

# 2016

HISPANIC CHAMBER RESOURCE GUIDE | MEDIA KIT



HISPANIC  
CHAMBER OF COMMERCE OF METRO DENVER  
WE MEAN BUSINESS



# THE 2016 HISPANIC RESOURCE GUIDE



FELIZ NAVIDAD



FEED THE FAMILY VOLUNTEERS



OIL AND GAS FIELD TRIP



LEGISLATIVE UPDATE



NOCHE NBA WITH THE DENVER NUGGETS

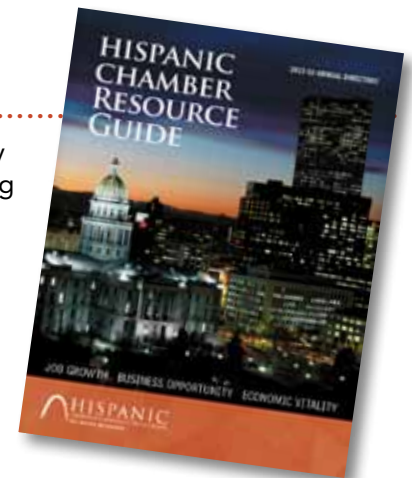
## The 2016 Hispanic Resource Guide is your partner for advertising success

With over 2,300 business members, the Hispanic Chamber is the state's largest minority chamber, and one of the top four chambers of commerce in Metro Denver. Representing key decision makers and stakeholders in Metro Denver, this is a publication not to miss!

According to a national study conducted by The Schapiro Group, being active in the local chamber of commerce is an effective business strategy and communicates to consumers that a company uses good business practices, is reputable, cares about its customers, and is involved in its community.

### Why Print?

Studies have found that 56 percent of customers believe print to be the most credible type of marketing. In order to gain the trust of consumers, adding *The Hispanic Resource Guide* to your marketing campaign is a great place to start.



# 56%

OF ALL CONSUMERS TRUST PRINT  
MARKETING MORE THAN ANY  
OTHER ADVERTISING METHOD  
(ALLBUSINESS NETWORKS)

# 53%

OF THE US POPULATION IS  
EXPECTED TO BE HISPANIC  
BY THE YEAR 2020

HISPANICS HAVE PURCHASING  
POWER OF OVER

# \$1 trillion



Web Mobile Social Print | [www.easychairmedia.com](http://www.easychairmedia.com) | 970-686-5805 | [info@easychairmedia.com](mailto:info@easychairmedia.com)

# READERSHIP AND CIRCULATION



## 10K

PRINTED

## 90%

OF THOSE PRINTED  
ARE MAILED

## 50K

READERSHIP

## 80K+

ANNUAL IMPRESSIONS

## Top Reasons to Advertise

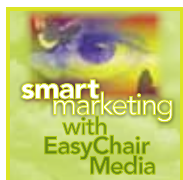
- Year-long shelf life and continuous reference capability with a print and digital format reaching potential customers on the go 24/7.
- Reach key influencers in the Denver Metro marketplace.
- Direct mailed to every HCC member and 40+ Board of Director office's, Community Partners and all Legislative offices including State Senator's offices and the Mayor.
- This is your connection to the Hispanic business market!
- Hispanic Chamber members represent the top 20 Largest Private-Sector Employers and the top 15 largest Public-Sector employers.
- An ad in the Hispanic Chamber Resource Guide boosts your image and optimizes your market share like nothing else in the market.

## Did you know?

When consumers know that a business is a member of a chamber of commerce, they are

**44%** more likely to think favorably of it and

**63%** more likely to purchase goods or services from the company in the future.



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# TELL YOUR STORY IN 2016

The *Hispanic Chamber Resource Guide* has been making connections with the Hispanic business community for over 10 years. The unique b2b content is for and about Chamber businesses and how they can optimize their connections with this growing market segment.

With an emphasis on job growth, business opportunity and economic vitality there are unique ways to tell and sell your business story within our pages. With everything from a mini Sixth-Page profile to an Industry Expert section to a half-page Front Runner– we make it easy and can provide everything from the photography and story to the layout and design.

