



2011-2012 VISITOR'S GUIDE

March 2nd, 2011

Dear Local Business Owner,

Last year, Creede Magazine and the Creede & Mineral County Chamber of Commerce again published its **Visitor's Guide**. We printed 17,500 copies of the Guide and it was wildly successful! Distribution of the Guide was broad, bringing visitors to the area and helping them find what they needed upon arrival to our community.

We are publishing the Guide again this year (which was noted as one of Colorado's top vacation guides!) and will be printing *at least* 17,500 copies again! With B4 Studio's help, we will make the Visitor's Guide available starting in late April. The Creede Chamber is again assisting with an improved distribution strategy, sending the Guide to **all** the Colorado Welcome Centers (where 80% of all visitor's pick up a copy of OUR guide), and chambers and visitor's centers all over Colorado, New Mexico, and Arizona. The Guide will also go in all requested Vacation Planner Packets that our Chamber sends out (over 1000 last year) and will be mailed to Creede Magazine subscribers!

Another great part of the Guide is the multimedia coverage you will enjoy as an advertiser. The Chamber is planning to put the entire Visitor's Guide on its website (www.creede.com) and www.creedemagazine.com will again host a copy. Not only will your business be showcased in the printed Guide available free on newsstands, but it will also be online, available for download to our hundreds of thousands of visitors!

The ultimate purpose of the Visitor's Guide is to offer a 52 page full-color, glossy publication that showcases the Creede & Mineral County area to potential visitors. I hope you will consider advertising your business in this publication so that we can show the world what Creede has to offer!

Sincerely,

Kara Brittain
Advertising Director and Editor
Creede Visitors Guide

and
Kirk Dooley
Editor and Publisher
Creede Magazine

P.S. The best way to contact Kara is via email: karjoco@aol.com
Telephone will do if email is not at option: **(719) 658-2624** - and as always, we strive to improve the quality and content of the Guide each year. If you have any suggestions, please let us know!

FULL COLOR DISPLAY AD RATES:

AD SIZE	RATE	EARLY PAYMENT RATE
Full Page	\$690	\$660
1/2 Page	\$405	\$385
1/4 Page	\$240	\$215
1/8 Page	\$145	\$130
Cover 2	\$910	\$870
Cover 3	\$910	\$870
Cover 4	\$1085	\$1025

DEADLINES

CONTRACT, ARTWORK &
LISTING INFO DUE

March 21

EARLY PAYMENT DEADLINE

APRIL 1

FINAL PAYMENT DUE

June 15

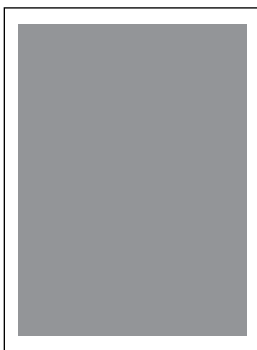
BUSINESS LISTING RATES (Includes a 25-word description and business details in selected category (see "Business Listing Description" page), placement on our area map, and phone number in our back page Reference Guide):

	1 listing	2 listings	3 listings	4 listings
w/ Display Ad	\$30	\$40	\$65	\$75
w/o Display Ad	\$65	\$95	\$130	\$165

AD DESIGN SERVICES

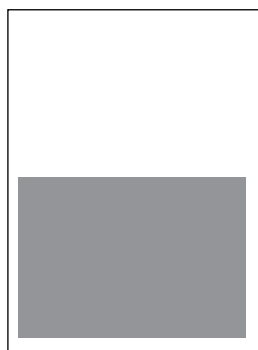
Contact Kara Brittain at B4 Studio, LLC of Creede for ad design at a rate of \$35/hour • karjoco@aol.com - (719) 658-2624

ADVERTISING SPECIFICATIONS

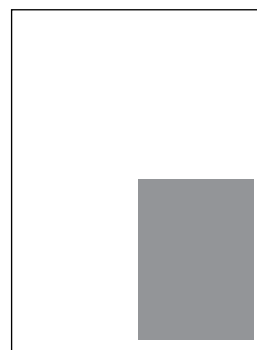


Full Page (Live Area)
7.25" x 10"

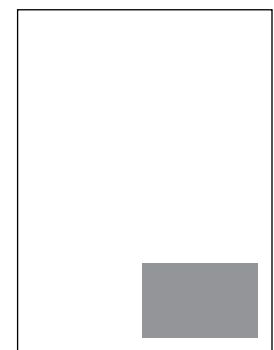
Full Page (Bleed)
8.75" x 11.75"



1/2 Page Horizontal
4.5" x 7.25"



1/4 Page Block
3.5" x 4.5"



1/8 Page
3.5 x 2.25"



VISITOR'S GUIDE AD AGREEMENT

I. This is an advertising agreement made on _____ between _____ and Creede Magazine for display advertising and or a business listing in the 2011-2012 Creede Visitor's Guide.

II. Creede Magazine agrees to provide the following:

Display advertisement for publication:

The above advertiser agrees to submit the following size of full color ad _____ for a cost of _____. Early Payment Discount Applied Y N

Business listings in the following categories (circle all that apply) for publication:

- Places to Stay Dining + Spirits Shopping Arts + Entertainment Health +Beauty Outdoor Adventures Places of Worship Services Real Estate + Building

The above advertiser agrees to submit the following number of listings: _____ for a cost of _____.

