

THE **YS** FAMILY  
**2016 Media Kit**

**YELLOW SCENE  
MAGAZINE**  
02

**HOME & HOOD  
MAGAZINE**  
13

**COLORADO BRIDES  
& BABIES MAGAZINE**  
15

**2016 SUPERKIDS  
EXPO**  
21

**YELLOW HOUSE  
DESIGN & MARKETING**  
22





**YS 2015 ANNIVERSARY CELEBRATION ALBUM COVER SERIES**

2000 TO



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**Space & Calendar Deadline:**  
 15th of the preceding month



YS prides itself on its journalism standards, keeping ads and editorial departments 100% separate.



Meaning press is always free! Email your ideas to [editorial@yellowscene.com](mailto:editorial@yellowscene.com).

**YS Editorial Policy:** We do hold to a strict policy of independence between the advertising and editorial departments. However, we encourage advertisers and non-advertisers alike to pitch their story ideas to our editorial team. **We want to hear from you.**

- YS Accomplished Interviews include:**
- |               |                        |                |
|---------------|------------------------|----------------|
| Amy Schumer   | Wanda Sykes            | Mick Fleetwood |
| Brad Feld     | Charlie Hunter         | Josh Blue      |
| Darryl Hannah | Michael Lovato         | Paper Bird     |
| Henry Rollins | Weird Al Yankovich     | Jeff Dunham    |
| Margaret Cho  | Gregory Alan Isakov    | Doug Benson    |
| Mike Ness     | Creedence Clearwater   | Moody Blues    |
| Matisyahu     | Gov. John Hickenlooper | Alice Cooper   |
- AND MANY MORE!**

## {NOTES FROM THE PUBLISHER & EDITOR}

### WHY YELLOW?

The original magazine was on copy paper and so we needed something that stood out. Colorado is 300 days of sunshine a year (so they say) and yellow is a happy color. **Our goal was to serve all of BoCo, so it became *Yellow Scene*.**

When I moved back in 1990, 65,000 people lived between 104th and Hwy 66 and I25 to the edges of Boulder, while Boulder had a population of 95,000. Today East County is 255,000 (and growing) and Boulder is 100,000 due to its .005 percent growth rate. Thats a whole lot of new houses. Guess what? A whole bunch more are coming. **Approximately 1000 people a day are moving to Colorado and the North Metro/East County market is the next boom town.**

We are blessed to live in this abundant area with amazing chefs who use the finest ingredients straight from the local farms. We are also blessed with some of the best schools in the state (and possibly nation) who house some of the most interesting teachers and curriculums available. **We live one of the**

**best lifestyles in the country** and are given the fortune to be able to choose what we put into our bodies and minds.

**We believe YS's job in the marketplace is to be a relevant, engaging, compelling resource that reflects the lives of the community it serves.** We've interviewed people like Governor Hickenlooper, Amy Schumer, Margaret Cho, Michael Pollan, Brad Feld, Moody Blues, Mick Fleetwood, Alice Cooper, Soja, local activist Anthony Grimes and just about every elected official, plus top chefs, teachers, non-profit leaders, authors, artists, and activists.

We are immensely grateful for 15 years of being able to allow some of the most creative artists and writers make our pages something interesting to locals. We are more than grateful for the over 150 regular advertisers who have stayed with us for over a decade and truly been our investors.

We are going have a party and **hope you will come out October 1st to our Carnivale Gala.** Aerial flyers, Boulder Counties TOP Chefs, our favorite breweries, dancers, spoken word, artists, and lots of live music.



Shavonne Blades, Publisher

### WORLD DOMINATION

#### Well... Local Domination, World-Class Substance

We love what we do. How couldn't we? Serving the North Metro/Boulder County region offers us the opportunity to serve all the communities that get unjustly yet largely overlooked by other area publications, while also having the city of Boulder within easy reach. *Yellow Scene Magazine* has, over the past 15 years, become the voice for those places that don't qualify as typical suburbs, and we're unparalleled when it comes to local coverage of news, politics, food, art, music and culture.

We reach a lot of you too, with over 70,000 copies hitting the North Metro/Boulder County area each month. The simple truth is that we're the best-read publication north of 104th Avenue and west of I-25. We've also added new magazines to our arsenal – *Colorado Brides* and *Colorado Babies*, and *Home & Hood*.

There's more. *Yellow House Marketing & Design Boutique* is our in-house design house, specializing in ad design, as well as direct mail, branding and marketing materi-

als. And despite the very local nature of our publications, we've won numerous national accolades and awards. In the past six years, the Western Publications Association has named us a Maggie finalist for nine awards including best regional magazine in 2010. We've won eight writing awards from the Colorado Society of Professional Journalists in recent years.

Our 2014 Election Guide saw us put **Governor John Hickenlooper exclusively on the cover**, and interview him along with politicians like **Senator Mark Udall, Jared Polis and Andrew Romanoff**. We have also interviewed the likes of **Henry Rollins, Daryl Hannah, Tracy Morgan, Amy Schumer, Jack Black**, and may of the area's best chefs, athletes and notables.

We're here for you – to cover the issues that are important to you, to let you know what's going on in your own backyard and, again, to allow you to feel cool about where you live. As we move forward, *Yellow Scene Magazine*, plus the website and social media platforms, will continue to grow, as will our *Colorado Brides* and ***Colorado Babies* and *Home & Hood* sister magazines**. We're happy to have you all along for the ride.



Brett Callwood, Editor-in-Chief

# [YS ACCOLADES]

## ACCOMPLISHMENTS

Beat the *New York Times* to the interview with Brad Feld  
 Featured Kilimanjaro Kid (youngest female to hike the mountain - aged 10) also appeared in *National Geographic*

Only local publication to feature homes of Charles Haertling  
 Only local publication to feature homes Glasshouse of Boulder  
 Collectors Edition Comic Book edition in Feb 2015  
 Album Covers Theme 2015

Explored the Privatization of Standardized Testing  
 Visited and Reported on Ferguson one week after it happened  
 Test drove a Tesla

Several of our writers have been featured in national magazines including: *Wired Magazine*, *National Geographic*, *Los Angeles Magazine*, *Classic Rock*

Six of our writers are also published authors including the book *Blood Diamond*

**Accomplished all this without ever having investors!**



## OUR ILLUSTRIOUS INTERVIEWS



## MUSIC

Barenaked Ladies | Henry Rollins | Melissa Etheridge | The Moody Blues | Slightly Stoopid | SOJA | Marley's | Faith No More  
 Reverend Horton Heat | Toadies | Stone Temple Pilots | Rage Against the Machine | Toad the Wet Sprocket | Karl Denson G-Love | Alice Cooper

## ATHLETES

Mary Beth Ellis, pro triathlete | Michael Lovato, Ironman Champion  
 Steve Antonopolous, Head Trainer of Denver Broncos | Craig Magri, Head Trainer of the Rapids | Aron Ralston of 127 Hours | Jeff Olson, two-time Olympian | Paul Martin, Silver & Bronze Paralympic winner | Chrissie Wellington, triathlon champion

## COMEDIANS

Amy Schumer | Margaret Cho | Bill Bellamy | Tracy Morgan  
 Wanda Sykes | Josh Blue | Jack Black

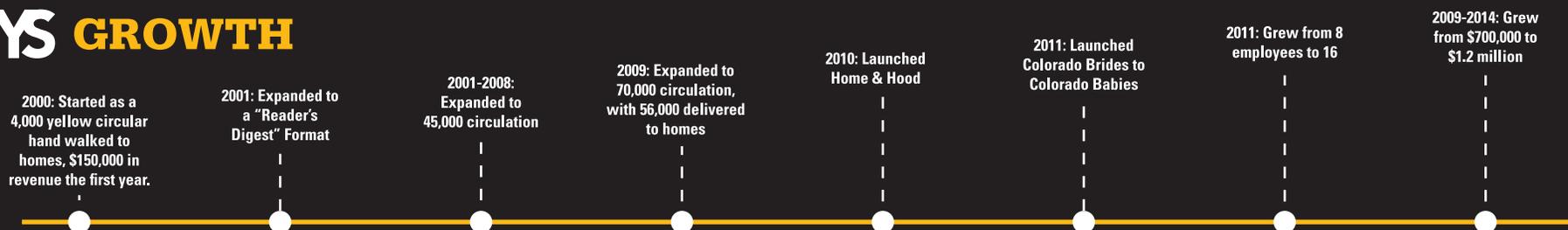
## FILM & BOOKS

Oscar winner Louis Pshoyos | Author Michael Pollan | Brad Feld  
 Florence Williams | Joan Didion | Brandon Mull | TaraShea Nesbit | Kristen Iversen | Chloe Veltman

## ELECTED OFFICIALS

Governor Hickenlooper | Senators Mark Udall, Ken Salazar,  
 Michael Bennet | Congress Jared Polis, Betsy Markey, Dianne Primavera, Rollie Heath, Brandon Shaffer

## YS GROWTH



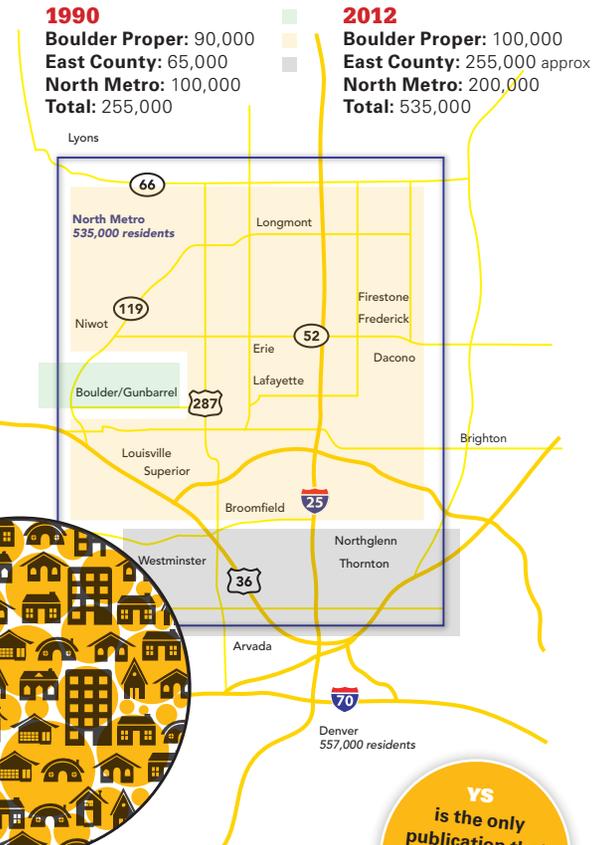
# Targeting the Boom Towns

## The Boulder lifestyle without the Boulder address

The Boulder County/North Metro area used to be little more than a conglomeration of mining and farming communities loosely tied together. In the last decade, the landscape has changed considerably as the once bedroom communities have turned into bustling and vibrant suburbs and cities. North Metro (Westminster, Erie, Louisville, Broomfield, Longmont, Thornton, Boulder, etc.) now boasts more than 535,000 residents—and it's still growing.

*Yellow Scene Magazine* was the first publication to target this emerging region, taking advantage of an untapped market. We started in 2000 as a small community newsletter printed on yellow paper with a circulation of 4,000, which hit the fast-growing suburbs of East Boulder County. Over the last 12 years, *Yellow Scene* has steadily increased its reach—into Boulder proper as well as North Metro communities like Westminster and Broomfield. We focus on select, upscale neighborhoods—leaving CU and the rental population to Boulder's niche publications. We focus on creating content that engages, influences and reflects our readership. We've expanded our impact with sister publications, *Colorado Brides* and *Colorado Babies* and *Home & Hood*, as well as *Yellow House Design & Marketing Boutique*.

The *YS* editors know who our readers are: Adventurous and highly educated, they love the sunshine as much as they love great restaurants, and balance their work and their families with that signature Colorado-casual style. Our readers have come to expect quite a bit from us since 2000 as the region's premier source for politics, arts and entertainment, local news, and restaurant coverage. With more than 70,000 copies being distributed each month from 104th Avenue to Highway 66 and I-25 to the foothills, *Yellow Scene* is the largest publication in the region. Lucky for us this formula has worked, and we've established ourselves as the locals' choice for quality coverage of everything in the area. This has translated into something pretty special: *YS* is the top choice for advertisers to place their message.



**Yellow Scene Targets by Postal Routes**  
 Each Zipcode has an avg. of 10-15 routes  
 Each Route has an avg. of 350 delivery units  
 (census data is available by route)

- ↑ *YS* concentrates home delivery to Highest Median Household Incomes  
Highest Median Household Values
- ↓ Neighborhoods with high concentrations of apartments, businesses or trailers tend to have a higher percentage of commercial businesses, which lends itself to more newstand deliveries.

**YS**  
 is the only publication that reaches 70% of the areas' homeowners.

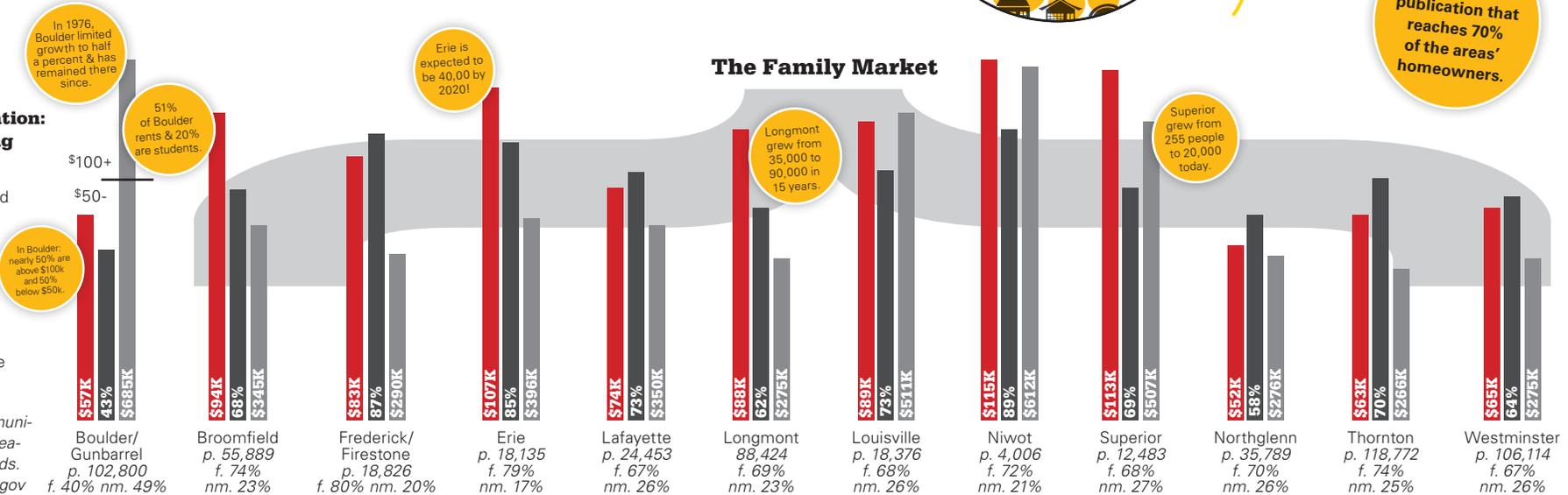
### North Metro Population: 594,000 and Growing

- Median Income
- Homeowner Occupied
- Median Home Value

p = population  
 f = % of families  
 nm = % never married

- \$50K US Average
- \$56K Colorado Average
- \$64K Boulder County

Sources: city-data.com, muni-net.com, moveto.com, area-vibes.com, civicdashboards.com, zillow.com, census.gov



**FUN FACT: YS was a finalist for the 2014 Best Cover "Maggie" award from the Western Publisher's Association.**

# Profiling a Yellow Scene Reader

Although the *Yellow Scene Magazine's* readers are a diverse set, there are some similarities: They make good money, eat out a few times a week, and shop all over.