## We offer a vast array of advertising options and pricing!

### Quality presentation with features that attract readers:

- Out and About
- Business Tips and Trends
- Expanded RTD map
- Important Stats and Numbers
- Full Chamber Membership Listings
- Full four-color throughout
- Perfect binding
- Ad design assistance
- Free ad in Digital edition with “hot” links

**COMMUNITY RESOURCE GUIDE**  
2015-2016

**Largest Denver Area 2014**  
PRIVATE SECTOR EMPLOYERS

1. UnitedHealth Group	10,700
2. UnitedHealthcare	9,700
3. UnitedHealthcare	9,700
4. UnitedHealthcare	9,700
5. UnitedHealthcare	9,700
6. UnitedHealthcare	9,700
7. UnitedHealthcare	9,700
8. UnitedHealthcare	9,700
9. UnitedHealthcare	9,700
10. UnitedHealthcare	9,700
11. UnitedHealthcare	9,700
12. UnitedHealthcare	9,700
13. UnitedHealthcare	9,700
14. UnitedHealthcare	9,700
15. UnitedHealthcare	9,700
16. UnitedHealthcare	9,700
17. UnitedHealthcare	9,700
18. UnitedHealthcare	9,700
19. UnitedHealthcare	9,700
20. UnitedHealthcare	9,700

**Largest Denver Area 2014**  
PUBLIC SECTOR EMPLOYERS

1. City of Denver	42,714
2. City of Denver	42,714
3. City of Denver	42,714
4. City of Denver	42,714
5. City of Denver	42,714
6. City of Denver	42,714
7. City of Denver	42,714
8. City of Denver	42,714
9. City of Denver	42,714
10. City of Denver	42,714
11. City of Denver	42,714
12. City of Denver	42,714
13. City of Denver	42,714
14. City of Denver	42,714
15. City of Denver	42,714
16. City of Denver	42,714
17. City of Denver	42,714
18. City of Denver	42,714
19. City of Denver	42,714
20. City of Denver	42,714

**POPULATION OF COLORADO'S ETHNIC GROUPS 2010-2040**

Year	2010	2015	2020	2025	2030	2035	2040
White	6,100,000	6,100,000	6,100,000	6,100,000	6,100,000	6,100,000	6,100,000
Hispanic	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000
Black	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000
Asian	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000
Native American	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000
Other	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000

Personalized emphasis to share and connect with your reader

Professional photo shoots

## Front Runner

### Flatirons Health Center

Shopping and cooking and gift-wrapping, oh my! There's a lot to do before, during and after the holiday season and it's no surprise that most people get rundown. Winter can be a stressful season and while they're may be no way to avoid it, chiropractic adjustments are a great way to help heal the effects on the body, and increase your resistance to stress, illness and injury.

When our body experiences stress, the sheaths around our nerves constrict, resulting in a restriction of signals from the brain. A chiropractic adjustment can decrease the pressure on the nerves, once again allowing the signals to reach their destinations.

In addition, chemicals in your body raise and lower blood pressure and body temperature, help digest food, control mood and eliminate waste. These chemicals – such as insulin and adrenaline – along with antibodies, help fight infections and prevent disease. As with the blockage of signals, when the nerves don't receive these chemicals, illness can result. Getting adjusted regularly helps your body restore the natural chemical delivery resulting in healthier organs and a better-equipped immune system.

Dr. Jeff Walters, a trained chiropractor, can locate and correct these spinal joint dysfunctions, which can not only treat and prevent back and neck pain, but also increase your body's ability to cope with stress during the holidays and year round. Before you seek out drugs or over-the-counter medicines, give chiropractic a chance. It could be the help you need to make this winter the best season yet!

### FLATIRONS HEALTH CENTER

chiropractic . massage

Dr. Jeff Walters, Chiropractor

**Flatirons Health Center**  
**303-448-9098**  
2975 Valmont Road, Suite 200, Boulder



**David & Krista Simonson**  
**Simonson Team**  
**RE/MAX Professionals**

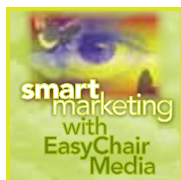
A clear sign Realtors know their market? They're involved in the community. David and Krista Simonson have been Chairman Circle members for six of the 12 years they've been Chamber members. Between them, they've chaired the Chamber Board three times, and served on countless local committees, commissions and councils. The Simonsons have advocated for your business needs, now let them advocate for your real estate needs!

