



**2008 MEDIA KIT**  
YELLOWSCENE.COM

**yellowscene**  
MAGAZINE

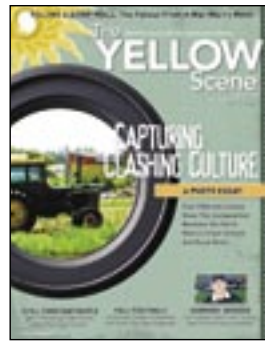
NORTH METRO DIVERSIONS



JULY 07



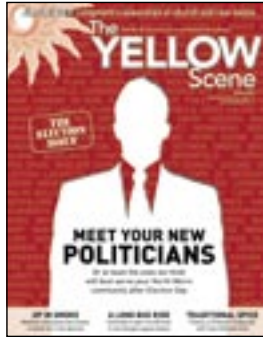
AUG 07



SEPT 07



OCT 07



NOV 07



GIFT GUIDE 07



DEC 07/JAN 08



FEB 08



MARCH 08



APRIL 08



MAY 08



JUNE 08

# World Domination Next

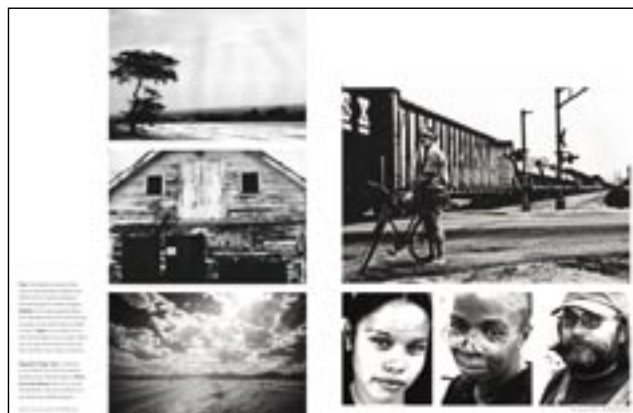
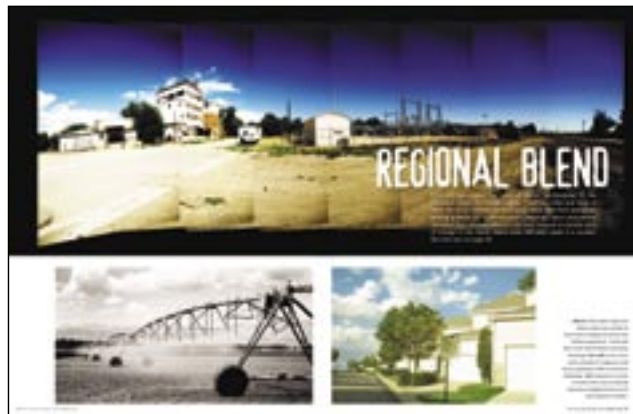
*Yellow Scene Magazine* is the definitive resource for in-depth local news coverage, comprehensive arts and entertainment, and riveting design for unique, adventurous population of the emerging North Metro area market. With 69,000 copies hitting North Metro each month, we are established as the best read publication north of 104th Avenue.

We've often joked that first we'd take over East Boulder County, then the North Metro Denver region and finally, the world. Consider two of those checked off our list. In 2007, *Yellow Scene Magazine* exploded from a successful East Boulder County publication into the North Metro's magazine of choice. We interviewed powerful politicians (Rep. Mark Udall), music greats (Derek Trucks) and popular sports personalities (University of Colorado football coach Dan Hawkins). It's all been in an effort to continually improve the magazine, and, in larger part, to keep up with a rapidly growing and increasing affluent North Metro population that expects as much. With a new logo, redesigned website and a growing reputation as a source of excellence, we expect to close in on the whole world domination thing by the end of 2008.

Jacob Harkins  
Editor  
*Yellow Scene Magazine*



The North Metro landscape is changing—four photographers captured it all in *Yellow Scene Magazine's* first photo essay, "Regional Blend," September 2007.



## Targeting a Boom Town

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 few years, the landscape has changed considerably as the once bedroom communities have turned into bustling and vibrant suburbs. North Metro (Westminster, Erie, Thornton, Broomfield, Longmont, Boulder, etc.) now boasts more than 594,000 residents—and it's still growing.