**Yellow Scene's target market is 28-55 years old, with 85% families, a median income of \$85,000 and reaches 70% of area home owners.**

<b>Gender</b>	
Female .....	64%
Male .....	36%
<b>Age</b>	
18-24 .....	16%
25-40 .....	51%
41-54 .....	23%
55+ .....	10%
<b>Income</b>	
>\$25K .....	3%
\$26K-\$49K .....	23%
\$50K-75K .....	29%
\$76-99K .....	16%
\$100K .....	29%
<b>Home Ownership</b>	
Boulder .....	50%
Broomfield .....	77%
Carbon Valley .....	86%
Erie .....	90%
Gunbarrel .....	76%
Lafayette .....	76%
Longmont .....	65%
Louisville .....	76%
Niwot .....	89%
Superior .....	58%
Northglenn .....	68%
Thornton .....	78%
Westminster .....	70%
<i>70% of Boulder County employees do not live in the same community in which they work.</i>	
<b>Commuting:</b>	
Hwy 36 .....	116,000
Hwy 25 .....	210,000
<b>Number of Children</b>	
0-Infant .....	19%
1-3 .....	75%
4 or more .....	6%
<b>Their Ages</b>	
Infant-1 .....	13%
2-4 .....	22%
5-7 .....	18%
8-10 .....	12%
11-13 .....	10%
14-18 .....	13%
19+ .....	12%
<b>Favorite YS Content</b>	
Entertainment/Restaurant .....	46%
Advertising .....	18%
News and Politics .....	36%

<b>Places They Shop</b>	
Boulder .....	73%
Broomfield .....	55%
Carbon Valley .....	2%
Denver .....	53%
Erie .....	13%
Lafayette .....	47%
Louisville .....	50%
Longmont .....	44%
Loveland .....	3%
Lyons .....	12%
Niwot .....	17%
Northglenn .....	17%
Superior .....	42%
Thornton .....	28%
Westminster .....	30%

<b>Dining Out Per Week</b>	
0-1 .....	8%
2-3 .....	60%
4-5 .....	25%
6+ .....	7%

<b>Live Shows Per Year</b>	
0-1 .....	14%
2-3 .....	34%
4-5 .....	21%
6+ .....	31%

<b>STATE CENSUS</b>	
<b>Boulder County</b>	
Median Age .....	33.4
Family (Boulder Proper) .....	42%
Family (County) .....	75%
Persons Per Household .....	2.5
Democrat .....	42%
Republican .....	20%
Independent/Unaffiliated .....	37%
Population Growth Since 1990 .....	55%
Private Schools .....	10%

<b>Broomfield County</b>	
Median Age .....	33.2
Married .....	62%
Family .....	74%
Persons Per Household .....	2.8
Democrat .....	31%
Republican .....	34%
Independent/Unaffiliated .....	34%
Population Growth 1990 .....	52%
Private School Enrollment .....	10%

*Survey information gathered from more than 18,000 Yellow Card holders from 2003-2013. Home ownership county and state data provided by city-data.com. Political affiliation information from County Clerks Office.*

## Market Saturation

**Yellow Scene is the ONLY local publication that provides FULL DISCLOSURE of our actual distribution.**

*Yellow Scene Magazine* maintains an average readership rate of 97.04% per magazine with an average market penetration of 70% of homeowners.

City	Residential Units	Number of Homeowners	Mailed to Homes	Newsstands	Total
<b>Boulder/Gunbarrel*</b>	39,596	19,402	14,095	5,408	<b>19,503</b>
<b>Broomfield</b>	21,375	16,458	7,547	2,137	<b>9,684</b>
<b>Carbon Valley*</b>	5,700	4,788	—	177	<b>177</b>
<b>Erie</b>	8,095	6,660	5,987	101	<b>6,088</b>
<b>Lafayette</b>	8,883	6,756	3,478	787	<b>4,265</b>
<b>Longmont</b>	33,540	21,801	14,246	1,850	<b>16,096</b>
<b>Louisville</b>	7,600	5,776	5,438	659	<b>6,097</b>
<b>Niwot</b>	1,528	1,359	1,259	178	<b>1,437</b>
<b>Northglenn</b>	12,146	8,259	—	319	<b>319</b>
<b>Superior</b>	3,800	2,356	2,775	131	<b>2,906</b>
<b>Thornton*</b>	28,882	26,527	—	1,195	<b>1,195</b>
<b>Westminster</b>	38,343	26,840	3,428	1,058	<b>4,486</b>
<b>Totals:</b>			58,253	14,000	<b>72,253 max*</b>

*\* YS averages 70,000 dependent on the size of the issue*

**YS distributes to all of the following zip codes:  
Red: YS also mails to these zip codes.**

**Boulder** 80301, 80302, 80303, 80304, 80305, 80306, 80310  
**Broomfield** 80020, 80021, 80038  
**Carbon Valley** 80504, 80514, 80520, 80530  
**Erie** 80516  
**Lafayette** 80026  
**Longmont** 80501, 80502, 80503, 80504  
**Louisville** 80027  
**Niwot** 80544  
**Northglenn** 80221, 80233, 80234, 80241, 80260  
**Superior** 80027  
**Thornton** 80020, 80021, 80229, 80233, 80234, 80241, 80601, 80602  
**Westminster** 80003, 80005, 80020, 80021, 80031, 80035, 80036

## Circulation Audit

2012-2013 Issues	Avg Pick Up Rate: 97%
December/January	97%
February	97%
March	97%
April	95%
May	94%
June	97%
August	97%
September	95%
October	95%
November	95%
Home & Hood	100%
Brides & Babies	100%

*Monthly internal audit. Each drop site has an authorized delivery letter on file.*

# Nobody Gets the Newspaper Anymore

(Well, only 22% of households do)

## but magazines are alive and well.

### 92% of adults read magazines.

Once upon a time, nearly every house in the U.S. had a newspaper delivered. That was a few decades ago, but readership patterns have changed drastically since the 1970s. Now less than 20% of homes receive one as TV and Internet have changed the face of modern media. While traditional print outlets have suffered, magazines such as *Yellow Scene* have blossomed with increased circulations and advertising revenues! *Yellow Scene's* growth from 2003-2010 led to it being named to the Mercury 100, a list of the fastest growing Boulder and Broomfield county businesses, one of the top 100 woman-owned businesses five years consecutively, and finalists for Maggie awards in editorial excellence.

#### Free: the New Business Model

Because of the Internet, Americans expect free media. As traditional, paid publications wane in circulation, free media continues to grow. So, while some sectors of the media industry are certainly declining, we are growing and engaging readers.

We take **YS** straight to homes & workplaces because we know our readers like to read us for an extended period of time.

#### Think Starbucks is Everywhere?

YS hits its readers where they shop, play, live and work. More than **56,000 copies** are mailed to upper-market homes (home value \$360,000+). Beyond that, more than **14,000 issues** make their way to more than **1,400 high-traffic locations** in the North Metro area.

**Paid vs. controlled: A myth debunked.** The Magazine Publishers of America released a study based on independent research indicating reader response to ads is the same whether the ad was read in a controlled, free circulation or paid circulation magazine.

#### Old vs. New

In the 1960s, TV, radio, daily newspaper and Yellow Pages were the obvious choice for savvy marketers. Back then, three 60-second television commercials would hit 70% of the market, 85% of all households received a daily newspaper, and everyone used the phone book. Today it would take more than 300 television spots to come close to 70% of the market. Newspaper subscriptions are free falling, and Google has supplanted the phone book. Modern marketers work to get their message heard. As society becomes more fragmented, media is no longer the powerhouse it once was. While budgets say you can't be everywhere, smart marketers know to look past the old formulas of yesteryear to succeed.

#### YS Focuses on: Professional Distribution Outlets

##### 38 Hospitals & Medical Centers

Boulder Community Hospital, Boulder Medical Center, Kaiser, Exempla Hospital, Children's Hospital...

##### 250 Professional Offices

Insight Lasik, Boulder Orthopedics, Foothills Pediatrics, Jasper Animal Hospital, Beyer in Boulder, St. Vrain Credit Union, Elevations Credit Union...

##### 85 Schools & Day Cares

CU, Front Range Community

College, Naropa University, LaPetite Academy, Tutoring Club, Erie High School...

##### 72 Auto

Boulder Toyota, Flatirons Landrover, Stammeler Audi, BMW, Gunbarrel Import Motors, Grand Kia, Saturn, Big O Tires, Goodyear, Stan's Automotive...

##### 110 Real Estate

Anthem Clubhouse, Vista Clubhouse, Legacy Ridge Clubhouse, Keller Williams, Erie Village Common Area,

Ute Creek Clubhouse, Prospect Community...

##### 145 Corporate Offices

Seagate Technology, Google, Qualcomm, Oracle, Hunter Douglas, Ball Aerospace, Vail Resorts, Microtek, Case Logic, Motorola, Roche Corp, Blue Mountain Arts, Xlinx, Qwest Diagnostics, Frontier Airlines...

##### 45 Government

Community Centers, Rec Centers, Libraries, Chambers, 14 City Halls...

## Apples & Oranges: North Metro Circ.

\*Be careful: readership claims aren't the same as print runs.

#### [MAGAZINES]

**Yellow Scene Magazine: 70,000 Total**  
56,000 home delivery, 14,000 in 1,300 high traffic locations. Complete distribution on page 4.  
**CPM \$11.92**

**Boulder Magazine: 50,000 Total**  
Free (printed 3 times a year). Primary distribution is Boulder proper with a high density in hotels and visitor locations. **CPM \$21**

**5280 Magazine: 86,000 Total**  
45,000 paid, 34,000 newsstands, 2,000 waiting rooms, 5,000 hotels. Primary distribution Denver/Cherry Creek. **CPM \$36**

**Boulder Lifestyle: 14,000 Boulder**  
A franchise, formula, publication with content focused on advertising. **CPM \$68**

#### [DAILY NEWSPAPERS]

**Boulder Daily Camera: 22,180 Homes**

Sun: 30,221, Homes: 25,682  
Mon-Fri: 25,878, Homes: 22,180  
• 80301: 3,480 • 80302: 3,221  
• 80303: 3,254 • 80304: 3,990  
• 80305: 2,644

**Total 16,589**

• Broomfield: 1,015  
• Lafayette & Louisville: 5,401  
• Longmont & Erie: 3,662  
**CPM \$53**

**Longmont Times Call: 13,000 Homes**

Sun: **21,378**, 17,634 paid  
Mon-Fri: **19,759**, 16,949 paid with camera  
• 80501: 10,637 • 80503: 4,085 • 80504: 2,068  
**CPM \$58**

**Denver Post:** Sun: 491,440, 335,771 paid  
• **North Metro & Boulder County: 36,644**  
• **Boulder: 5,212**  
Mon-Fri: 214,487 paid  
• North Metro: 19,961 • Boulder County: 13,011

**Colorado Daily: 8,200 Total**

Free (printed 5 days a week)  
4,000 CU at campus

#### [WEEKLIES]

**Boulder Weekly (Alt Weekly): 25,000 Total**  
17,000 Boulder proper, 3,100 Longmont, 2,900 East County **CPM \$24.28**

**Westword (Alt Weekly): 81,000 Total**  
(8,000 North Metro—4,000 of which are in Boulder County)

**Colorado Hometown: 12,450 Homes**

Free home delivery  
• Lafayette News: 940 paid, 5,200 free  
• Louisville Times: 1,090 paid, 3,100 free  
• Erie Review: 6,800 free  
**CPM \$53**

**Broomfield Enterprise: 19,445 Homes**  
Free home delivery **CPM \$58**

**Metro North Newspapers: 55,130 Total**  
(Northglenn-Thornton Sentinel, Westminster Window, Westsider, Thornton Frontier)

### YS is the best Cost Per Thousand: Do the Math

YS: 1/3 ad	Elsewhere: 1/3 ad
<b>\$900</b> (per ad)	<b>\$350-500</b> (per ad)
Monthly Publication	Daily/Weekly Publication
(for 4 weeks) <b>x1</b>	(for 4 weeks) <b>x4</b>
<b>\$900</b> (approx)	<b>\$1,400</b> (approx)
(for 1 year) <b>x12</b>	(for 1 year) <b>x12</b>
<b>\$11,500</b> (approx)	<b>\$16,800</b> (approx)
<b>70,000</b> Distributed	<b>22-25,000</b> Distributed

**70,000** Total  
**CPM \$11.92**

**22-25,000** Total  
**CPM \$24.28**

#### In Addition To: Newsstands

##### 452 Restaurants

Old Chicago, Sushi Zanmai, Colterra, Rhumbi Island Grill, Village Bistro, Zolo, Einstein Bros Bagels, Rio Grande, Rockbottom, Rib House, Vics Coffee, Brewing Market...

##### 356 Grocery & Retail

Vitamin Cottage, Niwot Market, McGuckin Hardware, Flatirons Mall, 29th St Mall, Struttin' Pup, Union Jack, Superior Liquors...

##### 78 Entertainment

Leanin' Tree Museum, AMC

Theaters, Boulder Theater, Broomfield Event Center, Longmont Theater...

##### 40 Hotels

Westin, Marriott, Omni, Residence Inn, Hampton Inn, Courtyard, Holiday Inn...

##### 88 Spas and Salons

Parlour, Great Clips, Aesthetic Solutions, Massage Envy...

##### 56 Fitness

Fitness 19, 24 Hour Fitness, Curves, 123 Fit, Vision Quest Karate, Longmont Athletic...

#### &: Homes

##### Mailed to Housing Developments

**Boulder:** Flatirons Golf Course Area, Mapleton, Chautauqua, Devil's Thum, **Broomfield:** Anthem, Eagle Trace, Broadlands, **Erie:** Vista Ridge, Erie Village, Northridge, **Lafayette:** McStain Indian Peaks, Waneka, **Longmont:** Ute Creek, Prospect, Fox Meadow, Somerset, **Louisville:** Coal Creek, Old Town, **Superior:** Rock Creek, **Westminster:** Lexington Estates, Legacy Ridge, Bradburn, Hyland Hills

# "People surf the web and swim in magazines."

## We Couldn't Have Said it Better

The folks at the Association of Magazine Media put together a great video, "20 Tweetable Truths About Magazine Media," showcasing magazine vitality. We loved it so much, we just had to share it.

1) **92%** of U.S. adults read magazines.  
**23%** subscribe to news print.

2) Magazine readership remains steady despite the biggest economic downturn in 80 years.

