



# OFFICIAL MONTROSE VISITOR GUIDE

## ADVERTISING CONTRACT

This Advertising Contract ("Contract") is entered into between the City of Montrose, Office of Business and Tourism ("City"), a home-rule municipal corporation whose principal address is 433 South First Street, Montrose, Colorado 81401 and the Advertiser ("Advertiser").

### Contract Terms and Conditions

**1. Payment and Collection.** It is agreed that 50% of the total contracted amount shown on the front of this Contract is due upon signing, with payment of the remaining balance by June 1, 2022. Please make checks payable to City of Montrose and send them to: City of Montrose, Attn: Office of Business and Tourism, P.O. Box 790, Montrose, CO 81402. If an overdue amount on Advertiser's account is referred to an appropriate agency for collection, Advertiser agrees to pay reasonable collections fees, attorney's fees and court costs.

**2. Cancellation.** Advertising space reserved by Advertiser may be canceled and any payment refunded if cancellation is submitted to City in writing by October 1, 2022. If Advertiser fails to provide materials in time to meet the ad submittal deadline, or if full payment is not received by October 1, 2022 City will retain any payment received, and the corresponding ad space will be filled at City's discretion.

**3. Ad Materials and Cost.** Any costs incurred by City for Advertiser in preparing its advertisement in addition to the initial ad design and first revision will be billed at \$75/hour. Advertiser understands and agrees that these charges are in addition to the contracted rate for the advertising space.

"Camera-ready materials" are defined as an advertisement that is ready to go directly to the printer when received by City. Advertiser will be provided opportunity to make corrections to their own camera-ready artwork, provided the final materials are submitted by ad deadline. Ad specifications are contained in the Advertising Opportunities sales sheet. Advertiser acknowledges receipt of the current Advertising Opportunities sales sheet.

All advertisements are accepted and published upon the representation that Advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publication of advertisements, Advertiser will indemnify and hold City and its employees, agents, and representatives harmless from and against any loss or expense arising from the publication of such advertisements including, without limitation, those resulting from claims or suits for libel, violation of privacy, plagiarism, or infringement.

**4. Review and Approval.** To preserve the overall quality and presentation of the publication, City reserves the right to recommend and/or require adjustments to ad contents, form, color, illustrations and typography. It is understood that City, at its sole discretion, reserves the right to refuse any advertising that does not conform to the primary audience or intent of the publication. It is the responsibility of Advertiser to review and approve the final advertising materials. City will not be responsible for any errors in advertisements that result from errors in materials submitted by Advertiser. Advertiser's sole remedy for significant errors caused by

City shall be to repeat a corrected advertisement in the next available issue or, at City's election and in its sole discretion, to refund to Advertiser the contracted advertising rate. City shall have no other liability due to any advertising error or any advertisement. Artwork adjustments submitted or requested after Advertiser has approved final artwork or the final artwork deadline has passed will be performed at the sole discretion of City.

**5. Termination of Agreement.** If Advertiser is in default under any provision of this Contract, City may terminate this Contract without prejudice to any of its rights, herein, on five (5) days written notice. This Contract contains the entire agreement and understanding of City and Advertiser and is not transferable. All notices required by this Contract shall be sent to the principal offices of City and to Advertiser at the address on this Contract. This Contract shall be deemed to have been negotiated and entered into, and shall be performed, in Montrose, Colorado. It shall be governed exclusively by the laws of the State of Colorado without regard to its choice of law rules. By executing this Contract, Advertiser represents that it has read and accepted all associated terms and conditions, including, without limitation, those terms and conditions set forth herein. The person executing this Contract represents that they have read and understood the provisions of this Contract and that they have the authority to execute this Contract on behalf of Advertiser.

**In witness whereof,** the parties have caused this Agreement to be executed the day and year set forth below.

### CITY OF MONTROSE

Office of Business and Tourism

\_\_\_\_\_  
Name of Authorized Representative Date

Title: \_\_\_\_\_

### ADVERTISER

\_\_\_\_\_  
Name of Authorized Representative Date

Title: \_\_\_\_\_

Company: \_\_\_\_\_

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

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

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



# OFFICIAL MONTROSE VISITOR GUIDE

## ADVERTISING OPPORTUNITIES

### ADVERTISING IS PART OF THE STORY

In the Official Montrose Visitor Guide publication, advertising has an important place – it's part of the story. Not through gimmicky advertising, but through well-designed ads that contribute to our vision of creating a guide that entertains, inspires, and motivates.

For our readers, the advertising message is an important part of the story of Montrose. We focus our attention on helping advertisers contribute to the vision of creating a guide that has a strong Montrose community presence. We want Visit Montrose readers to link your advertisement with their positive feelings about our area.

At Visit Montrose, both large and small advertisers play an important role in our message to the readers. We strive to keep our ad rates low so that small businesses have a voice and all businesses find value in our service.

To mix large and small ads as we do, we've found that ad design must be clean and simple. Clutter is not acceptable. Neither are boring ads. The message must be engaging and well thought out. The photos and graphics must be high quality. Ad purchases include expert design assistance from our staff.\*

\*Please see advertising opportunities for details

### ARTWORK INFORMATION

**Complimentary Design:** Ad design is available FREE of charge with each advertising contract\*.

**Proofing:** Our advertising staff will proof ads that are prepared and submitted by a business to ensure that the ad design aligns with the guide. If our advertising staff is designing the ad, there will be three opportunities to proof the ad design before placement.