*Yellow Scene Magazine* was first in this emerging region, taking advantage of an untapped market. People are moving to the North Metro area in droves for the "Boulder lifestyle—without the Boulder address." Our readers are adventurous, love the Colorado sunshine and loathe having to spend a half-million dollars on a tiny house in Downtown Boulder. That's not to say we ignore Boulder; we focus on select, upscale neighborhoods leaving CU and the rental population to Boulder's target publications.

Our readers have come to expect quite a bit from us since 2001 as the region's premier source for politics, arts and entertainment, local news, and restaurant coverage. With more than 69,000 copies being distributed each month from 104th Avenue to Highway 66, *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 local. This has translated into us being the top choice for advertisers to place their message.

*Yellow Scene Magazine* is an indispensable resource for residents and advertisers alike.

# Yellow Scene People



**Shavonne Blades, Publisher**  
advertising@yellowscene.com

In 2000, Shavonne realized two things: Boulder County needed a fresh media voice, and she loved yellow. Meshing that with two decades of marketing experience, she launched *Yellow Scene Magazine*.



**Jacob Harkins, Editor**  
editorial@yellowscene.com

After winning numerous writing and editing awards in daily newspaper journalism, it only took Jake a few months to lose his dry news writing style. We're all the better for it.



**Stephanie Mott, Creative Director**  
graphics@yellowscene.com

Stephanie is particular about the details—which drives our editor crazy and makes readers love the magazine. Eight years in media design and a fine arts degree probably have something to do with it.



**Michael Fox, Graphic Designer**  
production@yellowscene.com

Michael spent seven years graphically designing ads at a big, messy newspaper. *Yellow Scene* gives him the opportunity to work with colors, just like when he was little. He moonlights as a stand up comic.



**Jennie Harris, Account Executive**  
jennie.harris@yellowscene.com

Jennie began her career as a recruiter in Chicago. She pretty much filled every position in the Windy City, then moved to Colorado two years ago for the outdoor lifestyle and challenge of media sales.



**Jon Davis, Account Executive**  
jon.davis@yellowscene.com

Jon spent two years in sales, never able to showcase his many hidden talents—comedy and modeling, for example. He has excelled here since '06, meshing his experience with a nose for creativity.



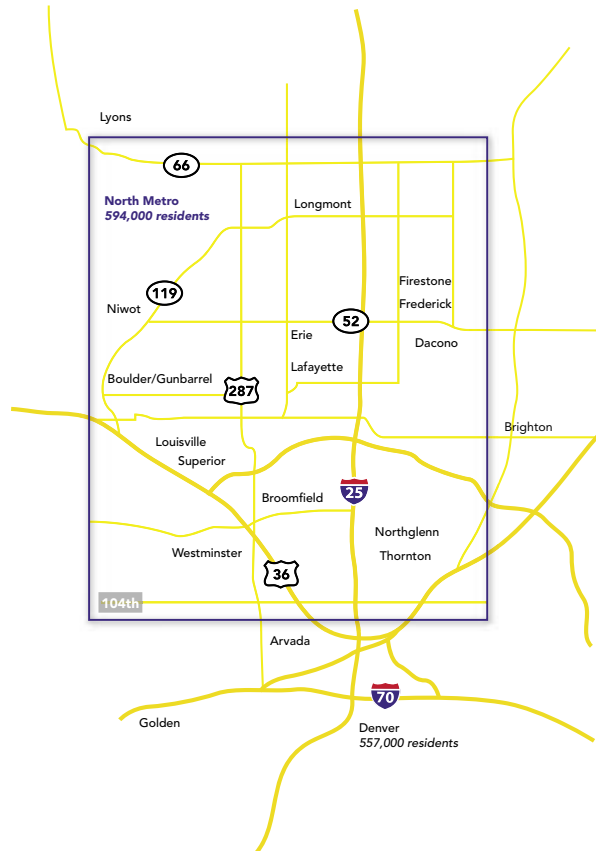
**Jill Horst, Financial Manager**  
admin@yellowscene.com

Jill can account for all of our expenses to the penny, which is pretty important, because sometimes we tend to spend a lot of pennies without thinking about it. She's been in finance for nearly a decade.