3) Consumers connect with magazines on all platforms. 1,700 apps...1,000 Twitter feeds... 2,000+ Facebook pages & counting.

4) Readers enjoy reading magazine ads. They don't pay to avoid them as they do with other media.

5) New magazines continue to be launched.

**206 in 2011**

6) Consumers spend more than **\$300 million** each month buying magazines at newsstands.

7) Digital magazine subscriptions are rising exponentially.

8) 41% of tablet owners have purchased a digital magazine.

9) 70% of tablet users want to buy directly from ads in digital magazines.

10) More than half of tablet owners report their digital magazine reading has increased.

11) 73% spend more than one hour reading electronic issues of magazines each week.

12) More than half of those who have downloaded 6+ magazine apps spend 3+ hours reading electronic magazines each week.

13) Magazines are the go-to source for key events...Steve Jobs...Lin-sanity...the Royal Wedding...Whitney Houston.

14) Who says that teenagers only read texts? 72% of teens read magazines.

15) Adults 34 and younger read more magazines than adults 34+.

16) Magazines build buzz. They excel in reaching people who shape attitudes and behavior.

17) The top 25 magazines reach more adults & teens than the top 25 prime-time TV programs.

18) Magazines drive web search more than any other medium.

More than internet advertising and twice that of social media.

19) **61%** of readers took action as a result of a magazine ad.

20) Magazine ads rank **#1** of all media in driving purchases.

You can check out the video at [tinyurl.com/9samptq](http://tinyurl.com/9samptq).



“FACEBOOK founder buys *New Republic*”

“GOOGLE announces it pairs with magazines”

### DIGITAL BUYS UP PAPER AND PRINT

“FORBES is up in circulation 3 years in a row\*”

2013 SURVEYS FOUND:  
Businesses that paired print with online see **40%** more sales growth than businesses that didn't

“GAME INFORMER holds #2 in circulated publication as a magazine for male geeks who do things online”

“AMAZON buys the *Washington Post*”

\*While newspapers sadly lay off writers and resort to advertorials as a "revenue stream", resulting in continued decline in audience readership, Forbes Magazine just announced three straight years of readership increases. Their publisher says: "People still read, you just have to do it right." Content is King and this is proven by whose readership is going down compared to those going up.

FUN FACT: YS has employed many book author's including Greg Campbell (*Blood Diamonds*) & current managing editor Brett Callwood (author of two music biographies).

**SEND US YOUR PRESS:** Our editorial calendar is outlined below. There are numerous ways to get press. Send us your story ideas! Send a note a few months in advance to [editorial@yellowscene.com](mailto:editorial@yellowscene.com). **Submit a press release to [editorial@yellowscene.com](mailto:editorial@yellowscene.com)**

**IMPORTANT AD INFO:** Due no later than 5 days before publication. For scheduled ads, all ad copy/changes are due by the 15th of the preceeding month. **No cancellations may be received after the 7th of the previous month.** Cancellations must be authorized by publisher.

**Press Releases:** [editorial@yellowscene.com](mailto:editorial@yellowscene.com)

**Calendar Submissions:** [listings@yellowscene.com](mailto:listings@yellowscene.com)

**Restaurant News:** [foodie@yellowscene.com](mailto:foodie@yellowscene.com)

2016

FEBRUARY ☐

MOVIES

Light! Camera! Action! The **entire February Yellow Scene will be our Movies Issue** this year. Our cover and the features will be taking inspiration from the silver screen, celebrating all that's great about the art form from Hollywood to local film-makers. And **if you want your ad to have a movie spin, just let our staff know early enough and we can accommodate.**

We examine **all things movies**, especially as they pertain to our locale. From **local movie makers and actors** to movies set in Colorado, we'll take a look at it all. In addition, we'll look long and hard at the remaining video stores and distributors in the area, speaking to the guys behind the counter, and look at what they have to offer.



The Single Files

Singles personify freedom, liberty and the pursuit of hotness. In YS's annual Singles File, **we celebrate the single life with five local eligibles.** It might not always seem like it, but there are plenty of beautiful single people out there in BoCo, and we're here to help. Think of *Yellow Scene* as your own personal ice-breaker, or maybe your wingman. Wondering where all of the good singles are? Allow us to be your guide.

Date Nights

In Colorado, dating is a totally different beast. Here, we judge our dates on how many 14ers they've climbed and their car's fuel economy. YS highlights **5 ideal Colorado dates**—from wining and dining to climbing. Can your date hang? Again, the movie spin will see us focus on date movies, best theaters and drive-ins, etc. Plus, the best movie-related snacks for a date.



Best of the West

Our editors pick their **favorite cultural icons in the areas**—highlighting events, shops, news and people. **The best part is local critics and readers submit what they think is best**—no multiple choice limitations. There's a movie spin this year, with the awards presented in an Oscars format.



Download Best of the West campaign materials at: [yellowscene.com/public-files/bow-promos.pdf](http://yellowscene.com/public-files/bow-promos.pdf).

YS is the only magazine that has an open vote! (no preselected names or paid voting polls)

MARCH ☐



SuperKids

This year, we'll be tying Superkids into the larger sports theme of the issue by highlighting some **high-performing child-athletes in the area, from cyclists to team sports players.** The kids will be boosted to the max, presented as if they are mega-famous sports celebrities. Think posters in Sports Illustrated, and baseball cards. **Our BoCo kids are known for being gifted and, with sports being such a big deal here, the ability crosses over into athleticism.** Much fun to be had. On that note, if you know of any kids that you would like to tip us off about, email us at [editorial@yellowscene.com](mailto:editorial@yellowscene.com).

Sports

It's the Summer Olympics in 2016, so we'll be highlighting **Colorado natives taking part, including in the Special Olympics.** We take out sports seriously in BoCo, and we're sure there will be plenty of natives representing us on a global stage, and doing so with pride. We'll look at what it is about BoCo that breeds such supremely talented athletes, focusing on as many different Olympic events as we can.

Pets

Running with the Olympic/sports theme, we'll be focusing on **dog shows and other competitive pet shows.** We'll be attending a dog show and reporting back on the action in **Best in Show style.** We'll be profiling winning pets, and looking at what makes a successfully competitive dog. We'll also offer tips for those looking to take part in the future, including the right products to buy when making your pet look and feel as good as possible. Who knows - your own home may soon be decorated with ribbons if you pick up this issue.

Reach thousands of parents at this local event for camps, schools and extra-curriculars. Ask about our Educator Packages for reduced rates. Along with the March issue and SuperKids Expo, you get year-round exposure in these family-friendly favorites:

- Aug: The Smart Issue
- Oct: Open Houses
- Dec/Jan: Options in Education
- Colorado Brides and Babies

More Expo info on pg 21.

2016

APRIL



**The Green Issue**

April is our annual Green Issue, and this year we're taking inspiration from an angry local who posted a rant on Craigslist about people coming to live here and disrespecting the way of life. We'll be putting together a native's guide to camping—the etiquette, showing respect, **environmentally conscious camping** and much more. Also, Chris Christie and others like him are saying that, were they President, they would crack down on states with **legal marijuana at a federal level** so we're asking, what would that mean for the industry and the people behind it in Colorado?

**Transportation**

This year we'll be looking at the rise of **electric vehicles**. The technology has changed a lot in recent years—the cars are sexier and performing better. The environmentally conscious nature of the average BoCo resident means that they want to know more. In addition, we'll be **looking at how the Big Three car manufacturers** are affected by electric vehicles, and how they're adapting, plus how it's **affecting the gas companies** and the nation's economy.

**Graduation**

This year in our **widely-respected Graduation issue**, we'll be looking at the process of **graduating from high school, and picking colleges**. We'll also be looking at grad schools, and taking tests like the MCATs, providing study tips for those. Finally, we'll be looking at **vocational schools**, and the fact that BoCo is suffering from a shortage of laborers and tradesmen.

MAY



**Cycling**

Our 2016 cycling feature will be providing you with a **guide on building your own bike - a how-to guide to this awesome summer project**. We'll be speaking to bicycle store owners, as they suggest the right parts depending on your size/style. In addition, we'll be looking at the **new velodrome in Erie**, examining it from both a sporting and economical angle, and interviewing the people behind it as well as trying it out ourselves.

**Summer Gift Guide**

This year's mid-year gift guide will have a theme - **Gallery Art**. We'll be speaking to **gallery owners, artists and even high-brow art critics to get the best gift ideas for moms, dads and grads**. We'll be showcasing some awesome local art ranging from minimalism to portrait, modern art to classical, and from the cheap to the very expensive. You don't have to be a culture-snob to enjoy art, we all have our own taste and all of it is valid, so we'll show you how to find what you want in the region.

**Nature**

Have you ever wanted to get away from it all, and remove yourself from Big Brother? We'll be **profiling someone who lives off the grid**, in a shack or cabin, and providing a guide on how to do it. Did you know that Erie used to be the place people came to do that? We'll look at that history, and explain how **you can get off the grid part-time**, when it's all getting too much and you need to get away from everything.

JUNE/JULY



**Yellow Scene's June/July HOT issue is ginormous!** This double issue will be out on shelves from mid-June to mid-August and will cover everything you need to know about summer. And let's not forget our expanded FOUR-month summer calendar—covering statewide events from Memorial Day to Labor Day.



**Hot Issue**

The best of BoCo food, drink and diversions will have your finger on the pulse of everything trending in Boulder County. Our Hot Issue will cover all the basics, including the **best films in every genre from each decade, the tastiest new bites, the best pours and a photo essay to capture the faces of summer**. Turning up the heat is our expansive **four-month Summer Scene calendar**, chock-full of every concert, parade, rodeo and 4th of July event to keep you out in the sun enjoying everything Colorado.

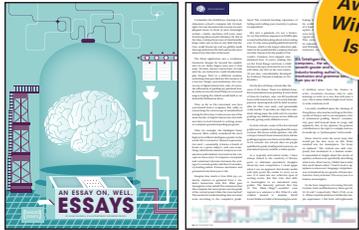


**Travel**

**At this time of year, the thoughts of many turn to vacations**, and we appreciate this as much as anyone. We all work hard, and we deserve a little bit of relaxation or, perhaps, something a little more energetic if that's what floats your boat. **We get it, and we also know that budgets vary greatly**. So we'll examine **five places that make for a great vacation destination** within relatively easy reach, and we'll be asking the question - **when is it cheaper to fly rather than drive?** We'll highlight **15 great day trips, and 15 great flight destinations**.



**AUGUST** □



Award-Winning Issue

**Smart Schools**

In this celebrated issue, we'll be examining the **rise of technology in schools**, leading to, among other things, the **lost art of handwriting**. Schools aren't teaching cursive anymore - is this OK? We're not so sure, and we'll speak to experts teachers and parents for educated opinions. Cellphones in schools are the norm, and kids are coming home with laptops. Are they even reading books anymore? Do we want them to? In addition, **critical thinking appears to be suffering**, and we'll be asking **why**, as well as looking how to reverse that trend and develop skills in children like interpretation, self-regulation, evaluation, explanation, inference and analysis.

**Smart Shopping**

This year, we'll be looking at **antiquing and yard sales**, and provide you with a **smart guide to spotting the good stuff amidst the junk**. No matter how much money we have in the bank, we all love to feel like we scored a bargain, and conversely we hate to feel like we paid too much for something that turns out to be worthless later down the line. We can help with that, as **we speak to antiques experts, store-owners and avid shoppers**. We'll be **examining the many apps** that are now available to help you find the good sales, and relating it all to our back-to-school theme. **Where are the best places for dormitory furniture?** We'll do the research for you.

**SEPTEMBER** □



**Top 25 Dishes**

This year, we're looking at all that is Colorado. **Which 25 dishes best represent this great state, and where are the best places to get them?** We're getting as close to home as possible, and looking at the top 15 dishes that were created right on our doorstep.



**Spirits**

Keeping with that Colorado theme, we'll be looking at **5 cocktails and non-alcoholic liquids that were made right here in the state**. When you think Colorado, what drinks spring to mind? We'll be examining that very question. From **locally-brewed beers to cocktails dreamed up in student dorms**, we'll examine them all.

**Want to be in the Food Issue?**

Think you have a "Top 25" worthy dish? Send a press release to [editorial@yellowscene.com](mailto:editorial@yellowscene.com).

**OCTOBER** □



Award-Winning Issue

**Five Favorite Chefs**

Our carefully selected **5 spotlighted chefs will represent exactly what Colorado stands for** this year. Who has been here for a **long time** and seen the many changes, and who the **notable newcomers?**



**Fashion**

There's a **unique flavor to the styles on display in Colorado**, stemming from a wonderful collection of people from different walks of life all colliding into something familiar. The outdoors-iness, the sense of adventure, the fun-loving attitude - we'll be looking at the clothes most closely associated with this great state **featuring our Hot Moms showcasing the fashion**. Is there a **"Colorado style,"** different from other regions? Why was Boulder voted "40th worst-dressed city" by GQ Magazine? There's a distinctive combination of disposable income and outdoors-in lifestyle here, so what are the results. **Colorado offers a unique combination of cultures and lifestyles, and the fashion that we see everyday reflects that.**



Award-Winning Issue

**Professionals**

Nothing helps a region blossom more than an increase in jobs, and our whole region has done a stellar job of late. This year YS will be celebrating five companies that are **boosting the profile of Boulder County outside of the region the state and even the country**.

**Elections**

2016 will be the **Presidential Election**, so our **much-loved annual election guide will be geared towards that**. We'll be including the views of a **respected panel of experts and locals**. In addition, we'll be talking to **local activists, and also bloggers to get their slant**. As ever, we'll speak to as many of the candidates as possible before offering out endorsements.

YS is the only local publication to conduct in-depth interviews with all the candidates.

**Halloween**

In BoCo, we love Halloween. We love decorating our homes and taking haunted hay-rides. We loves watching scary movies and going trick-or-treating. We love it all, and we at YS follow suit. **We'll be speaking to interesting people doing fascinating spook-related things**, including authors, directors, cos-players and more. We'll look at **how the holiday links to Colorado**, and as ever, we'll be providing some fun, scary recipes.

**Open Houses**

We'll be looking at **BOCO's many excellent schools and their open houses** as you decide on the right institution for your child. All of the information will be there to make your life easier.

NOVEMBER □



**Locavore's Gift Guide**

At Yellow Scene, we like to make the gift giving process as easy as possible. That's why, for many years now, our **Annual Locavore Gift Guide** has been the must-have issue for those in the need for great ideas. We keep it locavore, meaning that **we explore all of the great stores, artists and creators that this amazing and diverse region has to offer.** We'll be speaking to many of these great people and picking out some of our favorite items.



**Giving Guide**

This year, in the spirit of giving, we'll be taking a close look at the **Home vs. Away argument.** How many people have you heard complain about the idea of handing over money for foreign aid when "our people right here at home need help?" We'll examine this argument in a **"best way to be charitable"** feature.



