

Welcome to **Boulder Business 2012**, a dynamic and useful new annual publication from the Boulder Chamber of Commerce. Boulder Business 2012 offers a new approach to the Chamber Directory by taking a fresh look at how a publication can provide real value to Chamber members and the Boulder Valley business community.

**Boulder Business 2012** will offer a new focus on the goals, personality and resources of the Boulder Chamber. There will be bright new graphic design to highlight useful resource information

for Chamber members. The directory sections have also been redesigned to include information that will stimulate business for Chamber members.

**Boulder Business 2012** will provide Chamber members with a powerful new business-to-business marketing tool. With useful information, a cutting edge design, and new distribution methods, Boulder Business 2012 will deliver strong year-long exposure for advertisers. Please review the new look, new direction and new marketing opportunities – this new publication will make you proud to be a Chamber member! (See more detail on the reverse side)

## Marketing Opportunities

Boulder Business 2012 has an affordable marketing option for every Chamber member. Every ad offers Chamber businesses a unique and powerful marketing impact:

- A full year of shelf life
- Minimum press run of 5,000 copies
- Direct mail to Boulder business leaders
- Distribution to new businesses and potential members
- Frequent use of the resource directory providing repeat ad exposure.

### AND....

- COMPLETE online edition posted on the Boulder Chamber website with live web links from each ad!

SIZE	RATE
1/6 Page	\$625
1/4 Page	\$950
1/3 Page	\$1150
1/2 Page	\$1575
Full Page	\$2395*
Back Cover	\$3,650*
Inside Front Cover	\$3,295*
Inside Back Cover	\$3,050*
HIGHLIGHTED LISTING	\$145

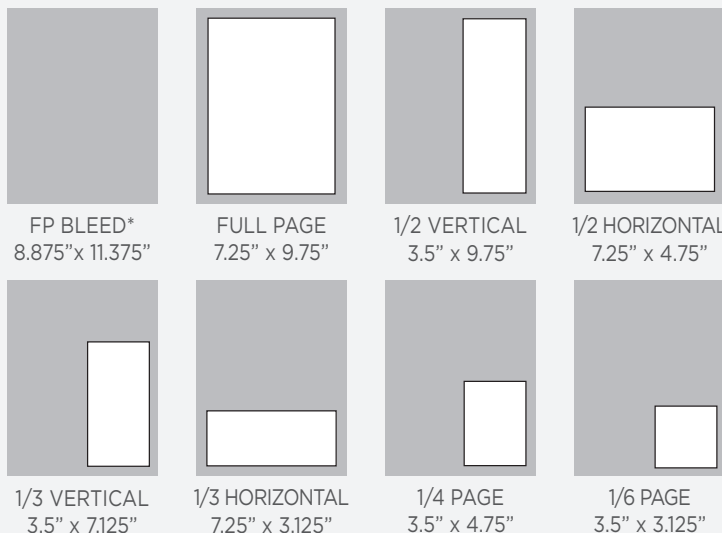
All rates are net.

**ALL ads** regardless of size include a highlighted listing in the Product & Service Guide.



\***ALL full-page ads** include a quarter page business profile article. These will be placed throughout the Directory.

## ALL ADS INCLUDE FOUR COLOR

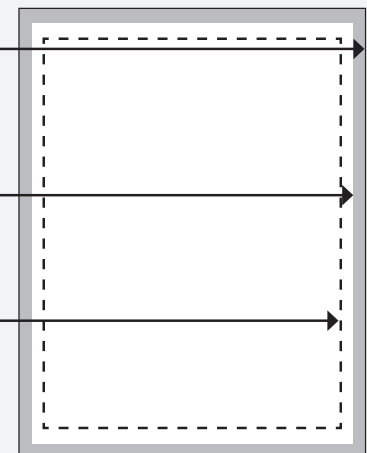


## \*FULL PAGE BLEED SPECS

**BLEED SIZE:**  
(8.875" x 11.375")  
This section of your ad will be trimmed off after printing.

**TRIM SIZE:**  
(8.375" x 10.875")  
Actual edge of the final page.

**SAFE ZONE:**  
(8" x 10.5")  
Absolutely no text, logos or important parts of the photos beyond this line.

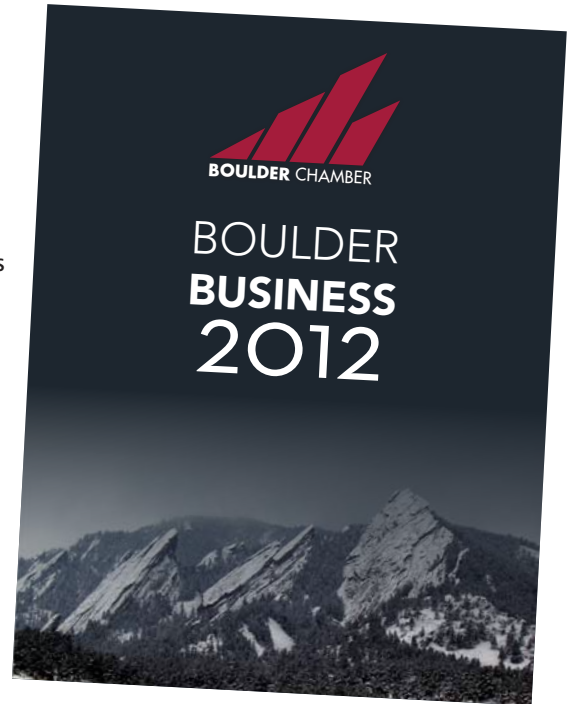


Ad design starts at \$50/per ad

## New Editorial Focus

Boulder Business 2012 offers a new editorial package that includes feature articles, business information, and two very useful business resource listings. Here are some details:

- ① Feature articles include Focus on 2012 Goals, Our 2011 Achievements, and Putting a Face on the Chamber Community.
- ② Detailed new sections featuring Chamber services, benefits and opportunities for involvement. This includes action plans for Chamber councils.
- ③ Helpful information about the Chamber's outreach into the community, including the EDC, BCVB and SBDC .
- ④ A new more COMPLETE resource listing of Products and Services that will include business name, address, website, phone, description and contact name all in one spot.
- ⑤ Testimonials from Chamber members about Chamber ROI and community involvement.



## Hot New Design

Boulder Business 2012 will showcase a bright new graphic design and magazine-style format. The publication will be designed to attract attention to the strengths of the Boulder Chamber, and make a statement for a bold plan of action for 2012. **Check out these examples of the new design.**

## ADVERTISING CONTACT

303-443-0600

For businesses starting with:

- A-CI:** Contact Julie Grimm, ext.102;  
julie@brockpub.com
- CL-G:** Contact Linda Wigod, ext.106;  
linda@brockpub.com
- H-PE:** Contact Nichole Greenley, ext. 103;  
nichole@brockpub.com
- PH-Z:** Contact Jason Zvitt, ext. 108;  
jason@brockpub.com

## Deadlines

Advertising space reserved: January 6, 2011  
All ad materials in: January 12, 2011  
Publication Date: February 10, 2012

**BROCK** *Media*