John Powell, Webmaster, webmaster@yellowscene.com  
Debbie Bacca, Distribution Manager, distribution@yellowscene.com

# The Largest Publication 104th North

If you think a young, affluent audience will help increase your business, look North. The population from 104th North has exploded from 350,000 people in 1990 to 594,000 today (and still growing). Imagine what these new residents are doing for the housing market, then imagine what they could do for your business.



# Market Saturation

With an average readership rate of 92% per magazine and an average market penetration of 65%, *Yellow Scene Magazine* reaches more than 300,000 residents from Westminster to Longmont.

City	Market Saturation (Adult pop.)	Residential Units	Mailed to Homes	News Stands	Total
Boulder/Gunbarrel*	20%	40,800	2,170	2,895	5,065*
Broomfield	74%	21,375	9,265	1,649	10,914
Carbon Valley*	60%	5,700	3,174	775	3,949*
Erie	126%	7,400	7,400	85	7,485
Lafayette	77%	9,200	5,038	774	5,812
Longmont	86%	33,540	16,724	2,065	18,789
Louisville	73%	7,600	3,133	727	3,860
Niwot	150%	1,530	1,530	85	1,615
Northglenn	4%	12,000	—	311	311
Superior	123%	4,700	3,900	90	3,990
Thornton*	6%	29,500	—	1,356	1,356*
Westminster	19%	9,500	5,089	765	5,854

\*Numbers changing August '08. Carbon Valley moving to subscription only. Boulder and Thornton will increase by 3,000.

## ZIP CODES

**Boulder** 80301, 80302, 80303, 80304, 80305, 80306  
**Broomfield** 80020, 80021, 80038  
**Carbon Valley** 80504, 80514, 80520, 80530  
**Erie** 80516  
**Gunbarrel** 80310  
**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, 80030, 80035, 80036

## CIRCULATION AUDIT

Pick Up Rate 2008	92%
January	94%
February	93%
March	89%
April	92%
May	92%

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

Our regular hyper-local features ensure *Yellow Scene Magazine's* content remains unique and relevant to the North Metro area.



"Boiling Point" July '07  
Five hot topics that get North Metro residents boiling.



"Closing Scene" June '08  
James Burrus finishes off each issue with a quirky, insightful look into local issues



"Neighborhoods" Dec '07  
We scour neighborhoods and tell you where to eat, shop and play.



"Time for Pebbles" Oct '07  
News stories that get at the important issues in the region.

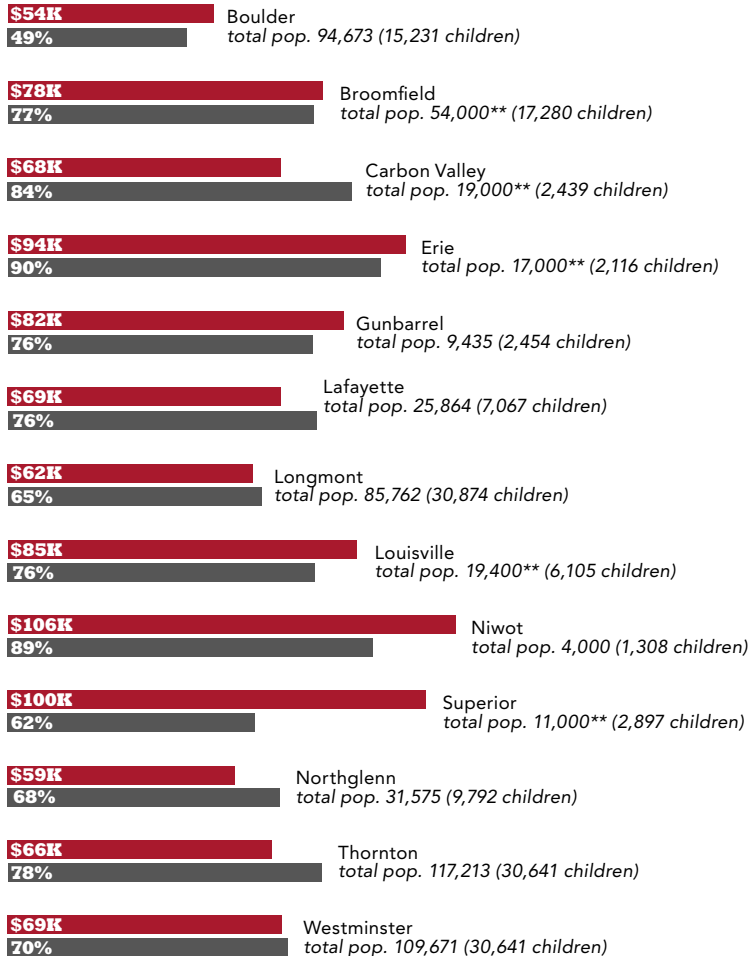
# Growing Population; Growing Bank Accounts

As the North Metro region grows and lures top-paying jobs (Centura Health, Sun Microsystems, University of Colorado), it's developing into one of the most affluent areas in the state. As one of the most populated regions in Colorado, that means there are plenty of robust wallets nearby.