**Holiday Recipes**

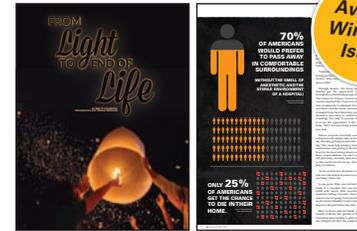
There's nothing like **home-cooked holiday food.** Those tastes and smells that remind us of days watching Grandma and mom cook while It's a Wonderful Life plays on the TV and gifts lay strewn on the carpet. As ever, we'll be digging into the past, present and future by **detailing recipes that cover both the traditional and nontraditional,** and speaking to experts about their own holiday favorites.



**Winter Sports**

Here in Colorado and Boulder County, winter sports are a huge part of our culture and a massive draw when it comes to our tourism industry. Here at Yellow Scene, we make it our business to cover the **most popular winter sports, as well as some that are off the radar.** We speak to athletes and experts, and give the region's games the **best coverage.** All of this we will do again in 2016.

DECEMBER/JANUARY □



**Seniors**

We'll be talking to **native seniors who have lived in BoCo all of their lives, and getting some exciting stories about what it was like here 60, 70, 80 or even 90 years ago.** Here in BoCo, we value our seniors, and YS is excited to learn some of the amazing things they've seen in the area over those many decades. We have these under-utilized fountains of knowledge right at our fingertips. We'll also be speaking to people who are around **69-years-old about their feelings as they head towards 70**—what that transition feels like but physically and emotionally. That has to be difficult, and we'll also speak to psychologists and experts in the area to offer tips about dealing with it.



**Options in Education**

Our award-winning Options in Education feature will this year look at the **failures of the traditional classroom format** and we'll be asking, **"Why are intelligent children struggling at school,** and what can we do about it?" Is the traditional classroom at all effective anymore? There are serious question marks over that, and we'll also be asking, **"Should things like gardening and other manual skills be taught early in school?"** The focus on traditional academic subjects in a traditional setting appear to be failing, at least partially, so we'll be asking what can be done, speaking to teachers, parents and experts in the field. We'll look at all of that and more.

**Health & Wellness**

Society's opinions have changed towards **cosmetic surgery It's not so taboo, and it's also not as "for the ultra-wealthy"** as it once was. High street botox is all the rage. We'll be looking at that, speaking to people who partake as well as the people who administer the procedures. We'll be examining the agism factor – the way that older people are dressing younger and smashing stereotypes, thanks in part to these treatments. As an alternative slant on it, we'll speak to a trans person in the midst of the switchover, and ask about how that feels emotionally, physically, and the perceptions of society on them.



# HOME&HOOD

A neighborhood guide to the Boulder County and North Metro area

Last year's *Home* Issue saw us looking at minimalism and the "tiny house" trend and, of course, it was a huge success as ever. This year, we'll be doing a 180 and exploring everything BIG when it comes to homes – big houses, grand redesigns and large construction projects. There is a lot of money in BoCo and more is coming in all the time, so the big houses continue to sprout up and existing homes keep getting snapped up. We'll be speaking to local experts about all of that and more.

On a similar note, we'll be looking at ways to make your home bigger by converting space currently under-utilized, from finishing basements to converting attics, lofts and even garage space. We'll be looking at excellent local home offices man (and woman) caves, and

themed kid's rooms, and offering tips about how to do it right.

In our *Hood* Issue, we'll be looking at how to get involved with your community, exploring everything from the importance of the local neighborhood bar to museums, rec centers and local theater. Nowadays, in the age of Facebook community groups, it's easier to get involved than ever but there's so much to do, it can be tough to choose your own focus. We can help.

We'll also be asking, which will be the next BoCo city to blow up. Erie has gone from a small farming community to a high-income area within a couple of decades, and it won't be the last. We'll do the research for the people looking to buy a property in a blossoming area.



## Making Space

We'll be taking a close look at ways to **maximize the space that you have available to you in your home. We'll feature tips on finishing basements**, including getting the required permits, looking at plumbing and electrical works, and finally designs. We'll also **explore the less-considered spaces**, like attics and garage lofts.



## Be Your Community

We'll be looking at the **importance of the neighborhood pub** with the surly bartender and asking, why are these institutions still important when micro-breweries are popping up all over the place? They are, in fact, part of a bigger question. With all of the development and "yuppie-fication" of East County going on, are they in danger of losing their unique identity?



## The Next Louisville

While BoCo continues to thrive and property developers look to leap on the next big boom, we ask, **which city will be the next to transform from a quiet community to one with a busy high street and food/bar/shopping/arts scene.** We'll look at the impact that has on long-time residents, and speak to experts in the subject, while profiling several communities.

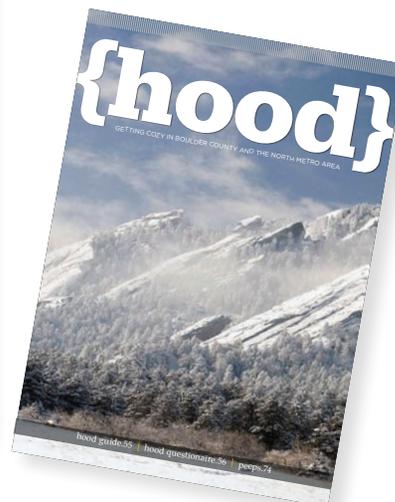
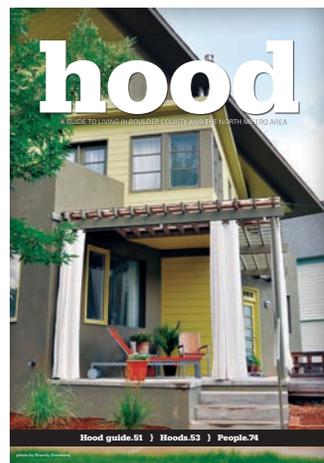
## Distribution

### Restocked Multiple Times Throughout The Year

Year-round distribution gives your advertisement the staying power you need to make a big impression on the most influential people and businesses in the area.

**Hood Guide Pages**

A look at BoCo & the North Metro's best neighborhoods



**Hood Guides**

We'll be sending out a questionnaire and asking the question, **where should you really be living?** By quizzing our readers on what they want from their neighborhood, whether it be the schools, bar scene, restaurants, community-culture, stores, and everything in-between, we'll assess **the best cities for each person.** We all think we know where we want to live, perhaps based on nostalgia or the location of our favorite night-spot. But if we really think about it, if we place our priorities in order and consider what we want to be doing five years from now, are we all in the right place. We're here to help.

- **Boulder**  
Pearl St.  
General
- **North Metro**  
West Thornton  
General
- **Longmont**  
Main St.  
General
- **Lafayette**  
Old Town  
95th & Arapahoe
- **Louisville/  
Superior**  
Old Town  
General
- **Broomfield**
- **Thornton**
- **Lyons**
- **Erie**
- **Westminster**
- **Niwot**
- **Carbon Valley**



## A Guide to New Adventures

*Colorado Brides and Colorado Babies* is a guide to life's biggest adventures: getting married and starting a family in Colorado. Because of the beautiful setting, the family-friendly neighborhoods, the population of young professionals and the school districts, Colorado's Front Range has become a mecca for young families. But there's never really been a local resource to celebrate and entice this group.

We are a Colorado-based, Colorado-born and Colorado-bred dual publication for life's next great adventures.

One side is dedicated to brides and grooms. With real weddings, trends, stories and tips, we work with local and regional planners, photographers, florists, caterers, gown boutiques and more, ensuring we know what's hot each wedding season. From flowers to dresses to bridesmaids, it's all about the Colorado bride (but you already knew that, didn't you?).

The other side of the magazine is dedicated to Colorado babies and their parents. Our editors look at health and wellness issues, products and local resources, finances...and a lot of play. We also introduce readers to other parents doing unique and interesting things to make a difference.

Both are combined into one great dual magazine for couples and families: **55,000 distributed and restocked in key locations and stores throughout the Front Range** including family and bridal stores, bridal and family entertainment, schools, hospitals, medical offices, golf courses, bridal and kids' events, wineries, caterers, florists, etc. We also mail to homes when users sign up to receive our magazine on our website and at local events.



**A dual magazine for people starting life's next great adventures.**

**303.828.2700 • cobabies.com • cobrides.com**

Advertising: [advertising@yellowscene.com](mailto:advertising@yellowscene.com)

Editorial: [editorial@yellowscene.com](mailto:editorial@yellowscene.com)

**The Front Range's largest Bridal  
and Family publication.**

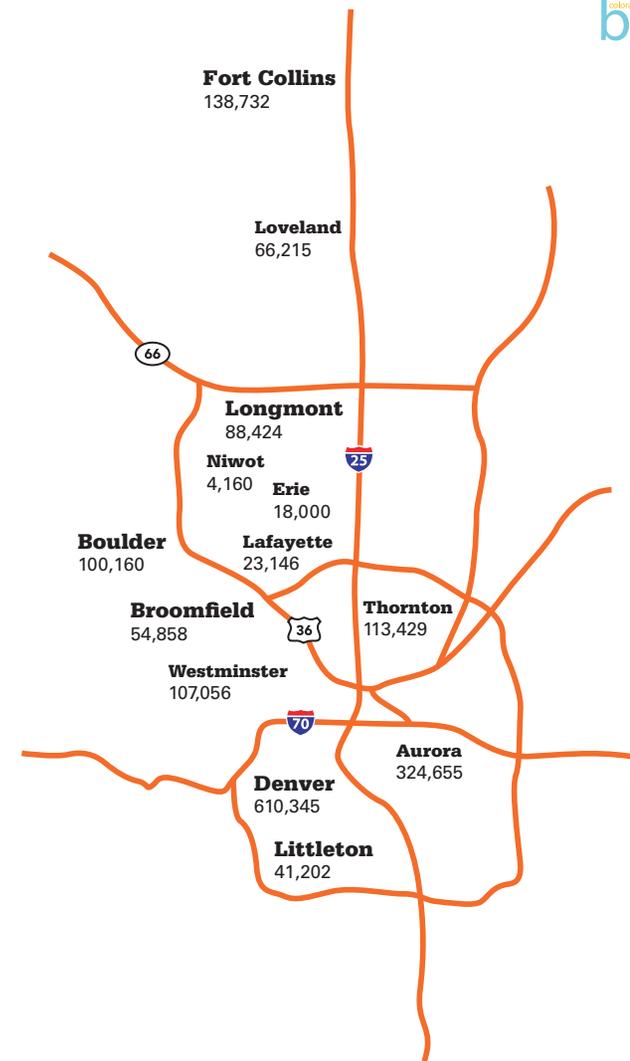
## In the Right Hands, Capturing the Right Eyes

The modern media consumer is barely recognizable from the readers of yore: You can read *The New York Times* on your Android; one can transmit your personal headlines for tens of millions of strangers; and the news cycle is constant. In fact, mass media is now immediate, superfluous, free, focused and never-ending. This new culture means expectations have changed. Both modern brides and modern parents—among others—expect media to be accessible, relevant to them and free. But they also demand that content is high quality, entertaining and relatable.

How do we know what readers want? Numbers show that globally there has been a shift toward controlled circulation. Research from Magazine Publishers of America shows that readers don't care about the price of a publication; price paid and circulation source (newsstand, public kiosk, subscription, etc) do not predict reader engagement. **Quality content is what matters.**

That's where Colorado Brides and Colorado Babies has found an eager audience. We focus on relevant, engaging content that doesn't just encourage a reader to pick it up—but to open it up, sit down and stay a while. Colorado Brides and Colorado Babies works with more than 800 high-traffic locations like bridal shops and wedding venues, hospitals and maternity stores, to allow for highly visible rack distribution. We target a specific readership by targeting the locations they frequent—as opposed to dumping our magazine out into the ether, where neither articles nor advertisements can engage readers.

This has been our proven method for a decade; Yellow Scene Magazine has become the largest publication in the North Metro area and continues to grow. With both Yellow Scene Magazine and Colorado Brides and Colorado Babies, we constantly audit our distribution points, ensuring that magazines are going where they're supposed to in the right quantities and to the right people.



### By the Numbers

55,000 total copies  
50,000 at targeted pick-up sites  
Approximately 5,000 mailed to new subscribers  
Rack/street distribution restocked 3 times over 6 months

#### Colorado Babies Rack Distribution Locations

- Hospitals
- Family medicine practices
- Women's clinics
- OBGYN offices
- Alternative medicine
- Massage therapy offices
- Baby/child clothing, furniture
- Maternity shops

- Schools
- Day care facilities
- Preschools
- Churches/Synagogues
- Salons
- Bed and bath shops
- Home, interior design, carpentry shops
- Real estate offices
- Country clubs

#### Colorado Brides Rack Distribution Locations

- Wedding dress stores/boutiques
- Tuxedo shops

- Independent grocery stores
- Children's play places
- Yoga and Pilates studios
- Rec centers

- Cake shops
- Caterers
- Wedding consultants offices
- Paper and printing shops
- Travel agents
- Churches/Synagogues
- Decoration shops
- Salons
- Tanning studios
- Dentists office

- Dermatology offices
- Gyms
- Photographers studios
- Furniture and kitchen stores
- Hotels/reception venues
- Wineries/tasting rooms
- Real estate offices
- Clothing stores

## Colorado Brides & Colorado Babies 2015

### VOLUME 6 ISSUE 1 SPRING/SUMMER



#### Brides

While most people still prefer to go the traditional route with **wedding rings**, there are plenty of **alternative options** out there, including **tattooed rings**, and pieces of jewelry for other parts of the body. We'll explore them all. We'll also take a look at the **world of the wedding planner**, interviewing a variety of people and finding out just how stressful and/or rewarding their job can be. **Food and drink** - we'll look at the most delicious and most creative options in wining and dining. From catered feasts to food trucks to chef-designed food experiences, we offer ideas on how to keep your guests full and happy. Includes tips for bringing the local food movement into your wedding menu.



#### Babies

The current trend for **Natural Infant Hygiene** (not using any kind of diapers at all) is disturbing to some, but what is the real story? We'll speak to professionals and parents, and look into **Elimination Communication vs Natural Infant Hygiene**. The truth perhaps isn't as icky as you thought. Also, we'll look at **baby shower etiquette** - what are you supposed to ask for as the mother, and what are you supposed to do/bring as the family member and/or friend. Are puppy showers appropriate? Finally, we'll **examine the products parents don't necessarily think of** getting when a baby is on the way from baby wipe warmers to those things you put in the dishwashers for bottle nipples. We're here to help you.

Colorado's only publication dedicated to these two great life adventures.

### VOLUME 6 ISSUE 2 FALL/WINTER



#### Brides

More people are having an officiant and creating their own ceremonies, which is very challenging. Wedding planners must be included in your wedding budget, so the idea of going your own way can be too much to resist and we get that. Yellow Scene will offer **tips from professionals and ideas for organization**. Also, is **reality TV messing with your brain** with images of Bridezillas and hapless, downtrodden grooms? We'll look at how the **media gets it wrong** when it depicts the wedding planning process. Finally, as people get more imaginative with their wedding day and especially the décor, we'll **examine five rentals you never knew you needed** - from signs to vintage furniture to umbrellas.



