Business Directory and Magazine 2009

Connect ~ Build ~ Invest

Dear West Chamber member:

This November, Ad West Inc. and the West Chamber Serving Jefferson County proudly present:

Best of Business Directory and Magazine 2009

Published on behalf of the West Chamber serving Jefferson County, the Directory is available for its members as a resource guide and business directory. This is considered Jeffco's "must" publication to do your branding and tell your business story.

The Best of Business Directory and Magazine **benefits** include:

- Circulation to over 15,000 businesses in Jeffco
- The only direct mail, business to business Directory/Magazine published in Jeffco
- A target audience of Jeffco business owners, CEOs, Corporate Professionals, VPs, Entrepreneurs, Business Owners, Top-level Management Professionals and Higher Income Home Owners
- Shelf life of one year

The Best of Business Directory and Magazine is, "positively the best publication in Jefferson County that provides community business information with the best distribution package, professional design and creative layout."
Nancy Crego, President, AdWest Inc.

Publication Specifics:

Publication date: November 2008

Early Bird Deadline: August 1, 2008

Standard Deadline: September 15, 2008

Press Ready materials due: October 15, 2008

Taking early bird reservations now!

Thanks again to those members that contributed to the successful, award-winning Wellness Living magazine, we had a sold out issue for 2008. Your business and contributions are greatly appreciated.

Yours truly,

Nancy Crego
AdWest, Inc.
(303) 526-5564
nancycrego@comc:



Effective Advertising

Helping you produce your West Chamber *Best of Business Directory Ad*

Here is how AdWest can help you produce the best, most effective ad for your company.

Services included in the cost of your ad

Consultation

Once we have a signed contract and deposit, our ad coordinator, Claudia Corson, will contact you to discuss camera ready artwork, logos, content and photography specifications. *Note: She's available to make recommendations for your ad's concept and ad specifications for printer and/or camera ready artwork will be discussed and confirmed.

Advertising copy

Yes, we can help write your ad's copy. We do have certain word counts depending on the size of your ad. Our ad coordinator will help with these specifics.

Layout and design

Once the ad copy has been written, and the logos and photos (if applicable) have been received and are approved, we forward these components to our design team for layout and design. Your ad cost includes one layout design.

Proofing

The ad coordinator will e-mail or fax you the proof of your ad for review and approval. It is your responsibility to contact her with approval or minor change(s) within a specified timeframe, *Note: If the ad requires a complete redesign, there will be extra charges incurred.

Additional Costs

Photography

If a photo is required for your ad, the ad coordinator will help you arrange a session with a photographer best suited to your needs. There is an additional charge for this and will vary according to your specifications. All photography is the property of the photographer and cannot be reused without the notification and written permission of the photographer.

Special and unique creative layout

If you require additional help, over and above, what we consider to be customized design, we can work with you. If you would like your artwork to be used in other publications, this service is available for a fee and varies according to your ad. All artwork is the property of AdWest and cannot be used in duplication anywhere without the written permission of AdWest.

For more information, please contact:

Claudia Corson, Ad Coordinator - (303) 778-0124

Nancy Crego, Publisher and Creative Director - (303) 526-5564



AdWest is a full service, multi media company, serving the advertising needs of the greater Metro Denver area and throughout Colorado. Specialties include print media and video / Web driven projects.

303.526.5564 · 303.526.9660 fax
nancycrego@comcast.net · adwestinc.com
618 Kinnikinnik Hill · Golden, CO 80401

Best of Business Directory

WEST CHAMBER RESOURCE GUIDE 2009

ADVERTISING RATES AND SIZES		
SPECIAL POSITIONING		
Back Cover (7.625 x 10) with bleed (8.625 x 11.375)	\$2695	
Inside Cover/Page 3 - (7.625 x 10) with bleed (8.625 x 11.375)	\$2595	
Center Spread (16 x 10) with bleed (17.25 x 11.375)	\$4950	
Full Page (7.625 x 10) Full Page Bleed (8.625 x 11.375)	\$2495	
Magazine Island (5.0395 x 10)	\$1995	
Half Page (Horizontal –7.625 x 4.935) (Vertical – 3.748 x 10)	\$1525	
Quarter Page (3.748 x 4.935)	\$925	
Sixth Page Vertical (2.455 x 4.935)	\$695	
Publication trim size 8.375 x 10.875	Live area 7.625 x 10	
DEADLINES		
EARLY RESERVATION DEADLINE	RESERVATION DEADLINE	DISTRIBUTION
Friday, August 1, 2008	Monday, September 15, 2008	15,000 Jefferson County Businesses
AD DESIGN DEADLINE	PRESS READY DEADLINE	PUBLICATION DATE
Monday, September 22, 2008	Wednesday, October 15, 2008	November 2008

- ❖ Ad proofs: We will provide a color proof via email in PDF format (laser proof provided upon request only). It is the responsibility of the advertiser to approve the ad within 24 hours of receipt. We cannot be held responsible for errors in ads that are not caught in proofing.
- ❖ Rates include ad design & layout. Advertisers are permitted corrections on the first proof. Additional revisions will incur a minimum fee of \$50. Special production such as logo design or extensive Photoshop work will incur production charges.
- ❖ Ads designed under this agreement are for use in this publication only. Advertisers may purchase their ad design for use in other publications. Call AdWest Consulting, Inc. for rates.
- ❖ The photographers own the rights to their photography and it may not be reproduced without their written consent.
- ❖ Ads submitted by design agencies or other publications must meet our publication's ad size specifications. Submit art in press optimized pdf format. All embedded photos must be 300 dpi at actual size.
- ❖ Payment Terms: 1/2 deposit with contract, 1/2 upon publication.
- ❖ Checks made payable to AdWest Consulting, Inc. Accepting Mastercard and Visa.



