

Dear Advertisers:

This media kit is to inform you that a public forum was held to announce the results of the Community Poll sponsored by the Mayor's office, the Downtown Denver Partnership and the Downtown Denver Residents Organization. They announced that they had conducted a poll of businesses, downtown workers, residents and tourists. In this poll one question that was asked of the people, was "How do you find out what is going on Downtown and in your community in regards to the current issues, development of the area, community events, where to shop and dine, cultural (performing arts and art galleries), real estate, health, etc?"

The Downtown Denver News was polled at 72% as the source that people refer to in Downtown and surrounding community area.

This was over The Rocky Mountain News and Westword. The Downtown Denver News is a great vehicle to target your advertising dollars in Greater Downtown Denver.

This poll was great proof of this fact. Downtown Denver News is the only local Downtown community newspaper that covers such a wide variety of issues and events as well as where to shop, dine and enjoy the performing arts. Please consider Downtown Denver News to increase your business visibility and sales revenues.

Samantha Martel/Publisher

FILE SPECIFICATIONS

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MACINTOSH

1. JPEG format at 300 dpi, CMYK
2. EPS format (please create outlines for all fonts)
3. PDF to exact size (please call for specific instructions)
4. TIFF files at 300 dpi, CMYK

PC

1. JPEG format at 300 dpi, CMYK
2. EPS format (please create outlines for all fonts)
3. PDF to exact size (please call for specific instructions)
4. TIFF files at 300 dpi, CMYK

★ WE CAN NOT ACCEPT ANY OTHER COMPUTER FILES FOR PC (Publisher, Pagemaker, etc.)

★ For cross platform files, a PDF file is preferred to eliminate any font conflicts. Please make sure 4-color files are in CMYK color mode.

★ Under all circumstances please include or FAX (303-892-5911) an original printout of the file so that if something happens to the file we can at the very least re-create the file. Include all digital files.

Our email address is lododdnews@earthlink.net. For further questions call our graphic designer, Tim Berland @ 303-995-2806. Thank you!

DOWNTOWN DENVER NEWS

Media Kit

Serving LoDo, Downtown & Surrounding Communities



303-292-NEWS

lododdnews@earthlink.net

fax 303-892-5911

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



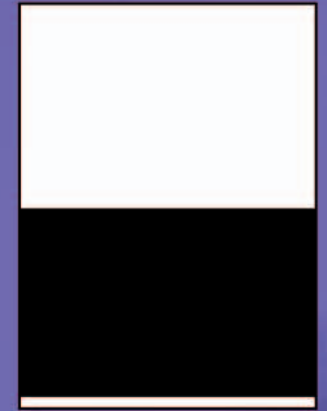
Ad Sizes & Dimensions



Full Page
10.25"w X 14.0"h



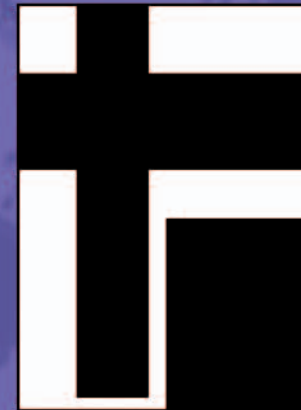
Half Page Vertical
5"w X 13.5"h



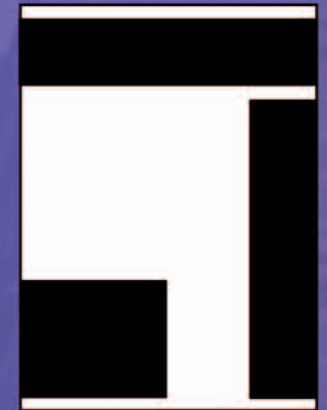
Half Page Horizontal
10.25"w X 6.5"h



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



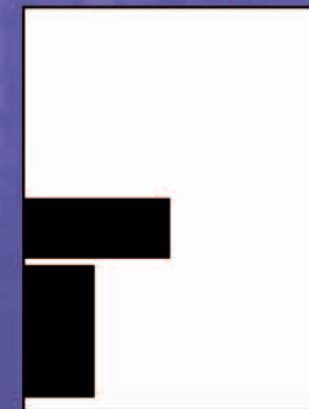
Quarter Page
V - 5"w X 6.5"h
H - 10.25"w X 3.25"h
V - 2.4"w X 13.5"h



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