## MEDIAN INCOME

### HOMEOWNERS

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



**\$50K**  
U.S. Average

**\$52K**  
Colorado Average

**\$68K**  
Boulder County

## COMPARE COLORADO POPULATIONS

**North Front Range**  
Total 178,215  
Ft. Collins, 118,652  
Loveland, 59,563

**Denver**  
Total 557,917

**South Metro**  
Total 175,123  
Littleton, 40,396  
Englewood, 31,727  
Centennial, 103,000

**South Front Range**  
Total 405,560  
Castle Rock, 35,745  
Colorado Springs 369,815

\*Median income info provided by www.muninet.com.  
\*\*City estimates due to rapid growth.

We keep our readers captivated by offering cutting-edge coverage of hot button topics all told with a little more flavor than your typical newspaper.



"Growing Pains" Nov '07  
Colorado's medical marijuana law hurts those who need it most.



"Fighting Words" Dec '07  
Capitol Hill will be civil until universal healthcare divides political lines.



"Weighting Game" Sept '07  
CU football coach Dan Hawkins carries a burden bigger than wins.



"Slumber Session" June '07  
Republicans and Dems getting along? It was a quiet year on Capitol Hill.

# Nobody Gets the Newspaper Anymore

Once upon a time, nearly every house in the U.S. had a newspaper delivered to its front door. Actually, that was only a few decades ago, but readership patterns have changed drastically in the last three decades. Now less than 25 percent of homes receive one as television and internet have changed the face of modern media. While most print publications have suffered, City/Regional magazines such as *Yellow Scene Magazine* have blossomed with increased circulations and advertising revenues! *Yellow Scene's* growth from 2003-07 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 most recently being named a finalist for a Maggie award in editorial excellence.

## OLD VS. NEW

### Old Media:

TV, Radio, Daily Newspaper and Yellow Pages

In the 1960s, these four outlets 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 150 television spots to come close to 70% of the market. Newspaper subscriptions are free falling, and Google has supplanted the phone book.

### Multi-Media:

*Cable TV, Radio, Internet and Micro Media, Direct Marketing, Niche and Community Publications, Hyper and Targeted Marketing, Cross Promotions, Guerilla Marketing and Sponsorship*

Modern marketers have to work much harder 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.

# Apples and Oranges

## North Metro Circulation

### YELLOW SCENE MAGAZINE

**69,000 in North Metro**

*56,000 mailed to the communities of Boulder, Broomfield, Erie, Firestone, Frederick, Lafayette, Longmont, Louisville, Niwot, Superior, Westminster, plus 300 subscriptions*

*12,700 at events and in more than 1,500 newstands throughout all 14 communities: Boulder, Broomfield, Dacono, Erie, Firestone, Frederick, Lafayette, Longmont, Louisville, Niwot, Northglenn, Superior, Thornton, Westminster*

### COLORADO HOMETOWN NEWSPAPERS

**18,500 in North Metro**

*2,300 Subscriptions, 550 Single Copy, 2,850 Total Paid (Free and Paid Deliveries: 3,100 in Superior, 4,400 in Louisville, 4,300 in Lafayette, 6,700 in Erie)*

### BOULDER DAILY CAMERA WEEKDAY

**32,800 Total Paid in North Metro**

*20,000 Daily Boulder Proper*

### BOULDER DAILY CAMERA SUNDAY

**35,400 Total Paid in North Metro**

*21,000 Sunday Boulder Proper*

### BOULDER WEEKLY

**25,000 in North Metro**

*17,000 Boulder Proper*

### LONGMONT TIMES-CALL

**21,000 in North Metro**

*15,000 Longmont Proper*

### DENVER NEWSPAPER AGENCY WEDNESDAY

**25,016 Total Paid in North Metro**

*8,701 Broomfield/Boulder Counties, 509,788 Total Circ.*

### DENVER NEWSPAPER AGENCY SUNDAY

**74,996 Total Paid in North Metro**

*26,899 Broomfield/Boulder Counties, 698,574 Total Circ.*

### WESTWORD

**8,104 in North Metro (317 locations)**

*4,000 in Boulder County, 4,104 in Broomfield, Westminster, Thornton, 120,000 Total Circ.*