618 Kinnikinnik Hill • Golden, CO 80401
 303.526.5564 • 303.526.9660 fax
 nancycrego@comcast.net • adwestinc.com

Stand out from the crowd



In today's competitive environment, your company needs to stand out more than ever. Make the most of your marketing dollars with a message that is:

Creative | Hard-Hitting | Memorable | Clear | Informative | Distinctive

The pros at AdWest and fresh bytes design will help you create an effective ad in the *Best of Business Directory and Magazine 2009*.

If you need a bit more assistance with your overall brand development, fresh bytes design can help with that too. Whether it's a logo, brochure, annual report, direct mail piece, print ad, or poster, we can handle it – at a much more attractive price than you'd pay at the big agencies.

Ask about our **Branding Packages** for small business and our **Flyer Design Special** for Chamber members.



we deliver!

Call **303.204.2232** or visit us at **www.freshbytesdesign.com** to find out how we can help your business.



www.adwestinc.com

Sales Person: _____

Form Faxed on: ____ / ____ / ____

A MULTIMEDIA COMPANY

CLIENT PRODUCTION INFORMATION

Business _____ Individual _____

Phone _____ Email _____

Address _____ State _____ Zip Code _____

Website _____ SEND PROOF VIA: EMAIL FAX OTHER/specify: _____

AD WEST PROOFING POLICY: All ad proofs are presumed to be correct. If there is an error, it is the responsibility of the ADVERTISER to contact the magazine within 48 hours of receipt of proof. If the advertiser does not contact the magazine within 48 hours, the ad is officially APPROVED.

Designer's error are corrected without charge.
Client additions/revisions are billed at \$60/hour, one hour minimum.

I have read, understood and agree to the Ad West proofing policy as stated above. _____

Issue/Year _____ Ad size _____

Client will provide ad. Camera-ready art will be delivered to the magazine by: _____

Ad is a pickup from: (Issue/Year/Page): _____

Changes required to text? No Yes Changes required to photo? No Yes

Changes: _____

Ad West will design ad Photographer will be assigned. Scheduled photo shot by ____ / ____ / ____

- Client will provide high-res photo(s) by _____
- Client will provide high-res logo by _____ magazine will scan/recreate logo
- Client will provide ad copy (text) by _____ magazine will write ad copy

Comments / Ad Text: (If additional space is needed, please continue on a separate piece of paper): _____

Ad Sizes

2 page spread (16 x 10) with bleed (17.25 x 11.375) • **Full Page** (7.625 x 10) with bleed (8.625 x 11.375)

Half Page (Horizontal – 7.626 x 4.935) (Vertical – 3.748 x 10) • **Quarter Page** (3.748 x 4.935)

Sixth Page (Vertical – 2.455 x 4.935)

Publication trim size: 8.375 x 10.875 • **Live area:** 7.625 x 10

Digital Photos. 300 dpi at actual size

Preferred File Format Press optimized pdf file with embedded fonts, 300 dpi at actual size, CMYK only.



ADVERTISING AGREEMENT

Advertiser Name _____

Billing Address _____

City _____ State _____ Zip Code _____

Contact _____ Owner _____

E-mail _____ Website _____

Phone _____ Fax _____

ISSUE	AD SIZE (CIRCLE ONE)						RATE	DEPOSIT
Wellness	full	island	half	quarter	sixth	2-page	\$ _____	\$ _____
Directory	full	island	half	quarter	sixth	2-page	\$ _____	\$ _____
Other	full	island	half	quarter	sixth	2-page	\$ _____	\$ _____

Advertiser by: _____

Title _____ Date _____

AdWest Consulting, Inc. by: _____ Date _____

Comments: _____

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- ❖ Rates include ad design & layout. Advertisers are permitted corrections on the first proof. Additional revisions will incur a minimum fee of \$50. Special production such as logo design or extensive Photoshop work will incur production charges.
- ❖ Ads designed under this agreement are for use in this publication only. Advertisers may purchase their ad design for use in other publications. Call U Creative Group, llc at 303-679-6328 for rates.
- ❖ The photographers own the rights to their photography and it may not be reproduced without their written consent.
- ❖ Ads submitted by design agencies or other publications must meet our publication's ad size specifications. Submit art in press optimized pdf format. All embedded photos must be 300 dpi at actual size.
- ❖ Payment Terms: 1/2 deposit with contract, 1/2 upon publication.
- ❖ Checks made payable to AdWest Consulting, Inc.