

# The Colorado Springs Guide<sup>SM</sup>

## [www.coloradospringsguide.com](http://www.coloradospringsguide.com)

### Advertiser Terms & Conditions

Revised August 8, 2009

#### **Advertising Options/Pricing**

Promote your business or organization on *The Colorado Springs Guide*<sup>SM</sup> (the "Publisher") web site - [www.coloradospringsguide.com](http://www.coloradospringsguide.com) (the "Site"). Select from *Run of Site* (your add rotates across all directory zones in the entire website, *Run of Section* (select from Dining, Entertainment, Shopping or Services) or *Run of Category* (see our [Category List](http://www.coloradospringsguide.com/listings.html) - <http://www.coloradospringsguide.com/listings.html>). If you don't find a category that fits your business, let us know and we will add it!

#### **Promotional Pricing (as of August 8, 2009)**

As a new reference guide, we are pleased to offer the following deeply discounted promotional prices for advertising. By booking now you can lock in current prices for the term you select. With strong growth in the number of Site visitors, listings, reviews and categories, current prices become a better bargain every week. In addition, by taking out a 6 or 12 month ad placement, you will be eligible for discounts of 20% and 40% (for 6 and 12 month terms respectively) which are built into the pricing shown below. We expect to revise this pricing schedule on a periodic basis to reflect growth and market demand.

Program \ *Term:	6 Months	12 Months
Run of Site	\$600	\$900
Run of Section**	\$216	\$324
Run of Category**	\$120	\$180

*\*each price above reflects the total advertising cost for the entire term selected.*

*\*\*purchase of advertising in two or more Sections or Categories qualifies for 50% off each additional Section or Category. E.g., purchase of 2 Categories for 12 months = \$180 for first advertisement and \$90 for second advertisement for a total of \$270 for the year.*

**Non-Profit Pricing:** [qualified 501\(c\)3 organizations](#) receive 50% off of the stated pricing.

#### **Additional Advertiser Benefits**

Advertisers will receive the following additional benefits:

- ★ Your listing will receive "Featured" status, making your listing accessible from the top level menus. Your listing will also receive the special **FEATURED** indicator.
- ★ All advertisers will receive information on the number of impressions, click-through rates and CPC (cost per click) for their advertisement on a quarterly basis.
- ★ For advertisers running 6 months, you will receive the ability to submit one (1) advertorial article during the contract period.

- ★ For advertisers running 12 months, you will receive the ability to submit up to two (2) advertorial articles during the contract period.
- ★ For advertisers running 12 months, you will receive a rotation of your listing on the home page
- ★ Ability to feature coupons or promotions
- ★ Ability to publish events to *The Colorado Springs Guide* Community Calendar (coming soon)

### **Terms and Conditions**

- ★ You may substitute your Banner Advertisement or the wording of text ads at any time (maximum changes is one time per week) by emailing your requests to [info@coloradospringsguide.com](mailto:info@coloradospringsguide.com).
- ★ Up to three (3) advertisements per spot are allowed for Run of Section and Run of Category; up to five (5) advertisements per spot are allowed for Run of Site.
- ★ Banner advertisements will link to the related listing page in *The Colorado Springs Guide*. Banners are allowed to link to the advertiser's website on request from advertiser. Banners may not link to any 3rd party sites or advertise a 3rd party site or service.
- ★ Advertising space requests will be considered on a first-come, first-served basis.
- ★ Ads will run from for the period of time specified above starting from the date of receipt of payment.
- ★ Advertiser may cancel their advertisement at any time; however, no refunds will be provided.
- ★ Once approved and accepted, please allow at least 5 business days for an ad to go live on the website. In most cases, your advertisement will be published more quickly.
- ★ *The Colorado Springs Guide* reserves the right to refuse ads or any listing or review based on content, format or for any reason.
- ★ All advertisements must be submitted in the proper format (see *Format for Advertisements* below).

### **Format Requirements for Advertisements**

Banner advertisements should meet the following criteria:

- ★ Banner advertisements must meet either of the following International Advertising Bureau (IAB) standards at the Advertisers election:
  - Full-Banner: 468x60 pixels in dimension (468px wide by 60px high)
  - Half-Banner: 234x60 pixels in dimension (234px wide by 60px high)
- ★ File format should be JPG, GIF or PNG
- ★ File size should be less than 50K in size
- ★ Animated GIF banners are acceptable, provided they include no more than two (2) frames and rotate no more frequently than every 5 seconds; frames must reference the same listing business or organization

Examples of Full-Banner: 468x60 pixels in dimension (468px wide by 60px high):



Example of Half-Banner: 234x60 pixels in dimension (234px wide by 60px high)



### **Target Audience/Demographics**

*The Colorado Springs Guide* targets residents of Colorado Springs and the Pike's Peak area as well as visitors and guests to the vicinity. We will begin publishing group demographics as such specifics become available.

### **How to Submit an Advertising Request**

To submit an advertising request, follow the steps on the Advertiser Information page located at: <http://www.coloradospringsguide.com/advertise.html>

### **Questions? Contact Information**

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