# Yellow Scene Magazine Editorial Policy

What's your favorite show on TV? Or favorite movie? Now imagine it featuring a story line revolving around Coors Light. Why shouldn't it? Companies spend lots of money to advertise, therefore these shows would not exist without them. But an advertiser's success would not exist without an audience, and a story line about everyday products wouldn't pull the demographics needed to sell them. Good content lures a captive audience, regardless of what type of media you are talking about.

"For magazines to be trusted by consumers and to endure as brands, readers must be assured of their editorial integrity."

—*American Society of Magazine Editors*

We too know we must provide an audience in order for our clients' messages to be seen, which is why we have a strict policy defining editorial coverage. As much as we like our advertisers (and want to keep them doing business with us) we hold to a strict policy of independence between the advertising and editorial departments.

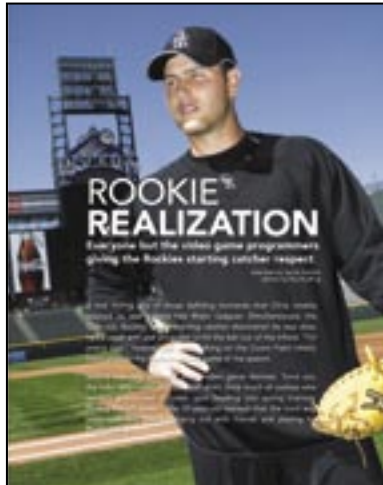
That's not to say if you have a great story idea we'll ignore it. If you have a pitch that deserves our editors' attention, please email a press release. It should include the basics: Who, what, when, where and of course, a good why. Email [editorial@yellowscene.com](mailto:editorial@yellowscene.com).

Additionally if you have a rockin' band you want listed, email [listings@yellowscene.com](mailto:listings@yellowscene.com). Send new restaurant tidbits to [rumbings@yellowscene.com](mailto:rumbings@yellowscene.com)

We don't take ourselves too seriously, but we know providing content that engages readers is the first mission in producing a great community resource.



"How a Frozen Dead Guy Revived Nederland" March '08  
The man who froze his grandpa talks to us from Norway—he was deported in 1994.



"Rookie Realization" May '07  
A rookie Rockie adjusts to life in the Big Leagues.



"Child's Play" Aug '07  
A local NASCAR track is an experience fit for a family, not just beer drinking fans.

# Think Starbucks is Everywhere?

*Yellow Scene Magazine* hits its readers where they shop, play, live and work. More than 50,000 copies are mailed to upper-market homes (median home value \$360,000). Beyond that, more than 15,000 issues make their way to over 1,500 high-traffic locations in the North Metro area. From restaurants and retail stores to medical offices and other unique businesses to giant corporate headquarters, *Yellow Scene* is everywhere:

#### 452 Restaurants

Old Chicago, Sushi Zanmai, Colterra, Rhumbi Island Grill, Village Bistro, Ted's Montana Grill, Le Peep, Zolo, Einstein Bros Bagels, Rio Grande, The Kitchen, CB & Potts, Buca Di Beppo, Rockbottom, Gordon Biersch, Ribhouse, Java Java, Daily Bean, Peaberry, Peets Coffee, Vics Coffee, Brewing Market...

#### 356 Grocery & Retail

Wild Oats, Ideal Market, Vitamin Cottage, Karls Farm Dairy, Niwot Market, Borders Bookstores, McGuckins Hardware, Flatirons Mall, 29th St Mall, Struttin' Pup, Dave's, Meridian Liquors, Union Jack, Superior Liquors...

#### 78 Entertainment

Splitz, Dave & Busters, Boulder Valley Ice Rink, Leanin' Tree Museum, AMC Theaters, Boulder Theater, Broomfield Event Center, Boulder Dinner Theater, Longmont Theater...