**Ownership:** Advertisers retain full ownership of ads produced by Visit Montrose, and are encouraged to use them in other publications

**Space Reservation:** To create a more enjoyable reading experience, advertising space for each visitor guide is capped at 30% of total content. We expect ad space to sell out quickly. Ad space is sold on a first-come, first-served basis.

\*See contract for details

### PREMIUM PLACEMENT

Inside Front Cover	\$4,200
Page 3	\$4,200
Inside Back Cover	\$4,200
Back Cover	\$7,000

### STANDARD PLACEMENT

Full Page	\$3,780
1/2 Page	\$2,310
1/4 Page	\$1,400

Note: 1/4 page in horizontal layout only. RSE/TP Funders 20% off.

### ADVERTISER DEADLINES

#### April 30, 2022

- Final day to purchase ads
- 50% ad payment due at contract signing

#### October 1, 2022

- Final ad artwork due
- Remaining 50% due

### ARTWORK INFORMATION

Full Page 8.375" x 10.875" (with bleed) 8.875" x 11.375" (edge to edge) 7.175" x 9.675" (safety zone)	1/2 Page Vertical 3.8" x 10"	1/2 Page Horizontal 7.85" x 5"
		1/4 Page 7.85" x 2.5"

- All ads are full-color and must be 300 dpi
- All ads prepared by the advertiser must be packaged in Adobe software and emailed to [kailey@visitmontrose.com](mailto:kailey@visitmontrose.com)
- Except for Premium Placement ads, placements are not guaranteed

### CONTACT INFORMATION

#### Kailey Rhoten

[Kailey@VisitMontrose.com](mailto:Kailey@VisitMontrose.com)  
970.240.1423



# OFFICIAL MONTROSE VISITOR GUIDE

## ADVERTISING OPPORTUNITIES

Name of Business \_\_\_\_\_

Address \_\_\_\_\_

Contact \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

### YOUR AD

**SIZE**     1/4 Page     1/2 Page (Vertical)     1/2 Page (Horizontal)     Full Page  
 Premium (if available)

**ARTWORK**     Camera Ready\*     In-Kind Design\*\*

**DEPOSIT DUE \$** \_\_\_\_\_ (By contract signing) \$ \_\_\_\_\_ (by October 1, 2022)

### STANDARD PLACEMENT

Full Page	\$3,780
1/2 Page	\$2,310
1/4 Page	\$1,400

### PREMIUM PLACEMENT

Inside Front Cover	\$4,200
Page 3	\$4,200
Inside Back Cover	\$4,200
Back Cover	\$7,000

Premium spaces are available on a first-come, first-served basis and are considered reserved once the contract has been completed and down payment has been received.

\*For camera-ready ads, prepared by the advertiser a digital file format is HIGH RESOLUTION (300 dpi or higher) PDF (CMYK color) is required. We suggest that color proofs be submitted along with design files. All ads submitted must match sizes specified. All OBT style sheet standards must be in place. File name should include Advertiser's name.

\*\*Advertiser's logo must be supplied in a PNG, EPS, AI, or PDF file format with a transparent background, along with contact information for the ad, any verbiage you would like to include and photography. You must possess full publishing rights for both print and digital use for all photographs provided to the City for use in this publication (if applicable). Design services include original design and three opportunities for editing.

I agree to the terms & conditions set forth in this contract.

Signed \_\_\_\_\_ Printed Name \_\_\_\_\_ Date \_\_\_\_\_

Please e-mail ads to Kailey Rhoten: [kailey@visitmontrose.com](mailto:kailey@visitmontrose.com)



### **Welcome to our advertising partnership**

The following provides current information about contributing to the Office of Business and Tourism's (OBT) vision of creating a guide that supports your marketing efforts. The Official Montrose Visitor Guide (both in print and digital forms) is a vital tool in the OBT's efforts to inform potential visitors and future residents about our area, raise excitement, and create an excellent customer experience.

The entire OBT team is looking forward to working with you to attract guests to Montrose and encourage them to engage with your business while enjoying their time here. Please feel free to contact our team with any questions.

### **OFFICIAL MONTROSE VISITOR GUIDE**

- With a circulation of 50,000 physical copies, it has the largest distribution of any Montrose-area publication
- The Official Montrose Visitors Guide is in circulation for two years
- Placed in over 60 visitor centers and chambers of commerce throughout Colorado
- Mailed to individuals who request a copy through strategic advertising and other leads marketing arranged by the OBT
- A digital version is available for download on [VISITMONTROSE.COM](https://www.visitmontrose.com) 24/7 from anywhere in the world (online digital guides were viewed 29,663 times in 2021)



# OFFICIAL MONTROSE VISITOR GUIDE

## OPPORTUNITIES GUIDE

For the last eight years, the Office of Business and Tourism (OBT) has produced a new guide with new content and stories to inspire visitors to come to enjoy our area for themselves. We have listened to our community and have determined that we should stick to the basics with the guide and make sure that we provide first-time readers with a broad view of visitor experiences and activities in our region. As Montrose grows in its reputation as a travel destination, we want to be sure to showcase the rich variety of experiences that the area has to offer. In the interest of sustainable tourism, expanding the selection of adventures will help prevent overcrowding of primary visitor assets and distribute guests to some of the lesser-known gems that our area has to offer.

Each new guide is intended to cover a fresh sample of what the area offers those seeking a Montrose adventure. Because the guide is often the reader's first exposure to our area, we at the OBT feel it should be an all-inclusive, breathing document that has no expiration date. Therefore, the guide will no longer be produced annually. Instead, we will be print on an as-needed, rolling basis with a run of 50,000 that will be ready for distribution in January 2023. The guide will be distributed primarily through direct guide requests and placement at high-value distribution points throughout Colorado.