Special Notes: _____

The grand total due including listings and/or ads is \$ _____.

III. Each listing should include a 25-word description of your business along with descriptor information (see business listing description sheet). A different description can be submitted for each listing purchased.

IV. It is agreed that the above stated advertiser will abide by all advertising deadlines and policies of Creede Magazine as follows, including those which might be subject to change.

- To receive the early payment rate, all money, display ads, listing information and this ad agreement must be received by April 1, 2011. - All other display ads, listing information and this ad agreement must be received by March 21, 2011 for inclusion in the Creede Visitor's Guide. - Final payment for those not qualifying for the early payment discount is due June 15, 2011.

V. Any advertisement design can be done by B4 Studio, LLC, a Creede-based design firm and will be subject to the firm's standard rate of \$35/hour. Contact Kara Brittain of B4 Studio at (719) 658-2624.

Business Name: _____ Contact Name: _____ Phone #: _____ Billing Address: _____ Email Address: _____ Advertiser Signature: _____ Date: _____

OFFICE USE ONLY Initial Payment of \$ _____ was made on _____ Payment was received via CASH / CHECK # _____ / MO Payment was received by _____ Balance remaining \$ _____

Please fill out IN FULL and return to Creede Magazine at: P.O. Box 840, Creede, CO 81130 or Call 658-2624 to arrange pick-up

BUSINESS NAME: _____

CATEGORY (circle all that apply):

- | | | | | |
|---------------------------|--------------------------|-----------------|-------------------------------|------------------------|
| Places to Stay | Dining + Spirits | Shopping | Arts + Entertainment | Health + Beauty |
| Outdoor Adventures | Places of Worship | Services | Real Estate + Building | |

BUSINESS LISTING DESCRIPTION (Please write or attach a description of business - limit 25 words):

FILL OUT THE FOLLOWING DESCRIPTOR INFORMATION:

Places To Stay

Hours: _____
 All Year or Seasonal
 Address: _____

 Phone: _____
 Email: _____
 Web: _____
 Avg. Room Price (circle one):
 • Less than \$50 (\$)
 • \$50-75 (\$\$)
 • \$75-125 (\$\$\$)
 • \$125-175 (\$\$\$\$)
 • \$175+ (\$\$\$\$\$)
 Breakfast included: Yes No
 Pets allowed: Yes No
 Credit Cards Accepted:
 • Mastercard • Visa • Disc. • AMEX

Shopping

Hours: _____
 All Year or Seasonal
 Address: _____

 Phone: _____
 Email: _____
 Web: _____
 Credit Cards Accepted:
 • Mastercard • Visa • Disc. • AMEX

Dining + Spirits

Hours: _____
 All Year or Seasonal
 Address: _____

 Phone: _____
 Email: _____
 Web: _____
 Avg. Meal Price (circle one):
 • Less than \$6 (\$)
 • \$6-10 (\$\$)
 • \$10-15 (\$\$\$)
 • \$15-25 (\$\$\$\$)
 • \$25+ (\$\$\$\$\$)
 Credit Cards Accepted:
 • Mastercard • Visa • Disc. • AMEX

Arts + Entertainment

Hours: _____
 All Year or Seasonal
 Address: _____

 Phone: _____
 Email: _____
 Web: _____
 Avg. Cost per person
 (circle one):
 • Less than \$6 (\$)
 • \$6-10 (\$\$)
 • \$10-15 (\$\$\$)
 • \$15-25 (\$\$\$\$)
 • \$25+ (\$\$\$\$\$)
 Credit Cards Accepted:
 • Mastercard • Visa • Disc. • AMEX

Health + Beauty

Hours: _____
 All Year or Seasonal
 Address: _____

 Phone: _____
 Email: _____
 Web: _____
 Avg. Cost of Service provided
 (circle one):
 • Less than \$50 (\$)
 • \$50-75 (\$\$)
 • \$75-125 (\$\$\$)
 • \$125-175 (\$\$\$\$)
 • \$175+ (\$\$\$\$\$)
 Credit Cards Accepted:
 • Mastercard • Visa • Disc. • AMEX

Outdoor Adventures

Hours: _____
 All Year or Seasonal
 Address: _____

 Phone: _____
 Email: _____
 Web: _____
 Credit Cards Accepted:
 • Mastercard • Visa • Disc. • AMEX

Places of Worship

Hours: _____
 All Year or Seasonal
 Address: _____

 Phone: _____
 Email: _____
 Web: _____

Services

Hours: _____
 All Year or Seasonal
 Address: _____

 Phone: _____
 Email: _____
 Web: _____
 Avg. Cost of Service provided
 (circle one):
 • Less than \$50 (\$)
 • \$50-75 (\$\$)
 • \$75-125 (\$\$\$)
 • \$125-175 (\$\$\$\$)
 • \$175+ (\$\$\$\$\$)
 Credit Cards Accepted:
 • Mastercard • Visa • Disc. • AMEX

Real Estate + Builders

Hours: _____
 Address: _____

 Phone: _____
 Email: _____
 Web: _____