#### 40 Hotels

Westin, Marriott, Omni, Millennium, Renaissance, Residence Inn, Hampton Inn, Courtyard, Holiday Inn, Hawthorne Suites, Radisson...

#### 88 Spas and Salons

Parlour, Great Clips, Aesthetic Solutions, New Image Skin Care, Chateau, Massage Envy...

#### 56 Fitness

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

#### 38 Hospitals and Medical Centers

Boulder Community Hospital and Medical Centers, Boulder Medical Center, Kaiser, Exempla Hospital, North Suburban HealthOne, Rocky Mtn Urgent Care, Childrens Hospital...

#### 104 Dentist and Doctor Offices

Arbor Dental Group, Baseline Chiropractic, Lafayette Dental, Insight Lasik, Boulder Orthopedics, Family Medical Associates, Foothills Pediatrics, Superior Dental Group, Valley Vet Hospital, Jasper Animal Hospital, Beyer in Boulder...

#### 21 Schools & Daycares

CU, Front Range Community College, Naropa University, Bright Horizons Academy, LaPetite Academy, Tutoring Club, Kindercare, September School, Mountain Kids Gymnastics...

#### 72 Auto

Boulder Toyota, Flatirons Landrover, O'Meara Ford, Stammer Audi, BMW, Gunbarrel Import Motors, Grand Kia, Saturn, Wave Car Wash, Grease Monkey, Big O Tires, Goodyear, Stan's Automotive...

#### 34 Real Estate

Anthem Sales Office & Clubhouse, Vista Ridge Sales Office & Clubhouse, Legacy Ridge Clubhouse, Erie Village Common Area, Erie Commons Sales Office, Ute Creek Sales & Clubhouse, Prospect Community, Bradburn, Vantage Loft, Reserve at Northglenn...

#### 15 Banks

Chase, US Bank, St Vrain Credit Union, Elevations Credit Union, Compass, First National, Key Bank, Citibank, Bank of the West...

#### 135 Corporate Offices

Seagate Technology, Qualcomm, Hunter Douglas, Sun Microsystems, Ball Aerospace, Avaya, Vail Resorts, Microtek, DBM Technologies, CPS Distributors, Horizon Organic, Case Logic, Motorola, Roche Corp, Valley Lab, Blue Mountain Arts, Xlinx, Displaytech, Qwest Diagnostics, DoubleClick, White Wave...

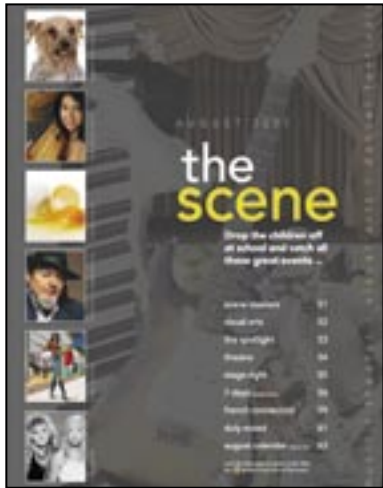
#### 45 Government

Community Centers, Libraries, Rec Centers, Chambers, City Halls in all 14 communities

#### Mailed to Housing Developments Including:

- Boulder:** East and North Neighborhoods, Coming Soon Mapleton and Chautauqua
- Broomfield:** Anthem, Eagle Trace, Broadlands, Miramonte...
- Carbon Valley:** Saddleback, Sagebrush, Raspberry Hill, Iron Works...
- Erie:** Vista Ridge, Erie Village, Northridge...
- Lafayette:** McStain Indian Peaks...
- Longmont:** Ute Creek, Prospect, Fox Meadow, Somerset, Quail Ridge...
- Louisville:** Coal Creek...
- Superior:** Rock Creek...
- Westminster:** Lexington Estates, Somerview, Legacy Ridge, Bradburn...

From the beginning, Arts and Entertainment coverage has been the bread and butter of *Yellow Scene Magazine's* content, covering everything from Downtown Erie to Downtown Denver.



"The Scene" Aug '07  
The most comprehensive A&E coverage in the region.



"Spotlight" April '08  
We sit down and talk with serious rock stars and other notable entertainers.



"Scene Stealers" April '08  
Our editor's top picks of the month; consider it an A&E crib sheet.



