

Best of Business

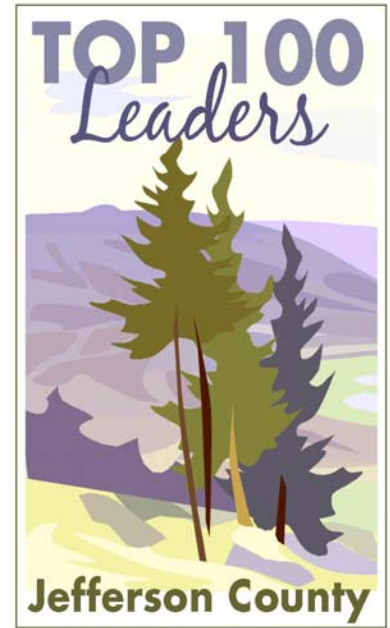
Directory 2011

Dear West Chamber member,

The 2011 Best of Business Magazine, published by AdWest Consulting and the West Chamber serving Jefferson County, will profile the **Top 100 Leaders in Jefferson County** from every sector from business to government to non-profits.

As Jefferson County continues to create a balance between the environment and the economy, the West Chamber remains on the cutting edge of business promotion and networking. As one of the top ten Chambers of Commerce in Colorado, the West Chamber embraces new media such as Facebook, Twitter and LinkedIn, while maintaining a foundation of face-to-face networking opportunities for local businesses, retail, government and non-profit employers and employees.

In addition to the top leader profiles, readers and advertisers will have access to a comprehensive directory of West Chamber businesses, a Who's Who of Jefferson County and a **SmartBook**, an online version of the magazine with advertisers linked back to their individual websites.



Circulation: 15,000 direct mail to top Jeffco leaders,

Distribution: 100 targeted locations in Jefferson County

Demographics: CEOs, Corporate Professionals, VPs, Entrepreneurs, Business Owners, Top-level Management and Higher Income Home Owners and West Chamber Members

Make a reservation now for your best location in the magazine and begin planning your campaign. Capture your specific audience by advertising with us in this Leadership-focused Best of Business West Chamber magazine with web links to your individual business.

Publication information:

Reservation Deadline: October 1, 2010

Ad Design Deadline: October 18, 2010

Press Ready Deadline: November 15, 2010

Publication Date: Late 2010 *(for 2011)*

Sincerely,

Nancy Crego, AdWest Consulting, Inc., Publisher
www.adwestinc.com

*For more information, please contact Nancy Crego at
(303) 526-5564, nancycrego@comcast.net
or Shari Gordon, (303) 570-5661, sharigordon@iglide.net*

the West
CHAMBER
SERVING JEFFERSON COUNTY

ADWest
A MULTIMEDIA COMPANY

WEST CHAMBER RESOURCE GUIDE 2011

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		
RESERVATION DEADLINE	AD DESIGN DEADLINE	PRESS READY DEADLINE
Friday, October 1, 2010	Monday, October 18, 2010	Monday, November 15, 2010
PUBLICATION DATE	DISTRIBUTION	
Late 2010 <i>(for 2011)</i>	15,000 Jefferson County Businesses	

⌘ Production fees: Rates are for press ready ads and previously designed pick-up ads without changes only. A \$75 production fee for ad layout within our template designs will be charged.

⌘ 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 by client.

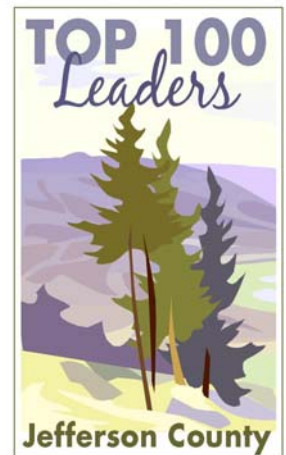
⌘ Rates do not include ad design & layout. Advertisers are permitted corrections on the first proof. Additional revisions will incur a minimum fee of \$50. Special production such as logo design or extensive Photoshop work will incur production charges.

⌘ The photographers own the rights to their photography and it may not be reproduced without their written consent.

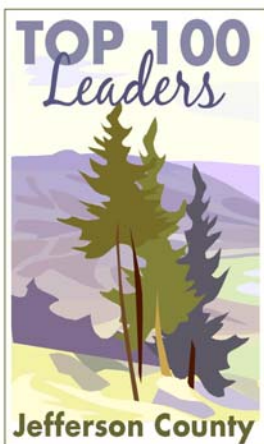
⌘ Ads submitted by design agencies or other publications must meet our publication’s ad size specifications. Submit art in press optimized pdf format. All embedded photos must be 300 dpi at actual size.

⌘ 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



Best of Business

Directory 2011

EFFECTIVE ADVERTISING

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

Here is how AdWest can help you produce the best, most effective ad for your company. **\$75 Fee to create an ad following our templates**

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.

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 created for this publication is copyrighted and remains the property of the photographer. Any other use of the photograph(s) shall require additional fees negotiated with the photographer and shall be dependent upon usage.

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.

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. Additional fees may apply.

For more information, please contact:

Nancy Crego, Publisher and Creative Director - (303) 526-5564 or nancycrego@comcast.net

Shari Gordon, Ad Sales - (303) 570-5661, sharigordon@iglide.net

Claudia Corson, Ad Coordinator - 720-219-8039 or ccorson@me.com



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



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 fresh bytes design at 303-204-2232 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.