

# THE DENVER NorthStar

## Your Guide to Community, Politics, Arts and Culture in North Denver

Not only has *The Denver North Star* brought community news back to North Denver, we're proud to be reconnecting our local businesses with residents who want to spend their disposable income in their own neighborhoods. We are keeping residents informed about what's going on in our community and helping local businesses reach their target demographic:

- Hand delivered door-to-door mid-month to 30,000 homes and businesses in one of Denver's most historic, trendy and prestigious communities
- Median household income over \$70,000
- More than half of North Denver residents are ages 18-40, and a third are ages 41-64
- Rates far more affordable than direct mail and online advertising with a longer shelf life
- Targeted to North Denver residents west of I-25 and north of Colfax so businesses aren't competing with other like-businesses in other parts of the metro area

Most importantly, *North Star* advertisers are giving back to the community by helping ensure residents have a high quality, unbiased news source in their neighborhood that helps inform them of businesses like yours! Be part of the community by advertising with the *North Star*.



### Ad Design

Advertisers are encouraged to submit your own high resolution art as a PDF via email. However, if you need an ad designed, the *North Star* can do it for you! For multi-month contracts, we waive the design fees for your first ad, which includes one design concept with an emailed proof and one correction. Additional concepts and changes, as well as logo design are billed at a rate of \$60 an hour. There is never any charge to reuse the same ad.

### Premium Placement

All ads are printed in the monthly hard copy of the *North Star*. Premium placement on the back and inside covers, and other placement requests (top right, for example) are available for an additional charge.

### Digital Options

All print advertisers are listed on the *North Star* website with a link to your website for

free. You can also purchase a digital ad posted on the website throughout the month. Other digital options are available upon request.

### Inserts

Already have something printed? The *North Star* can insert your print flier, brochure, menu or other print material into the paper with our door-to-door delivery. Our prices are considerably lower than direct mail costs, and less likely to be tossed with the junk mail.

Place your ad today! Email ads@denvernorthstar.com or call David at 303-588-6922.

## Rates and Sizes

All prices are per issue with a signed contract for the number of consecutive months the ad will run. All ads include full color. Please clearly mark the rate for the ad size and number of consecutive issues you wish your ad to run, and whether it will be vertical or horizontal orientation (if applicable).

Ad size	Dimensions	1 issue	3 issues	6 issues	9 issues	12 issues
Full page	9.625"w x 15.5"t	\$2200	\$2100	\$1900	\$1800	\$1750
1/2 page	H: 9.625"w x 7.75"t V: 4.7"w x 15.5"t	\$1100	\$1050	\$950	\$900	\$875
1/4 page	H: 9.625"w x 3.875"t V: 4.7"w x 7.75"t	\$750	\$700	\$650	\$600	\$550
1/8 page	H: 4.7"w x 3.875"t V: 2.265"w x 7.75"t	\$450	\$425	\$400	\$375	\$350
1/16 page	2.25"w x 3.875"t	\$225	\$225	\$200	\$200	\$175

## Optional Add-ons

Please select any optional add-ons. Prices are per issue.

Premium Placement
Back cover/center spread: \$750 (full page ads only)
Inside front or back cover: \$500 (full page ads only)
Other location: \$200 Specify: _____

Digital Package
360 x 360 pixel home page: \$200
728 x 90 pixel full site header: \$800

Graphic Design
\$60/hour x _____ estimated Art direction: _____ _____ _____

Inserts (you supply)
Less than 30,000: \$0.12 each x _____ = \$ _____ Specify location: _____ _____
One issue, 30,000 x \$0.10 each = \$ 3,000
Multiple issues of 30,000 x \$0.08 each = \$ 2,400 each issue

Which months? \_\_\_\_\_

## ADVERTISING CONTRACT

Business Name: \_\_\_\_\_

Responsible/Authorized Party Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Other Notes: \_\_\_\_\_  
\_\_\_\_\_

Advertiser Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**TOTAL Monthly: \$** \_\_\_\_\_

Your signature on this contract indicates your agreement to pay this amount in full by the first of the month, in advance of your ad running in print or online. The *North Star* prefers checks, bank transfers and cash payments, and can accept credit cards. Ads will begin running the month after this contract is signed and will run consecutively for the length of the contract unless otherwise specified. Ads that do not run will be fully refunded, and print errors will be discounted accordingly.

Sales Rep: \_\_\_\_\_