"Challenging Elements" April '08  
We give a chef a surprise ingredient; he or she makes a dish for our readers.

# 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.

**Gender**

Female .....	64%
Male .....	36%

**Yellow Scene Consumer Card Holders**

Female .....	70%
Male .....	29%

**Age**

18-24 .....	16%
25-40 .....	51%
41-54 .....	23%
53+ .....	10%

**Income**

>\$25K .....	3%
\$26K-\$49K .....	23%
\$50K-75K .....	29%
\$76-99K .....	16%
\$100K .....	29%

**Home Ownership**

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%

*70% of Boulder County employees do not live in the same community in which they work.*

**Number of Children**

0-Infant .....	19%
1-3 .....	75%
4 or more .....	6%

**Their Ages**

Infant-1 .....	13%
2-4 .....	22%
5-7 .....	18%
8-10 .....	12%
11-13 .....	10%
14-18 .....	13%
19+ .....	12%

**Favorite YS Content**

Entertainment/Restaurant .....	46%
Advertising .....	18%
News and Politics .....	36%

**Places They Shop**

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%

**Dining Out Per Week**

0-1 .....	8%
2-3 .....	60%
4-5 .....	25%
6+ .....	7%

**Live Shows Per Year**

0-1 .....	14%
2-3 .....	34%
4-5 .....	21%
6+ .....	31%

**STATE CENSUS**

**Boulder County**

Median Age .....	33.4
Family (Boulder Proper) .....	42%
Family (County) .....	75%
Unemployment .....	4.9%
Persons Per Household .....	2.5
Democratic .....	66%
Population Growth Since 1990 .....	55%
Private Schools .....	10%

**Broomfield County**

Median Age .....	33.2
Married .....	62%
Family .....	74%
Unemployment .....	3.8%
Persons Per Household .....	2.8
Democrat .....	47%
Population Growth 1990 .....	52%
Private School Enrollment .....	10%

Survey information gathered from the more than 2,300 *Yellow Scene* Consumer Card holders and from surveying approximately 4,500 people at more than 150 events from 2003-2007. Home ownership county and state data provided by city-data.com.

Our monthly special sections captivate readers, and deliver your message to a targeted audience. Ask your account executive for our special programs associated with these features.



**"Dining Guide" Feb. '08**  
Our editorial team gets to have all the fun—each year, the critics pick their favorite dishes in the region. Yummm.



**"Real Estate" Feb '08**  
There are plenty of good home investment opportunities.



**"Back To School" Aug '07**  
An annual primer that gets kids and parents ready to return to the classroom each fall.



**"Home Improvement" July '07**  
We're here to give you a little help around the house.



**"Health and Body" Dec '07**  
Get fit. Get beautiful. Get healthy. Readers look to us for tips and treatments to help.



**"Winter Sports" Dec '07**  
We reveal the secrets to enjoy the snowy mountains.

# Publication Dates and Deadlines

**FEB** (Valentine's Day/President's Day)  
**25 Delectable Dishes:** Our favorite dishes in the North Metro area.  
**Client Deadline: Jan 7 Street Date: Feb 5**

**MAR** (Easter)  
**Camp Issue:** Forget the babysitter, there are so many other ways to keep your kids busy.  
**Client Deadline: Feb 7 Street Date: Feb 29**

**APRIL** (Earth Day)  
**Best Of The West:** Our readers speak out on what's best in the North Metro area. Plus...This year, our critic's have a say, too.  
**Client Deadline: March 7 Street Date: April 4**

**MAY** (Cinco De Mayo/Memorial Day)  
**Travel:** When you're done climbing a 14er, we'll tell you the local secrets to finding food, spirits and a place to sleep.  
**Client Deadline: April 7 Street Date: May 2**

**JUNE** (Father's Day)  
**Summer Scene:** Check out the craziest events of the summer and everything else under the sun from Memorial Day to Labor Day.  
Plus...**54 Must-Do Sporting Adventures.**  
**Client Deadline: May 7 Street Date: May 30**

**JULY** (Independence Day)  
**Home Issue:** Renovate the great outdoors so you never have to leave your patio for the living room.  
Plus...Our first **Green Issue:** With election season heating up, environmental issues keep making waves.  
**Client Deadline: June 7 Street Date: June 30**