#### Babies

**Getting your children into private schools is getting tougher**, and in fact waiting can start from the womb. When should you start looking into that? Is it fair to put that pressure on your child before they are even out of your body? We'll have a long, hard look, speaking to professionals and looking at **viable alternatives, as well as costs**. Also, we'll examine the **naming process for children in Colorado**. What are the current favorites? What should you think about? Are names like Sage, River, Sierra, Hunter, Ivy and Aspen really ok? Should we be influenced by Hollywood children and go the "unusual" route, or should we be more concerned about the potential issue of bullying on the playground.

# CoBabies.com & CoBrides.com

We've expanded the niche focus of *Colorado Brides and Colorado Babies* onto the web—with unique stories and blogs, social media integration, business and service directories, planning resources, deals and giveaways.

At [cobrides.com](http://cobrides.com) and [cobabies.com](http://cobabies.com), it's all about local, local, local. In addition to the focused distribution of the magazine throughout the Front Range, *Colorado Brides and Babies* has a serious online presence: That means Facebook (with giveaways, tips and news), Twitter and a website with blogs, articles and a business directory.

Mommy blogs have surged over the last couple of years, and it's very clear: mommies trust mommies. We put a twist on it—with Colorado moms sharing their experiences, stories, research and day to day with other Colorado moms. On the brides side, we have wedding professionals sharing advice, beautiful photography and helpful hints that keep Colorado brides organized, updated and sane.

On top of all the magazine content, resources and tips, the cornerstone of the site is the local business directory. Businesses can purchase expanded listings—to add photos, descriptions and other bells and whistles. And parents can give reviews, make comments and offer suggestions to other parents. The directory includes everything from registry locations, doctors, maternity shops, and so much more. Businesses can create special offers on their profile.

At [cobrides.com](http://cobrides.com) and [cobabies.com](http://cobabies.com), it's all about creating an online extension of our niche: a locally-focused, locally-produced, entertaining, engaging, relevant guide for parents and couples in need of advice, connection and ideas.

**Are you an expert in your industry? Contact us at [editorial@yellowscene.com](mailto:editorial@yellowscene.com) to be a blogger.**

# A Detailed Look at Colorado Brides & Colorado Babies Readers

## Median Household Income

Fort Collins: \$50,285  
Longmont: \$58,214

Boulder: \$57,231  
Broomfield: \$73,939

Denver: \$45,831  
Littleton: \$55,081

### Who Pays for What?

- 64% of bride and grooms pay for their own wedding.
- Less than 18% of couples have the bride's parents to pay for the wedding.
- 13% of couples' parents join together to split the costs.

### Most Popular Honeymoon Activities

- Sightseeing, restaurants, entertainment, etc. 75%
- Beaches and lakes 45%
- Casinos 20%
- Cruises 15%
- Golf/sports vacations 10%
- Skiing trips 5%

### Honeymoon

- Average cost: \$4000

### Family Travel

- The average length of stay will be 8 days
- The average spent on vacation will be \$1,055
- 72% will spend longest trip outside their home state
- 43% will travel with kids
- 70% will drive along a scenic road
- 67% will go to a beach or lake
- 60% will visit cities/urban areas

### Overall Costs

From pregnancy test through delivery, anywhere between \$6,200 and \$11,500  
First year: about \$10,000  
Childcare can cost as much as \$3,000 to \$7,200 in your baby's first year  
Clothing and shoes may cost about \$600  
Diapers will cost at least \$800  
Raising your baby to the age of 18 costs between \$125,000 and \$250,000

The new **cobrides & cobabies** websites launch coming soon!



**Print draws more traffic to your website than any other medium but linkbacks are great for organic SEO.**

## YellowScene.com

Learning to use web marketing can be rather tricky as the rules are a little different. For example, it is extremely difficult to achieve strong brand presence through web marketing. However, it can be an excellent tool for increasing direct sales and maintaining existing customers.

Our website helps promote local business, social life and issues among the YS audience. Blog and review local restaurants and businesses online. Read and comment on YS's monthly articles. Find the best local restaurants and businesses with our massive directory. The YS website is designed to be one thing: a great interactive source for our readers.

**YS's many e-line packages can help your business achieve those goals. Promote exclusive online offers with our Yellow Card or expand your organic ranking with our online directory. Advertise with a banner ad or utilize space in our e-newsletter going out to more than 13,000 opt-in readers interested in your business and products.**

**See page 19 for e-line\* packages.  
\*e=everything**

Rotating teasers drive readers to our giveaway, key articles and exciting events.

Blogs and user reviews are front and center.

YS articles are still available for free online.



Rotating Daily Calendar Events

The Latest Cuisine News

The Latest Blog Posts

Rotating Yellow Card Offers

Web Ads

## “Fest” Bags

### 10,000 Throughout the Year

We advertise too! We do this through strong distribution and by sponsoring virtually every festival and nonprofit in the region contributing more than \$100,000 of in-kind advertising. Why do we do it? We believe it is important to be a contributing member of our community, we like to market ourselves, and we just can't say no! This year we will hand out 3-5,000 reusable cloth festival bags and 10,000 biodegradable bags at our SuperKids Expo and at more than 70 North Metro and Boulder County area events. There are many ways to take advantage of this marketing opportunity: have your logo imprinted on the bags, insert an event flyer or include a business promotion or pamphlet.



## Yellow Scene Marketing

**YS sponsors all kinds of events: non-profit, large and small, including but not limited to:**

### January

Lafayette Chamber, Oatmeal Fest (500)

### February

JCC Boulder, Reflections Gala (25)  
Peak to Peak, Gifts from the Heart (25)  
SafeHouse, Chocolate Lover's Fling (25)

### March

YWCA, Hall of Fame (25)

### April

Boulder Roubaix Road Race (65)  
Wild Bear, Wild Earth Saturday (300)  
Lyons Community Montessori, Earth Day Lyons (25)

### May

Longmont ArtWalk (500)  
Erie Chamber, Town Fair (300)  
Longmont Humane Society, Ella's Walk (300)  
Boulder Creek Festival (4,000)

### June

Louisville Chamber, Taste of Louisville (1,000)  
Denver Century Ride (100)  
Walk and Bike Month (50)  
Boulder Creek Events, 29th Street Live (50)  
Louisville DBA, Street Fair (50)  
1940's WWII Ball (50)

### July

4th of July Celebration (100)  
4th of July Celebration, Town of Firestone (350)  
Rhythm on the River (1,000)  
ArtWalk (150)  
Boulder County Farmer's Market, Boulder (150)

### August

LafayettePeach Festival (500)  
Boulder County Fair (100)  
Boulder Fringe Festival (250)  
Out Boulder, PrideFest (25)  
29th Street Live (50)  
Prospect Eats (50)

### September

Boulder Creek Hometown Fair (1,500)  
Buffalo Bicycle Classic (100)  
Expo Pros, Event & Party Planning Expo (150)  
Broomfield Days (250)  
Orchard Fest (100)

### October

Firestone Fall Festival (50)  
BV Women's Health (25)  
DBC Events, Boulder Cup (100)  
Harvest Fest (75)  
Lionscrest Manor, Fall Bridal Show (100)  
Rocky Mountain Center for Music, Performathon (100)

### November

Parenting Place, Girls Night (25)

### December

Erie Holiday Lights Parade (25)  
Home for the Holidays (25)

The **Yellow Scene** social nights will be at the coolest local events going on. Come out and join us for this month's featured events.

## YS SPONSORED EVENTS

Watch for our new **YS** community-sponsored events where we bring our readers to your events!

303.828.2700  
[yellowscene.com](http://yellowscene.com)

YS yellowscene.com 15 YEARS

## HOME&HOOD



## Coming April 2016

Our SuperKids Expo remains one of the biggest and best events for children in BoCo. That fun will continue in 2016, though we'll be cranking up the dial when it comes to the tons of entertainment that's on offer. The event will coincide with the releases of *Batman Vs. Superman: Dawn of Justice* and *Captain America: Civil War*, so we'll be boosting the existing superhero theme with wrestling, on-site superheroes and much more, as well as the sort of awesome stuff that you've come to expect.

Reach hundreds of North Metro parents to educate them about your programs and products while the kids participate in all sorts of activities. This is a day of free family fun and an opportunity to win over parents and kids alike to your business. Plus, you'll receive tons of exposure in Yellow Scene Magazine, on yellowscene.com, in Expo eblasts as well as in SuperKids Expo flyers and signage. There are limited spaces available, so register early!

**For more event information, see page 20.**



### Sponsorship Levels

#### Superhero Sponsor \$3,500

Your logo on all marketing materials including:

- Banners at Orchard Town Center and various locations throughout the county
- 2 SuperKids Expo ads in Yellow Scene Magazine
- 1,000 posters distributed throughout the area

You'll also receive:

- 10,000 flyers to be distributed at schools, sports clubs and high-traffic locations
- 1,000 pieces of your own marketing material to be inserted in festival bags that are handed out at the event. Printing available at 20¢ per sheet.
- 6 e-blasts to more than 8,000 opt-in names
- 1/3 page ad to be in a Yellow Scene issue of your choice
- Live link to your website from our event website
- Online newsletter banner ad for one month
- Booth at the event
  - Stage recognition



#### Hero Sponsor \$2,000

Your logo on marketing materials including:

- 2 SuperKids Expo ads in Yellow Scene Magazine
- 1,000 posters distributed throughout the area

You'll also receive:

- 10,000 flyers to be distributed at schools, sports clubs and high-traffic locations
- 1/6 page ad to be in a Yellow Scene issue of your choice
- 1,000 pieces of your own marketing material to be inserted in festival bags that are handed out at the event. Printing available at 20¢ per sheet.
- 3 e-blasts to more than 8,000 opt-in names
- Live link to your website from our event website
- Booth at event
- Stage recognition

#### Sidekick Sponsor \$1,000

- Listing in 2 Yellow Scene Magazine house ads
  - Mention in e-blasts
- Listing link on event website
- Booth at event
- 1,000 pieces of your own marketing material to be inserted in festival bags that are handed out at the event. Printing available at 20¢ per sheet.

**Special Guests:** In the past, we've had Congressman Jared Polis of Boulder and President of the Colorado State Senate, Brandon Shaffer, both on-hand to discuss Colorado education reform and the future of education in our state!

**Entertainment:** Local kid bands rock the stage with live music along with local dance troupe performances, martial arts demonstrations and more.

**Exhibitions:** \$85 with booth. LIMITED OPENINGS RESERVE EARLY.

#### Booth Pricing:

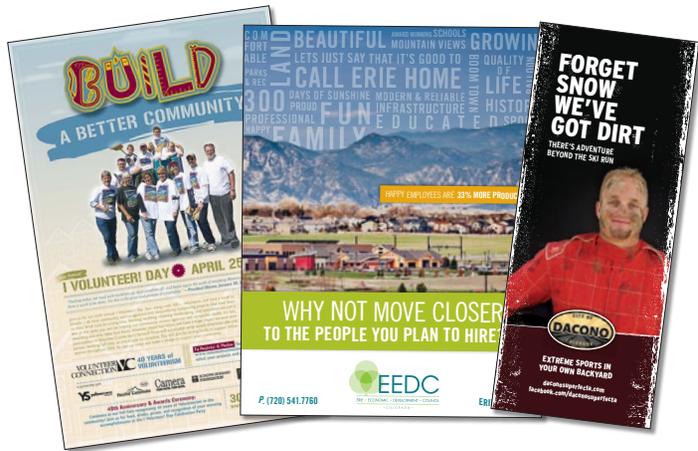
\$275	with 3-4 time ad insertion
\$350	with 2 time ad insertion
\$450	with 1 time ad insertion
\$650	Booth only

#### Ask about our Special Educator Programs in these kid-focused issues:

- Mar: SuperKids
- Aug: Back to School
- Oct: Open House Feature
- Dec/Jan: Options in Education
- Spring/Fall: Brides & Babies
- Jul: Home & Hood

#### Expo Advertising:

- Two full-page ads (Mar and Apr), two 2/3-page ads (Dec and Feb) in Yellow Scene Magazine (70,000 copies, 56,000 homes, 18,000 in 1,300 high traffic locations)
- 10,000 flyers distributed at schools, camps, sports organizations, extracurricular outlets, kids entertainment venues, pediatric offices, etc.
- 2,000 posters in high-traffic locations
- 6 e-blasts to 18,000 YS opt-in names



303.828.2700

[yellowscene.com/yellowhouse](http://yellowscene.com/yellowhouse)  
[advertising@yellowscene.com](mailto:advertising@yellowscene.com)

## A Design and Marketing Boutique

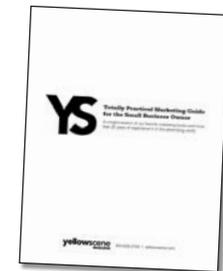
### Advertising for Small Business That Works

The YS Family is not simply a means for great print advertising—we offer various methods of marketing under one roof, helping to streamline and consolidate your message and brand and get you the best bang for each and every one of your marketing bucks.

We design about 60% of the ads in our publications, so we know a thing or two about advertising. In fact, that's how Yellow House Design & Marketing Boutique came about. Many of our clients have been so pleased with their ad results, they started hiring us for other design and marketing jobs.

A great advertisement can produce seven times the results of a mediocre one. Our team can help ensure your ad campaigns and marketing materials get results. Yellow House employees have more than two-dozen years of experience in media. We can help you transform your marketing collateral into a successful campaign. Our stellar design team is available for all projects—print, web, and direct mail—at an affordable price.

We also offer a comprehensive marketing guide and analysis to help you sort through advertising options, make informed decisions and produce a better return from your marketing dollars. Learn about positioning, marketing in a changing economy, and which types of marketing bring the best results with our Marketing Guide for the Small Business Owner.



### Check out our new toy!

In addition to graphic design, custom websites and direct mail, we can do color prints at a great price! See page 30-31 for pricing.

**CASE STUDY**

**TOWN OF ERIE & EEDC**  
(ERIE ECONOMIC DEVELOPMENT COUNCIL)

**GOAL**

Promote Erie as an desirable community to operate a business—specifically as an alternative to Boulder.

**HOW WE DID IT**

We designed an ad with a custom illustration portraying Erie as a “shangri la” for business people and encouraging entrepreneurs to think outside the “Boulder bubble” after Boulder Ballot issues 2B and 2C passed, which made business operations in Boulder even more expensive.

We researched, wrote and designed all marketing collateral (brochure, website & advertising) for the EEDC specifically targeting CEOs and corporations. In 2014, Global Trade magazine named Erie among the 10 best cities in the nation for a skilled workforce.

