

BASALT
CHAMBER of COMMERCE
MEMBERS
receive ads at
20% OFF
JOIN TODAY!
The benefits
pay for themselves!

2017 Basalt MAGAZINE MEDIA KIT

800,000
GUESTS WILL VISIT THE
ROARING FORK
VALLEY

THIS YEAR. Advertiser your
business in the highly targeted
BASALT MAGAZINE
with the sole purpose to
engage and inform these
potential Basalt visitors

BASALT MAGAZINE

This annual publication is the spokesperson for Basalt, CO and the surrounding valley. 25,000 copies are strategically distributed throughout the Roaring Fork Valley and along I-70 to Denver. The in-depth content reaches locals, visitors, and prospective travelers to the region, familiarizing them with Basalt, our businesses and all we have to offer.

TARGETED MARKETING

This compelling magazine engages and informs readers; serving as a powerful resource for promoting the area's best shops, restaurants, artisans, lodging and attractions, all in an attractive and easy-to-read format. Distribution will target recreation enthusiasts, anglers, skiers, hikers, climbers, bicyclists, leisure and business travelers and locals throughout the valley. A digital version will reach an additional 20,000 prospective visitors inviting them to learn more about Basalt, its attributes, shopping, dining, and business community.

LODGING SECTION

The addition of a Lodging Section creates an exciting anchor point for destination travelers, aiming to tie Basalt to a larger visual and accessible region from Hanging Lake to Independence Pass. Basalt lodging options will be featured promoting Basalt as a hub for exploring throughout the valley. Travelers considering visiting the area will have a convenient reference for a full range of offerings as we highlight Basalt at the heart of the valley.

MAGAZINE DETAIL

Publication date:	June 5, 2017
Page count:	100+ pages
Total circulation:	25,000 print 20,000+ electronically
Annual readership:	125,000+

DISTRIBUTION POINTS

- Hundreds of key locations in the Roaring Fork Valley
- Key locations along I-70 and in to Denver, including DIA.
- Information Centers
- Direct eMailed to 20,000 targeted potential visitors

eMAGAZINE VERSION

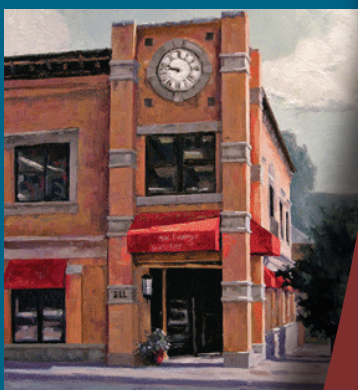
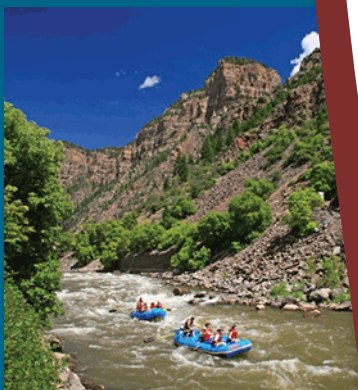
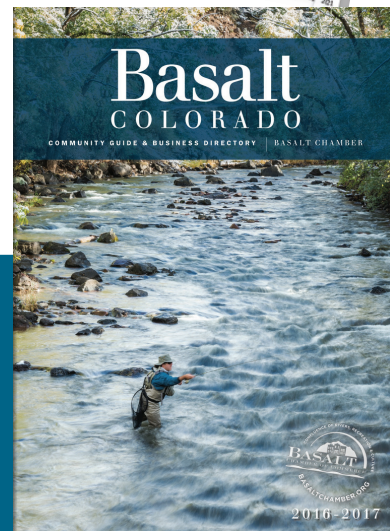
INCREASES DISTRIBUTION EXPONENTIALLY

In addition to the glossy, full-color print edition, the Basalt magazine will be available as an online version with search capabilities and pages that flip.

- Key features:
- Posted prominently on the Basalt Chamber's website
 - Advertisers can distribute eMagazine, too!
 - Included in marketing emails
 - Link directly to advertisers' website
 - Readers can download pages and print content and ads
 - Gain increased impressions and measured return for your ad.

DEADLINES: ~Reserve early for best placement!

Magazine Publication Date:	June 5, 2017
"Same Rate as 2016" Reserve by:	January 27, 2017
10% Early Reserve Discount:	February 17, 2017
20% OFF for Basalt Chamber Members	Anytime
Ad Sales Close:	April 10, 2017
Ad Artwork FINAL Deadline:	April 15, 2017



AD SIZES & RATES

		STANDARD	CHAMBER MEMBERS
[] Full page	*7.875" W x 10.75" H (plus .125" bleeds)	\$1,900	\$1,520
[] Full Spread	*16.25" W x 10.75" H (plus .125" bleeds) *keep text live area .125" in from edges	\$3,650	\$2,920
[] 1/2 Pg vert.	3.34" W x 10.275" H	\$1,300	\$1,040
[] 1/2 Pg horiz.	6.875" W x 5" H	\$1,300	\$1,040
[] 1/4 Pg vert.	3.34" W x 5" H	\$1,000	\$ 800
[] 1/4 Pg horiz.	6.875" W x 2.43" H	\$1,000	\$ 800
[] 1/8 Pg horiz.	3.34" W x 2.34" H	\$ 700	\$ 560

PREMIUM POSITION RATES

	STANDARD	CHAMBER MEMBERS
[] Inside front covers (2)	\$3,550	\$2,840
[] Inside back covers (2)	\$3,150	\$2,520
[] Page 3 (Far Forward)	\$3,020	\$2,415
[] Back Cover	\$4,625	\$3,700

LODGING DIRECTORY LISTING

	STANDARD	CHAMBER MEMBERS
[] 1.5" w x 1.5" h Photo, plus Contact Info & 90 Word Description	\$ 400	\$ 320
Submit 300 DPI JPG image with Address, Phone, Web & 90 word description		

[] Take 10% OFF Applicable Rate if Reserved by Feb. 17, 2017

[] Secure what you paid last year if Reserved by Jan. 27, 2017!