**www.SimonsonTeam.com**  
**303-549-9013**

Skillfully crafted write-ups

Social Media integration

Hot links in digital edition



# NEXT STEPS

## 1 Ad Coordination

Once we have a signed contract and you are needing our design services, an ad coordinator will contact you to discuss your \*artwork, logos, content and photography specifications. Basic design is provided with all ad purchases which includes a logo, text, color background and a single image. Custom ad design starts at \$65/hr. with most ads completed for \$125 or less. We do offer a one-time, FREE one-hour business consultation if you need help coming up with a concept or would like advice on your ad or ad copy.

*\*Note: If you have provided this information to your Sales Representative they will include this in the insertion order.*

If you can provide your ad print-ready, an ad coordinator will contact you to provide ad specs, deadlines and any other print requirements.

### Need help with your ad copy?

We can help write ad copy. Some of our writing services may be included with your ad packages and we do have certain word counts depending on the size of your ad, but can provide our professional copywriting/editing services for \$50/hr.

## 2 Layout and Design

Once we have your ad copy, logo/photos (if applicable) the ad moves into design.

*\*Note: Basic ad design includes one layout design plus up to two revisions. Additional revisions incur our \$65/hr fee.*



Basic ad design template  
(must supply a logo, text,  
and image)



Custom ad design

## 3 Proofing

Your ad coordinator will e-mail a low-res PDF proof of your ad for review and approval. Please get back to them with your approval or minor change(s) within the specified time frame.  
*\*Note: If the ad requires a complete redesign, charges will incur.*

## 4 Photography

If you would like a photo for your ad, we can arrange a session with one of our professional photographers. There is an additional charge and it will vary according to your specifications and location.

## 5 Copyright

Please note that all ads and photography created for this publication are copyrighted and remain the property of Smart Marketing. Any other use of your ad or photograph(s) shall require an additional usage fee and cannot be used in duplication anywhere without written consent.

## RASTER vs VECTOR

Created using a grid of pixels (square dots). Each pixel is assigned a color value which, as a collective, form the image.



Created with mathematical coordinates to produce smooth, solid lines and curves used to form the graphic.



### PROS & CONS

#### PROS

- Widely supported file types
- Rich colors and detail
- Precise editing capabilities

#### CONS

- Larger file sizes
- Slower editing with larger files
- Blurry when enlarged
- Difficult to convert to vector

#### PROS

- Scalable to any size
- Smaller file sizes
- Faster editing
- Easy to convert to raster

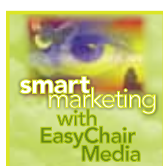
#### CONS

- Doesn't support photographic imagery well
- Color depth limited
- Limited effects and detail

### WHEN TO USE WHICH

- Photographs
- Web graphics
- When adding lots of effects

- Logos
- Large format such as signage and banners
- Illustrations



Kristie Melendez, Publisher  
970-686-5805 | [www.easychairmedia.com](http://www.easychairmedia.com)

# HISPANIC CHAMBER RESOURCE GUIDE 2016



## Deadlines

**Ad Material Deadline:** March 2016

**Payment terms:** Available upon request.  
Visa, MasterCard and Discover accepted

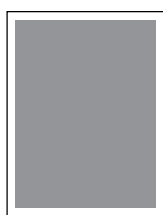
**Publication Date:** May 2016

Ad placement requests add 10%.  
Reserve your space early for top placement!

## Ad Specs and Pricing

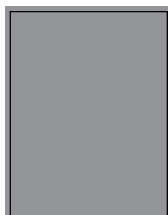
Magazine Trim Size (8.25"W x 10.75"H) \* Full page with bleed requires .25-inch bleed on all four sides

All costs are for four-color, net rates and include live links in ads.  
Make your ad a profile! Free writing and free photo shoots are available—ask how.



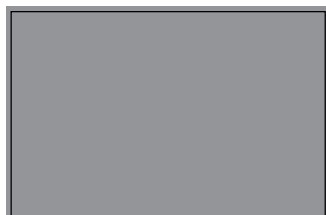
**\$2855**

Full page, no bleed  
7.375"W x 9.875"H



**\$2855**

Full page with .25-inch bleed\*  
8.75"W x 11.25"H



**\$5115**

2-page Spread

**\$3135**

Outside Back Cover

**\$3075**

Inside Covers – Front, Back

**\$2965**

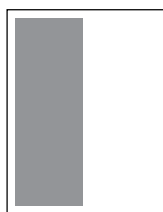
Premium Pages 3, 5, 7

**\$2855**

Full Page (ROP)