**CITY OF DACONO**

**GOAL**

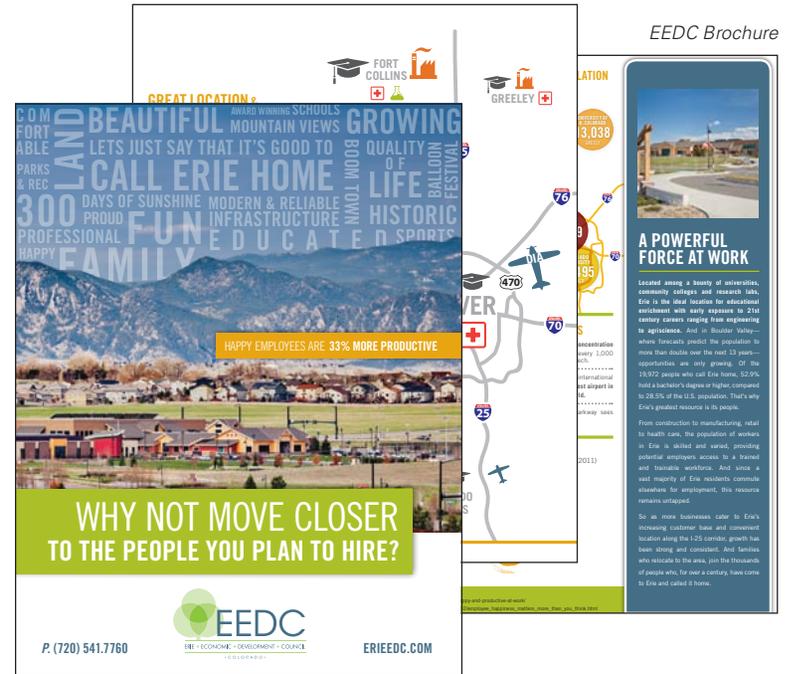
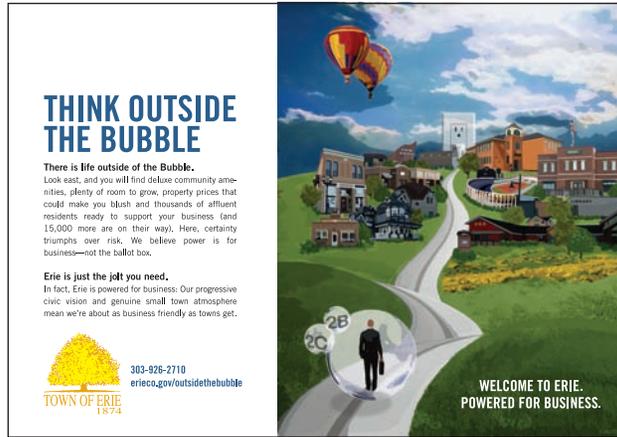
Increase awareness of Dacono’s extreme sports venues. Change market perception from “cheap” to affordable and family friendly.

**HOW WE DID IT**

The “Dacono Superfecta” campaign targets active families by offering an alternative to extreme winter sports that’s close to home. We recommended a well-rounded mix of marketing including print, radio, festival booths, Facebook and Google.

We also designed a brochure featuring the city’s sports venues and other points of interest on a customized map. Along with a giveaway that encourages local shopping, this piece is a mini-guidebook to the city.

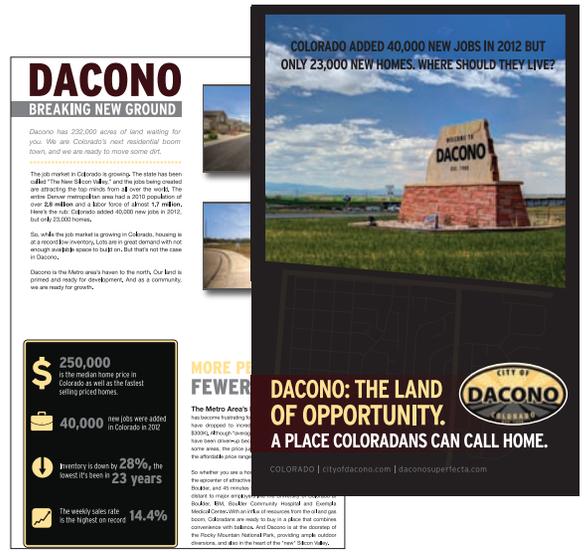
Ad for Boulder Business Report



Ads for Yellow Scene Magazine



Brochure



**CASE STUDY**

**BOULDER BODY WEAR**

**GOAL**

Change perception from a dance/ yoga supply store to a fashion bouquet for active, conscientious women.

**HOW WE DID IT**

We replaced the outdated logo with a more sophisticated, feminine look and updated all their marketing materials to reflect that style. We developed a campaign that targets active women with a message that embraces fashion as well as buying local brands and natural fabrics. They maximized their message with year-round print ads in local publications as well as regular email campaigns and direct mail.

**SUNFLOWER SPA**

**GOAL**

Give a fresh, new look to the existing brand.

**HOW WE DID IT**

We redesigned Sunflower's dated website with a brighter look and more intuitive navigation. After having the same site for several years with no way to edit, it was important to the client to have a CMS allowing her to update prices and services herself.

We also updated Sunflower's advertising with a more playful, conceptual strategy. Steering clear of overused spa imagery and copy, we developed a fresh campaign promoting a different service every month in a familiar, consistent package.



Logo

Before Logo

Ads for Yellow Scene Magazine



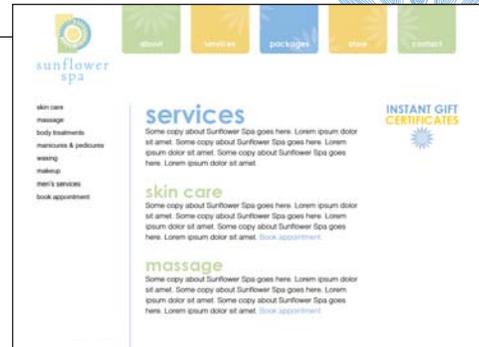
Direct Mail



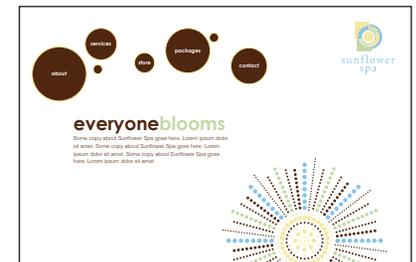
Ad for Yellow Scene Magazine



Website Pages



Some of the other designs we presented.



# KINZIE INDUSTRIES

## GOAL

Brand Kinzie Industries as an international company with personal service.

## HOW WE DID IT

We started with a new logo to brand Kinzie as a professional, international copy. While they primarily specialize in helicopter parts, the logo suggests aviation, speed and movement making it broad enough to reflect the company's other business ventures.

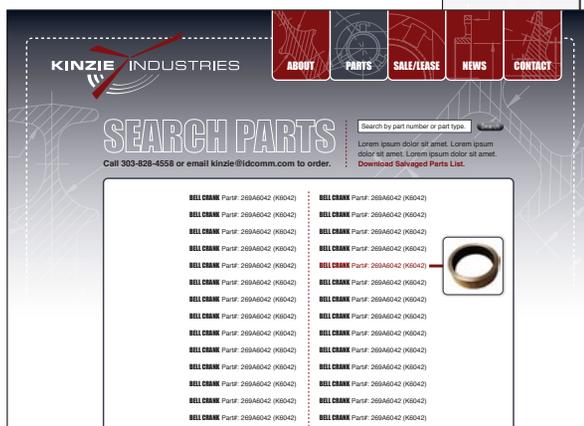
The logo helped set the tone for the website redesign. We gave it a polished look to brand Kinzie as an industry leader while maintaining their personal touch with casual, friendly copy and employee photos.

After having outdated information on their site for years, Kinzie wanted a CMS (content management system) so they could regularly add and remove parts for more effective sales. We also worked closely with the Kinzie team to make a user-friendly site as their industry is plagued with cumbersome search engines.

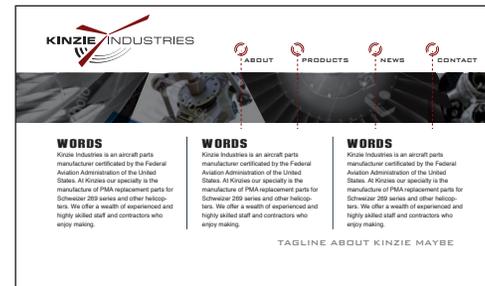
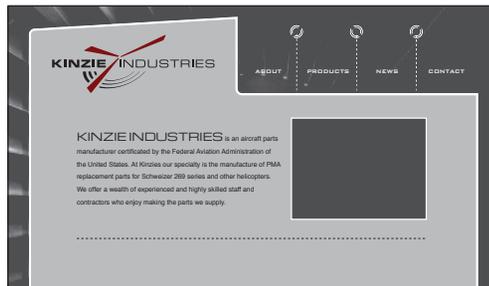


Logo

Website Pages



Some of the other designs we presented.



**CASE STUDY**

**SKINCARE BY JANICE**

**GOAL**

Develop a recognizable brand that establishes Janice's high quality care and translates throughout marketing materials in print and digitally.

**HOW WE DID IT**

First, we established a clear look that could evolve and be incorporated into various promotional and marketing platforms. By carefully crafting copy and selecting imagery, we created a clean brand that could be managed and updated easily as needed.

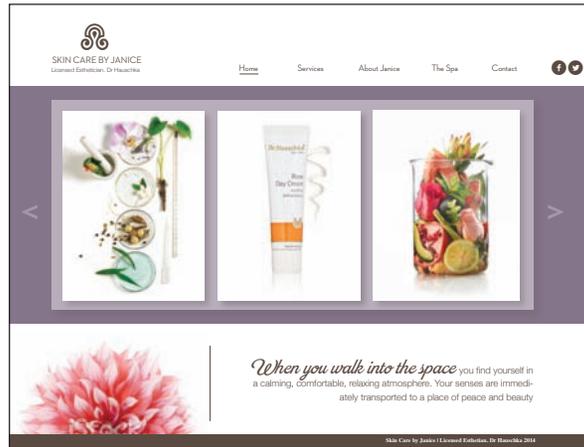
Logo Redesign



Some of the other designs we presented.



Website



Website Before



Ads for Yellow Scene Magazine



**EVERGREEN COTTAGE**

**GOAL**

Design a very basic, inexpensive website with no maintenance on the client's part.

**HOW WE DID IT**

Borrowing from Evergreen's existing ads, we not only kept the brand consistent but also cut down on design time. We also cut costs by consolidating the services onto one page with a sidebar navigation menu instead of a different page for each service.

Website Pages



**CASE STUDY**

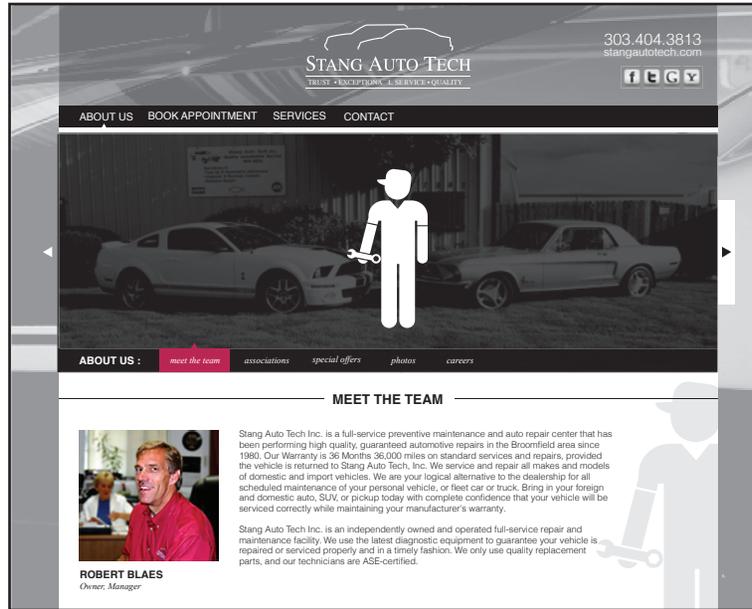
**STANG AUTO TECH**

**GOAL**

Caught up in ROI and SEO smoke and mirrors, sales started to droop. The goal was to reestablish the quality brand Stang has been known among the local mindset for 30+ years.

**HOW WE DID IT**

We started with scrapping inconsistent, deal-making mailers and went to a streamlined brand in print, web and direct mail. We eliminated list direct mail and targeted by neighborhood with a consistent campaign that worked alongside the print. We rebuilt the website to also be more user-friendly as well as feature fresh, content about Stang rather than generic auto industry copy.



**YOUR FAMILY CAR HAS A GUARDIAN, ALWAYS.**

**GOLD STANDARD WARRANTY**

EVERY 5TH OIL CHANGE IS FREE

36 MONTH / 36,000 MILE NATIONWIDE WARRANTY  
No matter where you are we have you covered.

**RESCUE ME**  
Complementary Roadside Service and \$15 a day Car Rentals

**FREE SHUTTLE SERVICE**

**DENVER'S FIRST INDEPENDANT HYBRID REPAIR SHOP**  
From hybrids to Hondas to Hummers, just one more way we are leading the auto industry.

303.404.3813 | StangAutoTech.com

**Y.S. BEST WEST**

**STANG AUTO TECH**  
TRUST • EXCEPTIONAL SERVICE • QUALITY

*You spend the weekends heading up I-70, sometimes waiting for traffic to move. The last thing you need to worry about is the car.*

**Good Feeling, isn't it?**

*Our owner, Robert, is known for his immaculate perfectionism. Lucky for us, he works on cars. As one of the most respected and award-winning shops in the area, Stang has served Broomfield and Boulder County since 1996. Cars regularly serviced at Stang Auto Tech tend to run better and longer. With that service comes a relationship that means we're here for*

**YOUR NEXT SERVICE!**

One offer per visit, please.  
Ends 8/15/12

**COLORADO'S BEST WARRANTY**

*youmeighborhoodatomechanic*

**VISTA RIDGE COMMUNITY CENTER**

**GOAL**

Increase event and corporate space rentals.

**HOW WE DID IT**

We replaced Vista Ridge's existing one page flyer with a sophisticated brochure reflective of the upscale market. We also simplified the old flyer's cumbersome pricing and amenities info and added photos. Additionally, it was designed in such a way that they can print in-house.

**PERFECT VIEW. PERFECT FRIENDS. PERFECT PLACE FOR YOUR SPECIAL OCCASION.**

Whether you're looking for that exception location with the perfect view or the best place for your business meeting that's close to home, Vista Ridge has the atmosphere and amenities to make your event everything it should be.

