

# METRO DENVER Community GUIDE

Better Business Bureau Serving Denver/Boulder

*The Metro Denver Community Guide offers Dynamic Marketing solutions for BBB Accredited Businesses!*



## WELCOME TO THE METRO DENVER COMMUNITY GUIDE!

The **Metro Denver Community Guide** is an exciting new quarterly publication produced for the Better Business Bureau Serving Denver/Boulder. The Metro Denver Community Guide contains valuable information for every consumer about BBB services. Articles explain how to use BBB phone and online resources, how to find an Accredited Business, how to avoid seasonal scams, important tips for consumers, and much more.

The **Metro Denver Community Guide** also provides a POWERFUL marketing and branding opportunity for BBB Accredited Businesses! Accredited Business ads educate consumers, and encourage new business and customers through discounts and special offers.

The **Metro Denver Community Guide** is printed in full color on glossy paper. Brock Publishing Company, a BBB Accredited Business, has partnered with your Better Business Bureau Serving Denver/Boulder to produce the Metro Denver Community Guide.

## FAST FACTS

about the *Metro Denver Community Guide*

**DISTRIBUTION:** Press run will be at least 90,000 copies each issue. At least 80,000 copies will be mailed to select metro area neighborhoods targeted single family homeowners. The additional copies will be distributed at select locations in the metro area, and will be available at all BBB events and through many Accredited Businesses.

**PUBLICATION SPECIFICS:** The **Metro Denver Community Guide** will be magazine size - 8.375" wide by 10.875" tall. It will be printed on glossy stock in full color.

**ADVERTISING SPACE** will be limited in each issue to less than 72 pages. Ads are provided on a first-come, first-served basis. Please see ad size below for specifications.

**FREQUENCY:** The **Metro Denver Community Guide** will be published four times a year - with distribution timed in advance of February 1, May 1, July 1 and November 1.

**VIRTUAL EDITION:** The complete issue of each **Metro Denver Community Guide** will be available ONLINE at **DenverCommunityGuide.com**, with a link from the BBB's website: **Denver.BBB.org**. Consumers without a print version can access every advertiser's ad and all of the BBB information in the online edition.

**Please review the current issue at [DenverCommunityGuide.com](http://DenverCommunityGuide.com)**

### DEADLINES:

**All ad space reserved:** March 26, 2010

**All ad copy received:** Prior to April 8, 2010

**Publication date:** April 28, 2010

**Copies mailed to metro households:** By May 3, 2010



## COLORFUL, HELPFUL CONTENT

We're very proud of the exciting look and great content included in the first issue of the Metro Denver Community Guide. You can review the bright, easily accessible design and format on [DenverCommunityGuide.com](http://DenverCommunityGuide.com).

ALL ADVERTISERS get the advantage of complete access to the entire community through the virtual edition on [DenverCommunityGuide.com](http://DenverCommunityGuide.com).

**VISIT OUR WEBSITE:**  
[DenverCommunityGuide.com](http://DenverCommunityGuide.com)

## advertising opportunities

The **Metro Denver Community Guide** has been designed to be affordable for every BBB Accredited Business. Sizes range from a full page to half and quarter pages, and there is specially priced "BBB Marketplace" pages that offer very affordable display ads for small business members. Members who participate the next three issues of the Metro Denver Community Guide receive a substantial discount.

SIZE	SPECS	1X RATE	3X RATE
Full Page Display Ad	7.25" x 9.75" / 8.875" x 11.375" (bleed)	\$2,695	\$2,475
Half Page	7.25" x 4.75"	\$1,675	\$1,550
Quarter Page	3.5" x 4.75"	\$895	\$795
BBB Marketplace	2.33" x 1.25"	\$325	\$285

**PLEASE NOTE:** Advertising space will be reserved on a first come, first served basis, as page count is limited.

**PAYMENT: A 50% deposit is required to reserve ad space. Payment in full required prior to publication. Checks, VISA, MASTERCARD and AMEX accepted.**

## contact

**For businesses beginning with letters A thru G:**

Please contact **Sandi Ausman**  
**303-443-0600 ext. 198**  
 7Miracles@comcast.net

**For businesses beginning with letters H thru L:**

Please contact **Linda Wigod**  
**303-443-0600 ext. 106**  
 Linda@brockpub.com

**For businesses beginning with letters M thru Z:**

Please contact **Clare Rubel**  
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