[] **PREFERRED PLACEMENT** | Add 20% to Ad Rate for Guaranteed Placement

This agreement must be submitted in order to reserve your ad space.

Advertiser Co. Name: _____ Co. Name if Different than Advertiser: _____
 AD Contact Name: _____ Email: _____
 Billing Contact Name: _____ Email: _____
 Title: _____ Phone: _____
 Address: _____ Website: _____
 City, State, Zip: _____

TOTAL AD COST (after applicable discounts/fees): \$ _____

ADVERTISEMENT MATERIALS: Ad materials are due two weeks from contract submission, or by April 10, whichever comes first.

RESOLUTION: All images, ads & logos must be 300 dpi. Images taken from the Web are not acceptable.

COLOR: CMYK or Grayscale. For best color accuracy, you have the option to provide a color-accurate proof.

FILE FORMATS: Flattened TIFF, JPG or PDF files are preferred. -or- Package all photos, links and fonts with an unflattened PSD, INDD, AI files.

TransMountain Media CAN DESIGN YOUR AD for a flat rate of \$100, please submit copy and photos.

ADVERTISEMENT SUBMISSION:*

[] I would like TransMountain Media to design my ad for a \$100 flat fee (includes 2 rounds of revisions and 3 proofs.) [] I will supply a camera-ready ad.**
 [] Please repeat my ad from _____ issue.***

* The Basalt Chamber of Commerce reserves the right to decline inclusion of an ad that does not meet their policies or mission.

** Camera-ready ads will not receive a proof. PDF proof may be requested and is billable at \$15 per proof.

*** Repeat ads will receive a PDF proof via e-mail. If no response is received by final Ad Deadline posted, neither TransMountain Media nor Basalt Chamber of Commerce are responsible for errors or omissions in the ad.

CONTACT & SUBMIT TO:

TransMountain Media | T 970.279.5594 F 603.590.8913
 Mail to: 609 Hillcrest Drive, Basalt, CO 81621

SALES: Dyke Shaw

dyke@transmountainmedia.com

ARTWORK: Sara Shaw

sara@transmountainmedia.com

PLEASE SUBMIT PAYMENT with CONTRACT for Ad rate, less any discounts via check payable to Cisco Beach Partners, Inc. DBA TransMountain Media for a minimum of 50% of Ad cost. Balance will be due by April 1, 2017. Payment may be made by credit card online at TransMountainMedia.com/pay-online; Credit Card transaction fees do apply, and are indicated in cost of ads online.

CONTRACT: This contract is subject to all provisions of the rates and policies provided above. TransMountain Media and Basalt Chamber of Commerce (together the "Publisher") reserve the right to reject any advertising which is interpreted as not in keeping with publication standards, policies or mission. No portion of the publication may be reproduced in any form without written consent.

A. PUBLISHER LIABILITY: Publisher will use caution to protect printing materials, but will not be liable for loss or damage. Materials will only be returned upon written request prior to press. Advertisers and advertising agencies assume liability for all content of advertisements printed, and for any subsequent claims against the Publisher and further agree to indemnify Publisher for any damages incurred resulting from such claims. It is agreed that no other liability shall arise between the advertiser and the Publisher by reason of this advertising contract.

B. AD SUBMISSION: If advertiser does not approve advertisement within 7 days from submission of applicable proof, or prior to press (whichever comes first), Publisher will print advertisement as is, and advertiser releases publisher from any liability for omissions or errors. Advertiser is responsible for any outstanding payment for ad placement. If advertiser fails to submit any artwork prior to press, publisher reserves the right to design and print an advertisement to publisher specifications. Any associated design fees will be charged fees will be charged to advertisers.

C. COPYRIGHT: Any advertisements designed by publisher are owned by publisher. Advertiser may purchase Copyright for \$100.

D. PAYMENT: All advertising and design fees are due and payable with Agreement submission, but no later than 30 days from date of Agreement submission; or within 10 days before publication date, whichever comes first. If any advertisement is not print-ready, client will be charged a \$100 flat fee for any and all graphic design assistance. Advertising payments are nonrefundable. However, all payments will be refunded if for unforeseen circumstances, publication does not go to press.

E. COLOR ACCURACY AND PRINT-READY AD CONTENT VERIFICATION: Publisher cannot guarantee exact color accuracy on press. To provide best color simulation, please provide a tear sheet. Print-ready ads will not receive a proof prior to press. To verify advertisement content, a print must be provided. If one is not submitted, Publisher is not responsible for any errors, omissions, or font conversions.

F. SERVICES FEES: A service fee of \$25 will be applied for all returned checks. Interest will be charged at a rate of 1.5% per month on past-due balances (APR 18%). Should it be necessary to have an attorney or agency make demand for payment, or suit is instituted to collect on this contract, or any part thereof, the advertiser agrees to pay these fees and all other costs incurred. Jurisdiction lies in the State of Colorado.

I HAVE READ THE ABOVE INFORMATION, RATES AND POLICIES AND AGREE TO THE TERMS AND CONDITIONS SET FORTH BY PUBLISHER.

SIGNATURE: _____ DATE: _____

PRINT NAME: _____ TITLE: _____