**VISTA RIDGE COMMUNITY CENTER**

RENTAL INFORMATION FOR NON-RESIDENTS

2750 Vista Parkway • Erie, CO 80516  
p: 303-926-7691 • f: 303-926-7694  
www.vrhoa.com

*Brochure*

**FABULOUS FACILITY. GREAT RATES.**

Vista Ridge Community Center 2750 Vista Parkway Erie, CO 80516 p: 303-926-7691 f: 303-926-7694 www.vrhoa.com

<p><b>NON-RESIDENT RENTALS</b> MAY-SEPTEMBER Can book 6 months in advance</p> <p><b>COMMUNITY ROOM</b></p> <ul style="list-style-type: none"> <li>• Comfortably seats 48 people (75 max, standing rooms only)</li> <li>• \$400 security deposit*</li> <li>• \$100 for first two hours</li> <li>• \$100 per hour thereafter</li> </ul> <p><b>BOARD ROOM</b></p> <ul style="list-style-type: none"> <li>• Comfortably seats 24 people (30 max)</li> <li>• \$200 security deposit*</li> <li>• \$125 for first two hours</li> <li>• \$75 per hour thereafter</li> </ul> <p><b>OUTDOOR PAVILION</b> Not available during pool season</p> <p><b>OUTDOOR LAWN</b></p> <ul style="list-style-type: none"> <li>• Comfortably seats 200 people (250 max)</li> <li>• \$500 security deposit*</li> <li>• \$250 for the first two hours</li> <li>• \$100 per hour thereafter</li> <li>• Six hour maximum (no after hour rentals)</li> </ul>	<p><b>NON-RESIDENT RENTALS</b> OCTOBER-APRIL Can book 3 year in advance</p> <p><b>COMMUNITY ROOM</b></p> <ul style="list-style-type: none"> <li>• Comfortably seats 48 people (75 people maximum, standing rooms only)</li> <li>• \$400 security deposit*</li> <li>• \$175 for first two hours</li> <li>• \$75 per hour thereafter</li> </ul> <p><b>BOARD ROOM</b></p> <ul style="list-style-type: none"> <li>• Comfortably seats 24 people (30 people maximum)</li> <li>• \$200 security deposit*</li> <li>• \$100 for first two hours</li> <li>• \$45 per hour thereafter</li> </ul> <p><b>OUTDOOR PAVILION</b></p> <ul style="list-style-type: none"> <li>• Comfortably seats 30 people</li> <li>• \$100 security deposit*</li> <li>• \$75 for the first two hours</li> <li>• \$30 per hour thereafter</li> <li>• Six hour maximum (no after hour rentals)</li> </ul> <p><b>OUTDOOR LAWN</b></p> <ul style="list-style-type: none"> <li>• Comfortably seats 200 people (250 max)</li> <li>• \$500 security deposit*</li> <li>• \$200 for the first two hours</li> <li>• \$85 per hour thereafter</li> <li>• Six hour maximum (no after hour rentals)</li> </ul>
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\*Some restrictions apply. See source for details. \*The security deposit will be returned to the party reserving the facility upon completion of the event and inspection of the facility by the community-center director. Cancellation policy: 6 months out 1/2 of the deposit will be refunded (October-April rentals only), 90 days out 1/2 of the deposit will be refunded. 30 days out no deposit will be refunded.







Life is messy.  
Time is short.  
We do the dishes  
so you don't have to.



Kalee's Cleaning LLC  
720.898.5531  
www.kaleescleaning.com  
Bonded and Insured

Laundry? just ask.  
Refrigerator just ask.  
Ask about our EXTRA's packages



flavor.culture.spices. without a plane ticket.

**Spice China**  
(Shanghai recipes & Japanese cuisine with a modern twist)

269 McCaslin Boulevard | Louisville | 720.890.0999 | www.spicechina.com

**YS BEST WEST**

**I WILL DO THE WORK YOU DON'T WANT TO!**  
Local, reliable contractor available for general labor and landscaping

**Benjamin Eckert, LLC**  
412-915-4864

THANKS FOR A GREAT SUMMER NOW YOU CAN CALL US FOR INSIDE TOO!  
I don't have a big fancy van with a logo on it. I've been a student and in the trade for nearly 10 years. I specialize in small and midsize jobs, but treat every job like it's my biggest.  
I care about detail, and leave your space clean everyday.

LANDSCAPING, DRY WALL, REPAIRS, CABINETS, TILE, SHELVING, ETC.  
Landscape // General Laborer  
benjamin@eckertllc.wordpress.com

## SHE TOOK A LITTLE PIECE OF YOUR HEART AND THEN SOME OF YOUR HEARING TOO

**50 IS THE NEW 40**  
The average age of hearing loss has sped up over the last 50 years. People are losing their hearing at a younger age, but have the technology and choice to address it in a way that is discreet and functional.

Hearing Health Care Center has been the top hearing clinic in Colorado since 1985. While there are options for buying hearing aids at bulk centers, the services are often lost in the mass production. Hearing Health Care Center employs expert audiologists who can custom fit your hearing aid with precision.




**LYRIC**  
No surgery, hidden in the canal and the most convenient hearing aid on the market.  
100% INVISIBLE | 100% SHOWER PROOF

**AUDIBEL A3i**  
Connects directly to your iPhone, iPad and iPod touch via our TruLink app. Fits comfortably in your ear and allows for phone calls via bluetooth.  
INVISIBLE & POWERFUL  
WAX REMOVAL • HEARING TESTS • CUSTOM HEARING PROTECTION • TRINITIS ASSESSMENT & TREATMENT • LATEST IN HEARING TECHNOLOGY INCLUDING WIRELESS & BLUETOOTH

COME IN FOR A FREE HEARING SCREENING AND CONSULTATION

<b>BROOMFIELD</b> (303) 464-8440 11480 N Sheridan Blvd Suite 200	<b>BOULDER</b> (303) 400-3900 4800 Baseline Road Suite E-108	<b>LONGMONT</b> (303) 776-8748 1515 Main Street Suite 15
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**Hearing HealthCare Centers**  
Whitney Swander, Au.D., Doctor of Audiology  
Samantha Warren, Au.D., Doctor of Audiology  
Ashleigh Eddelbuttel, Au.D., Doctor of Audiology  
HearingHealthCareCenters.com

PROVIDERS FOR MOST INSURANCE COMPANIES INCLUDING MEDICARE

### Why is repetition so important?

<b>2</b> out of <b>3</b> advertisements are ignored in <b>print</b>	<b>9</b> out of <b>10</b> advertisements are ignored in <b>direct mail</b>	<b>99</b> out of <b>100</b> advertisements are ignored on the <b>internet</b>
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helping the bride & groom enjoy the time honored process

Even though our industry is new, we'll be around a long while. We take the time to offer the very best service—whether you need 5 minutes or 50, our Karing Butenders are the most helpful in the industry. And since we own our facility, we grow our bud exactly the way we want: without chemicals.

- Party Favors
- Big Day Relaxation
- Easy the Stress
- Edibles
- Concentrates
- Tinctures

Ending bridezillas everyday.

303-449-WEED | karingkind.com  
5854 Rowhide Ct, Unit C, Boulder



# Direct Mail & Printing

Direct mail is quoted per job. These are average costs. List price for addresses starting at \$250. A \$50/hour postal analysis fee is required in some circumstances. Processing fee for city routes is an additional \$50 per 1000.

## Saturation Mailing, 2up, 4/4. (\$.169 for postage)

TOTAL PIECES	POSTAGE & PRINTING	PROCESSING	TOTAL
1,000	\$253	\$335	\$588
3,000	\$759	\$365	\$1,124
5,000	\$1,265	\$395	\$1,660
10,000	\$2,530	\$470	\$3,000
15,000	\$3,795	\$545	\$4,340
20,000	\$5,060	\$620	\$5,680
25,000	\$6,325	\$695	\$7,020
30,000	\$7,590	\$770	\$8,360

## 1st Class Mailing, 2up, 4/4. (\$.49 for postage)

TOTAL PIECES	POSTAGE & PRINTING	PROCESSING	TOTAL
1,000	\$574	\$335	\$909
3,000	\$1,722	\$365	\$2,087
5,000	\$2,870	\$395	\$3,265
10,000	\$5,740	\$470	\$6,210
15,000	\$8,610	\$545	\$9,155
20,000	\$11,480	\$620	\$12,100
25,000	\$14,350	\$695	\$15,045
30,000	\$17,220	\$770	\$17,990

## 1st Class Mailing, 4up, 4/4. (\$.34 for postage)

TOTAL PIECES	POSTAGE & PRINTING	PROCESSING	TOTAL
1,000	\$532	\$335	\$867
3,000	\$1,596	\$365	\$1,961
5,000	\$2,660	\$395	\$3,055
10,000	\$5,320	\$470	\$5,790
15,000	\$7,980	\$545	\$8,525
20,000	\$10,640	\$620	\$11,260
25,000	\$13,300	\$695	\$13,995
30,000	\$15,960	\$770	\$16,730

## Saturation Mailing, 2up, 4/1. (\$.169 for postage)

TOTAL PIECES	POSTAGE & PRINTING	PROCESSING	TOTAL
1,000	\$238	\$335	\$573
3,000	\$714	\$365	\$1,079
5,000	\$1,190	\$395	\$1,585
10,000	\$2,380	\$470	\$2,850
15,000	\$3,570	\$545	\$4,115
20,000	\$4,760	\$620	\$5,380
25,000	\$5,950	\$695	\$6,645
30,000	\$7,140	\$770	\$7,910

## 1st Class Mailing, 2up, 4/1. (\$.49 for postage)

TOTAL PIECES	POSTAGE & PRINTING	PROCESSING	TOTAL
1,000	\$559	\$335	\$894
3,000	\$1,677	\$365	\$2,042
5,000	\$2,795	\$395	\$3,190
10,000	\$5,590	\$470	\$6,060
15,000	\$8,385	\$545	\$8,930
20,000	\$11,180	\$620	\$11,800
25,000	\$13,975	\$695	\$14,670
30,000	\$16,770	\$770	\$17,540

## 1st Class Mailing, 4up, 4/1. (\$.34 for postage)

TOTAL PIECES	POSTAGE & PRINTING	PROCESSING	TOTAL
1,000	\$524.50	\$335	\$859.50
3,000	\$1,573.50	\$365	\$1,938.50
5,000	\$2,622.50	\$395	\$3,017.50
10,000	\$5,245	\$470	\$5,715
15,000	\$7,867.50	\$545	\$8,412.50
20,000	\$10,490	\$620	\$11,110
25,000	\$13,112.50	\$695	\$13,807.50
30,000	\$15,735	\$770	\$16,505

CITY ROUTE - ADD 5¢ PER PIECE

### Printing & Direct Mail

**"2up"** means two pieces are printed side-by-side on one sheet of paper. In other words, you get two 8.5" x 5.5" postcards from one 8.5" x 11" sheet.

**"4up"** means four pieces are printed on one sheet of paper. In other words, you get four 5.5" x 4.25" postcards from one 8.5" x 11" sheet.

**"4/1"** means 4 color (full color) printing on one side of the sheet of paper and 1 color (black and white) printing on the other side.

**"4/4"** means 4 color (full color) printing on both sides of the paper.

**"1/0"** means black and white printing on one side of the paper.

PRINTING RATES	2 SIDED			
	B/W	4/0	B/W	4/4
1-251	\$0.28	\$0.56	\$0.35	\$1.05
251-500	\$0.19	\$0.51	\$0.24	\$0.99
501-1,000	\$0.17	\$0.49	\$0.20	\$0.94
1,001-3,000	\$0.15	\$0.45	\$0.18	\$0.89
3,001-5,000	\$0.13	\$0.37	\$0.16	\$0.71
5,001-7,500	\$0.11	\$0.31	\$0.14	\$0.60

BIZ CARDS	MATTE OR GLOSS		
	4/0	4/1	4/4
250	\$29	\$36	\$48
500	\$36	\$43	\$68
1,000	\$42	\$48	\$71
2,500	\$57	\$67	\$105
5,000	\$80	\$88	\$145

Prices based on 8.5" x 11" 20 lb. text paper. 80 lb. cover (cardstock), available for an additional \$5 per 250 sheet. Specialty paper available upon request (additional fees apply)

FEST BAG INSERTS (1 SIDED)	8.5"X11"	8.5"X5"	8.5"X3.25"	5"X3.35"
1,500	\$425	\$285	\$200	\$150

**WATERLOO TURNS 2!**  
THANKS TO YOU!

*God Bless Johnny Cash*

**2nd Year Anniversary Party!**  
SEPTEMBER 21-27

**Customer APPRECIATION WEEK**

**Ridiculous Food & Drink Specials!**

Mon	Achilles: 55 Bud Light pitchers, 50 Bud Light 20oz drafts, 51 Flat Toppers
Tue	Avery: 53 Avery 6pk 20oz pils, 50 Charity Pils, 5-7p Buffet for private tour of brewery for 10 guests
Wed	New Belgium: 50 Flat Top & Sunshine, Wheat 20oz pils, 51 Hopsicle bottles, 11:30-1:30 Jam session, 51 McEady, Waterloo House Band 9:00pm
Thu	Apex: 54 Corona Silver, 54 Cizablonas Imperial IPA, Eric Forsythe & Dave Miller, Kate & Eric of the HolyHell
Fri	Leopold: 50 Leopold spils, 51 Flat Top 100, 51 Flat Top 100, 51 Flat Top 100
Sat	Republic National: 51 Flat Top 100, 51 Flat Top 100, 51 Flat Top 100
Sun	52 Flat Top 100, 51 Flat Top 100, 51 Flat Top 100

**Simply Louisaite**  
808 South Main St. • Louisville 303-968-2008  
www.waterlooatls.com

**WATERLOO**

PSRST STD  
EQR W55  
US POSTAGE  
PAID  
ERIE, CO 80516  
PERMIT #18

**Let's Party!**

and a great little party room, for your great little party (or midsize, too).

Leverage James Beard-nominated Chef Jim Cohen's culinary experience for an evening of gourmet dining that will match anything you'll find in New York. For 2 to 45 guests, the Party Rooms at The Empire are great for:

- Rehearsal dinners
- Business meetings
- Birthday celebrations
- Credentiation
- Gatherings of any kind!

Open every day at 4pm, except Mon.  
Happy Hour: Tue-Sun 4-6pm  
816 Main St. Louisville 303-435-2523  
theempirerestaurant.com  
come@theempirerestaurant.com  
twitter@theempirelounge.com

**The Empire Lounge Restaurant**

PSRST STD  
EQR W55  
US POSTAGE  
PAID  
ERIE, CO 80516  
PERMIT #18

**Make this Summer Count**

With GUARANTEED RESULTS in just 32 hours, Tutoring Club's flexible summer courses help your child prepare for the next school year with a plan that fits the busiest summer schedule.

Guaranteed to improve academic performance in less time and at a lower cost than any other program.

**Smart Kid.**

**Smart Parent.**

Guaranteed to improve academic performance in less time and at a lower cost than any other program.

**SUMMER BREAKTHROUGH**

**Tutoring Club**  
A Class Above. Guaranteed.  
1445 Nelson Rd. 303-651-0800

PSRST STD  
EQR W55  
US POSTAGE  
PAID  
ERIE, CO 80516  
PERMIT #18

**IS YOUR PERSONALITY REFLECTED IN YOUR HOME?**

Colorado Custom Paintworks proudly serves Boulder County & surrounding areas through a variety of services, from painting and staining to decks and fences. Our firm works hard to make your dreams a reality because we believe that the quality of your home affects the quality of your life.

**SPRING SPECIAL**  
Sign up for any service before 4/30/2019 and receive a \$50, \$100, or \$200 gift card!

**YOUR HOME IS THE CANVAS, MAKE IT YOUR GREATEST MASTERPIECE.**

Dean Ippolito has worked in the painting trade for the last fifteen years providing the highest level of customer service, attention to detail, and customer satisfaction. Dean's depth of experience, his personalized attention to the needs of his clients, and his helpful suggestions for home improvements set him apart.