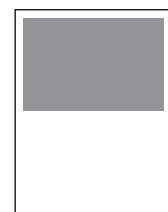
**\$195**

Highlighted Listing w/Live Link



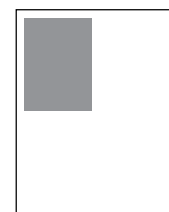
**\$1755**

Half Vertical  
3.56"W x 9.875"H



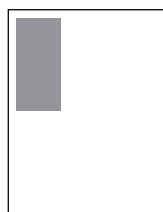
**\$1755**

Half Horizontal  
7.375"W x 4.875"H



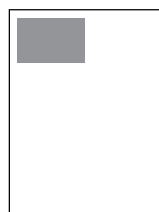
**\$995**

Quarter Page  
3.56"W x 4.875"H



**\$595**

Sixth Page  
2.32"W x 4.875"H



**\$495**

Eighth Page  
3.56"W x 2.32"H

### Production fees

Rates are for press-ready ads, ads needing basic design (logo and text only) or ads that have been previously designed (pick-up ads) with minimum changes. A \$65/hr fee for custom design is charged on all others. Advertisers are permitted corrections on the two proofs. Additional revisions will incur a \$65/hr fee and this includes Photoshop or other imagery modification request.

**Ask about pricing for Mobile (QR Codes) or Video**

## Mechanical Requirements

All camera-ready ads must be submitted in PDF format — NO EXCEPTIONS!  
This is necessary so that they are compatible with our digital conversion process.  
NOTE: Saving as a PDF with www. does not guarantee the ad will automatically convert to a live link. The PDF must have searchable text blocks.

### PDF

- Color mode: CMYK
- Resolution: 300 dpi at 100% size
- Embedded photos: CMYK, 300 dpi
- Convert all colors to CMYK. No RGB or spot colors.
- Do not use crop or registration marks.
- All fonts must be embedded.

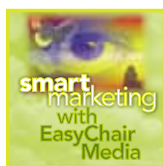
### File Submission

Email ad files to ad coordinator  
Melissa Levad at [m.levad@yahoo.com](mailto:m.levad@yahoo.com).  
Please indicate "HCC Magazine" and the business/client name in subject field.  
For files over 4 megabytes, contact your ad representative for submission instructions.

**ACT NOW TO RESERVE SPACE OR TO LEARN MORE ABOUT THESE EXCITING OPPORTUNITIES.**

**Dave Smith**  
Sales Project Manager  
303-835-8236  
[d.smith@easychairmedia.com](mailto:d.smith@easychairmedia.com)

**Hablamos español**  
Kailee Melendez  
970-217-6277  
[office@easychairmedia.com](mailto:office@easychairmedia.com)



Kristie Melendez, Publisher  
970-686-5805 | [www.easychairmedia.com](http://www.easychairmedia.com)



# ADDITIONAL PRODUCTS AND SERVICES

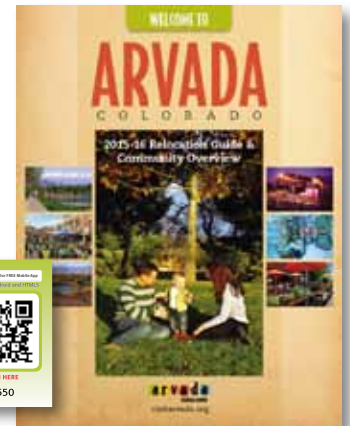
## Need a trusted source to take your marketing to the next level?

We offer 11 areas of service with an unbeatable team of experts and extremely competitive pricing!

- 1 Print Products**  
Business Cards to Tri-Fold Brochures and beyond...
- 2 Branding**  
Message Strategy & Logo Development
- 3 Direct Mail**  
Postcard Campaigns
- 4 Email Marketing**  
Newsletter Creation and Management
- 5 Social Media**  
Blogs, Facebook, Twitter, Content Development
- 6 Mobile**  
Apps & Mobile Responsive Design
- 7 Website**  
Development, Content Management, SEO
- 8 Custom Publishing**  
Magazines, Booklets, Annual Reports
- 9 Public Relations**  
Press Releases & Promotion
- 10 Promotional Products**  
Pens, Mugs, Totes, Banners and more...
- 11 Marketing**  
Plans and Consultation

Branding

Print



Social Media

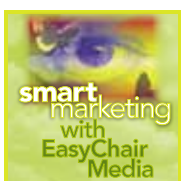
Mobile



Website



Publishing



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