**COLORADO CUSTOM PAINTWORKS**  
OFFICE: 303.833.2505  
CALL: 303.472.2430  
DICK@CCPAINWORKS.COM

Interior and Exterior • Custom Backdrops • Deck and Door Restoration • Pressure Washing • Commercial/Resort Finish • Historical Restoration • Deck Refinishing and Staining • Major Work and General Contracting • Wallpaper Removal • Stained and Clear Coats • Airless and HVLP Spraying • Color and Product Consulting

PSRST STD  
EQR W55  
US POSTAGE  
PAID  
ERIE, CO 80516  
PERMIT #18

Boulder Valley School District RE-2  
PO Box 9011  
Boulder, CO 80301

NON-PROFIT ORG  
US POSTAGE  
PAID  
BOULDER, CO  
PERMIT NO. 313

**THIS IS A PLACE FOR NEW BEGINNINGS**

Some students feel as though graduating is beyond their grasp, but past mistakes don't have to be black marks on their futures.

The structured environment at Justice High School is ideal for teens who are disconnected because of juvenile delinquency and for students who struggle in traditional classroom settings. We're dedicated to giving all students an opportunity to graduate, and the knowledge and self-esteem to succeed in college and beyond.

**Justice High School**

Traditional Programs • Flexible Schedules  
Individual Attention • Arts • Sciences • Sports  
(The Justice High School football team had some big wins last season!)

**HELP JUSTICE HIGH THRIVE**  
Volunteer, teach or donate to our student rewards program.

805 Excalibur St Lafayette 720-935-1337 justicehigh.org  
Serving Boulder, Broomfield, St Vrain and Adams Counties

PSRST STD  
EQR W55  
US POSTAGE  
PAID  
ERIE, CO 80516  
PERMIT #18

**STANG AUTO TECH**  
TRUST • EXCEPTIONAL SERVICE • QUALITY  
Where your best interests come first.

7202 W. 116th Avenue | Broomfield  
**303.404.3813**  
StangAutoTech.com

We want and your Auto you car needs

- Free Oil
- Filter/Fluid
- Wash/Wax
- Brake/Car
- ASE Cert
- Family Ok

**SUMMER'S HERE!**  
You're ready to hit the road. Trust us to get you there problem-free.

**\$55 OFF ANY SERVICE OVER \$300** OR **\$3500 OFF ANY OIL SERVICE**

**\$10 CERTIFICATE TO RED MANGO WHEN YOU SERVICE YOUR CAR AT STANG.**

Gold Standard Service - Colorado's Best Warranty:  
• 36 month/36,000 mile no-deductible warranty  
• Restore Mile Comprehensive Roadside Assistance  
• 50% off change free (see website for details)

Denver's first Independent Certified Hybrid repair shop.

**303.404.3813 | StangAutoTech.com**

**STANG AUTO TECH**  
TRUST • EXCEPTIONAL SERVICE • QUALITY  
Where your best interests come first.

PSRST STD  
EQR W55  
US POSTAGE  
PAID  
ERIE, CO 80516  
PERMIT #18

If you're paying more than 15¢ postage per piece, you could be paying too much! See our pricing. ➤

# Advertising Rates



**PRINT MARKETING** All rates are per insertion. Flexibility to change ad size.

SIZE	Open	3x	6x	9x	13x
<b>Spread</b>	\$7020	\$6540	\$5550	\$4895	\$4435
<b>Full</b>	\$4115	\$3659	\$3265	\$2836	\$2635
<b>2/3</b>	\$2836	\$2519	\$2255	\$1975	\$1855
<b>1/2</b>	\$2255	\$1775	\$1577	\$1465	\$1385
<b>1/3</b>	\$1565	\$1325	\$1177	\$1051	\$959
<b>1/6</b>	\$1051	\$965	\$870	\$657	\$595

Ask about bleeds on smaller ads and other specialty advertising options.



**BRIDES & BABIES PRINT** All rates are per insertion. Flexibility to change ad size.

SIZE	1x	Includes 6 mo.	2x	Includes 1 year
<b>Spread</b>	\$4,795	Sunshine Web	\$4,510	Sunshine Web
<b>Full</b>	\$2,995	Sunshine Web	\$2,695	Sunshine Web
<b>2/3</b>	\$2,519	Sunflower Web	\$2,030	Sunflower Web
<b>1/2</b>	\$1,775	Sunflower Web	\$1,565	Sunflower Web
<b>1/3</b>	\$1,325	Marigold Web	\$1,059	Marigold Web
<b>1/6</b>	\$870	Marigold Web	\$670	Marigold Web

**INSERT CARDS** Double-sided, full color, 7pt. white balboa.

5000	10500	25000	40000	51000	66000
\$1440	\$1750	\$2775	\$3850	\$4565	\$5423
<b>Inserting Client Supplied Card \$16/K</b> ask for dimension requirements.					

**GROSS VS NET** All rates quoted are gross. We offer a 10% discount from the rate card to recognized advertising agencies. No commission on production charges or late fees; although commissions are forfeited in the event of unfulfilled contracts on accounts that are 60 days past due. **PREMIUM POSITIONS** We always try to accommodate requests for advertising placement (back cover, front placement, left hand page, etc.) but a 15% surcharge is required to guarantee it. **CREDIT TERMS** All new advertisers must pre-pay for their first insertion with full payment due with ad materials—credit cards accepted. Subsequent insertions will be billed upon publication and are due upon receipt. Net 30 day finance terms are offered only with a completed credit application. **ADDITIONAL TERMS** Additional terms and policies are detailed in *Yellow Scene Magazine's* advertising agreement, which must be signed (e-mail agreements are accepted, too) prior to placement of advertising. **LATE FEES** Materials submitted after deadline are subject to a \$25 late fee. This same fee will be applied to alterations made to existing materials after an issue goes to press.

## MULTI-PLATFORM (PRINT, WEB AND EVENT) BUNDLES

FREE WITH ANY PRINT INSERTION	VALUE
One Year Online Link, Bio, Google Map in YS Online Business Directory	\$180
3 Months Consumer Card Online Ad	\$375

## E-MARKETING PACKAGES (12 MONTHS EXPOSURE)

MARIGOLD (\$495 W/ PRINT, \$850 W/Z PRINT)	VALUE \$2655
Includes online link & bio for 1 year	\$480
E-newsletter highlight	\$180
Yellow Card offer for 1 year	\$1200
Yellow Card feature on web	\$50/day
Yellow Card feature on newsletter	\$50/day
Yellow Card feature on Yellow Deals page in magazine	\$395
Includes 1500 fest bags in the summer	\$255
Facebook feature event of the day	\$45

SUNFLOWER (\$595 W/PRINT, \$1350 W/O PRINT) Includes all Marigold features as well as:	VALUE \$3095
E-newsletter ad	\$225
Includes 3000 fest bags in the summer	\$425
Includes online link, bio & logo for 1 year	\$750

SUNSHINE (\$850 W/PRINT, \$1850 W/O PRINT) Includes all Sunflower features as well as:	VALUE \$4240
E-newsletter ad	\$225
Web ad	\$450
Includes 5000 fest bags in the summer	\$510
Includes online link, bio, photos & logo for 1 year	\$1135

EMARKETING PACKAGES (12 MONTHS EXPOSURE)
Website: 8,500 unique visitors per month. 22,000 page views, avg. time per page 1:30
Yellow Card members: 13,000
E-newsletter opt in names: 18,000

## ADDITIONAL SERVICES

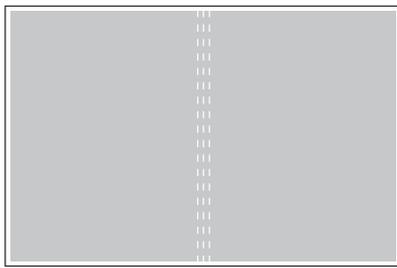
10,000 ECO-FRIENDLY FESTIVAL BAGS	
<b>Fest Bag Printing</b>	
1,500, 8.5 x 11, 4/0	\$425
1,500, 8.5 x 5, 4/0	\$285
1,500, 3.25 x 8.5, 4/0	\$200
1,500, 3.25 x 5, 4/0	\$150
<b>Fest Bag Stuffing Charges</b>	
2,000-3,000 Flyers	17¢ per sheet
3,001-5,000 Flyers	15¢ per sheet
5,001-8,000 Flyers	13¢ per sheet
8,000+ Flyers	10¢ per sheet
<b>Logo Imprint 13,000 bags</b>	\$2,500 (includes web bundle)

Fest Bag printing includes any design services at no additional charge. Stuffing charges do not include printing. More than 10,000 bags are distributed at approximately 75 events a year throughout the North Metro areas.

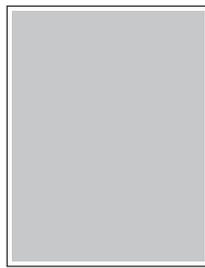


CREATIVE SERVICES (times are estimates)	
<b>Poster Design</b>	\$200-\$300 (4-6 hours)
<b>Biz Card Design</b>	\$100-\$200 (2-4 hours)
<b>Brochure Design</b>	\$400-\$500 (8-10 hours)
<b>Logo Design</b>	\$400-\$500 (8-10 hours)
<b>Flyer Design</b>	\$50-\$150 (1-3 hours)
<b>E-newsletter Design**</b>	\$150-\$250 (3-5 hours)
<b>Marketing Consultation</b>	\$125/hour
<b>Photography***</b>	\$45 1/2/hour \$65/hour
<b>Stock Photo Charge</b>	\$3-\$25 typically

\$95/hour for contractual clients. \$125/hour for outside projects and for non-contractual clients. Marketing consultation and ad design complimentary with purchase of advertising. \$25 fee for reformatting ads for other uses. \$25 for digital ad files. \*\*Need to have email marketing account such as Constant Contact. \*\*\*Some restrictions apply.



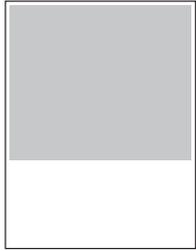
**2 Page Spread**  
17.25" x 11.375" full bleed  
16.25" x 10.375" no bleed



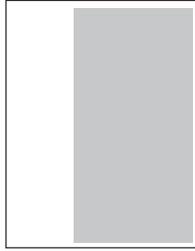
**Full Page**  
8.875" x 11.375" full bleed  
7.875" x 10.375" live area



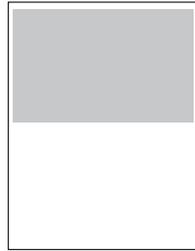
**Back Page Magazine Trim**  
8.375" x 10.875"



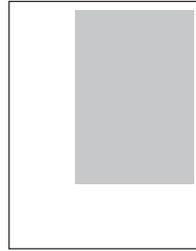
**2/3 Horizontal**  
7.875" x 6.715"



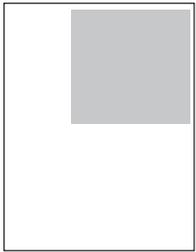
**2/3 Vertical**  
5.167" x 10.195"



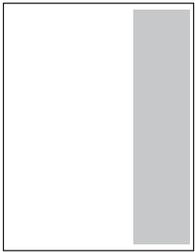
**1/2 Horizontal**  
7.875" x 4.972"



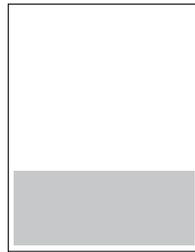
**1/2 Vertical**  
5.167" x 7.563"



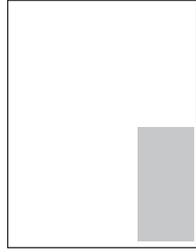
**1/3 Square**  
5.167" x 4.972"



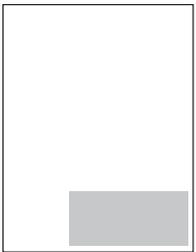
**1/3 Vertical**  
2.458" x 10.195"



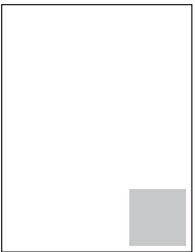
**1/3 Wide**  
7.875" x 3.232"



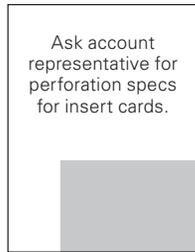
**1/6 Vertical**  
2.458" x 4.972"



**1/6 Horizontal**  
5.167" x 2.375"



**1/9 Square**  
2.458" x 2.375"



**Insert Card**  
6" x 4"



**Online Offer**  
468w x 240h pixels



**Web Ad**  
300w x 250h pixels

\*General Theme Page sizes \*\*Square/Display Banner Ads for E-newsletter only.

**Theme Pages\***

**2/3 Vertical**  
5.167" x 6.6"

**1/2 Vertical**  
5.167" x 6.563"

**1/2 Horizontal**  
7.88" x 4.3"

**1/3 Vertical**  
2.458" x 8.833"

**1/3 Square**  
5.167" x 4.3"

**1/6 Vertical**  
2.458" x 4.3"

**1/6 Horizontal**  
5.167" x 2.03"

**1/9 Square**  
2.458" x 2.03"

**Header**

8.875" x 1.75"  
(bleed on left, right & top)  
8.375" x 1.5" (trim)  
7.86" x 1.25" (live area)

# Print Ad Sizes and Specs

PDF is the preferred file format for print ads. **We will assume that camera ready ads are built to the correct dimensions of the desired size for publication.**

Please do not use crop or registration marks or put a keyline border around the edge of the ad. Bitmap or pixel-based graphics should be TIFF or EPS files, at least 300 dpi and must be CMYK or Grayscale. Any RGB or Spot colors will be converted to CMYK and may produce different results. Be sure all images are embedded in the document. Please do not use OPI-tagged images. Ads with OPI information will be flattened and may produce different results. Vector-based graphics should be in EPS format. Vector logo type needs to be converted to outlines. All fonts must be embedded or converted to paths. TrueType fonts need to be converted to paths.

When supplying materials for our production staff to build your ad, please provide images and logos that are high resolution (300 dpi) or vector graphics.

Ads may be emailed to your Account Executive. Large files (10+MB) may be uploaded to our FTP site, [yousendit.com](http://yousendit.com), or [dropbox.com](http://dropbox.com) (a free file transfer service). Uploaded ads need to be clearly marked with the advertiser's business name. Account Executives will email a digital proof. Hard copies available upon request. **Proofs are limited to three per insertion.**

► **FTP Login Info** (case sensitive). Our ftp site is not accessible through a browser, so you will need to use file transfer software such as Fetch or Filezilla. If you are not familiar with ftp sites, we recommend you use [yousendit.com](http://yousendit.com).

- Host: [yellowscene.com](http://yellowscene.com)
- UserID: advertiser
- Password: adftp

► **DropBox/YouSendIt** - Both DropBox and YouSendIt are easy to use and FREE! To upload your large files simply log into [dropbox.com](http://dropbox.com) or [yousendit.com](http://yousendit.com), create a new folder, upload your files and attach a link to our e-mail ([advertising@yellowscene.com](mailto:advertising@yellowscene.com)). Once this is done hit send and we will take it from there.

Camera ready ads received after the deadline are subject to a \$25 late fee and may be redesigned by our production staff if not conforming to space originally reserved.

**Call 303.828.2700 x507 or email [graphics@yellowscene.com](mailto:graphics@yellowscene.com) with specification questions.**

*Yellow Scene Magazine and Colorado Brides and Babies reserves the right to reject any camera ready ad because of its content or design. In that event, our production staff will create a new version that meets the magazine's quality standards and fulfills the advertiser's needs.*