**AUG**  
**Back To School:** The school fashion issue will give you the ideas to dress your kids and include all the extra curricular activities to keep them busy in the fall.  
Plus...**The Democratic National Convention Survival Guide.**  
**Client Deadline: July 7 Street Date: Aug 8**

**Reservations may be accepted past the 7th on a space availability basis, however no cancellations may be received after the 7th. All ad copy/changes are due by the 7th of the previous month. Cancellations must be authorized by publisher.**

**SEPT** (Labor Day)  
**Pet Issue:** Labradoodles and other great pet hybrids. Plus...Everything you need to know about the **Fall's Arts and Entertainment** and another **Great Food Issue.**  
**Client Deadline: Aug 7 Street Date: Sept 2**

**OCT** (Halloween)  
**Halloween Issue:** Be the pride of your Halloween party with our guide to the best costume ideas. Plus...**The Haunted House and Corn Maze Directory** to find the freakiest entertainment around.  
**Client Deadline: Sept 7 Street Date: Oct 3**

**NOV** (Thanksgiving)  
**Election Guide:** The nation's going to be ablaze with a contentious presidential election, and the statewide ballot could be even more controversial. We'll hand-cap all the pertinent races. Plus...**Winter Sports:** Get out of town for the weekend with these five (nearby) getaways that'll be as satisfying as a warm toasty fire after a day on the slopes.  
**Client Deadline: Sept 30 Street Date: Oct 24**

**SPECIAL EDITION\***  
**Gift Guide:** Check out hundreds of expert picks that'll leave your friends and loved ones saying "Wow!" during the holiday season. Plus...We'll also give advice on donating to those in need in our **Giving Guide.**  
**Client Deadline: Oct 28 Street Date: Nov 21**  
*\*Two-month shelf life.*

**DEC/JAN** (Christmas/New Year's Day)  
**Health and Body:** A healthy serving on the things that make us beautiful. Plus...**Options in Education:** A comprehensive look at North Metro's private schools—why thousands of dollars in tuition is totally worth it.  
**Client Deadline: Nov 24 Street Date: Dec 12**

# Ad Sizes and Specs

Four Color Process, Trim Size: 8.375"w x 10.875"h

PDF is the preferred file format for print ads. Your document size should be the exact dimensions of the ad you are submitting. 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 *Yellow Scene Magazine's* 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 or uploaded to our FTP site. 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.

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

*Yellow Scene Magazine* 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.

FTP Instructions (case sensitive)

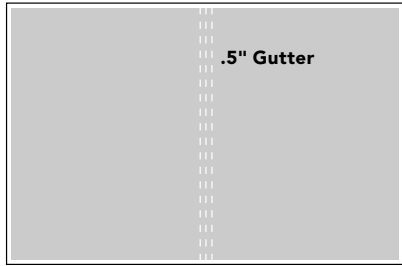
Host: yellowscene.com

UserID: advertiser

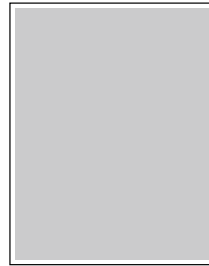
Password: adftp

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

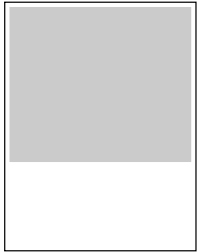
Ask for label details if purchasing the back page.



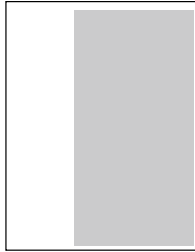
**2 Page Spread**  
17.25" x 11.375" full bleed  
16.25" x 10.375" no bleed



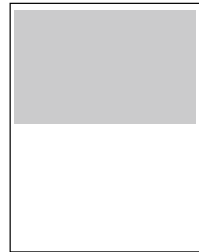
**Full Page**  
8.875" x 11.375" full bleed  
8.375" x 10.875" no bleed



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



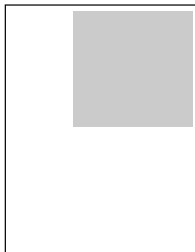
**2/3 Vertical**  
5.167" x 10.195"



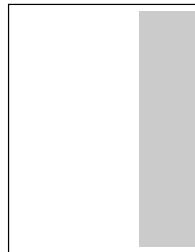
**1/2 Horizontal**  
7.875" x 4.972"



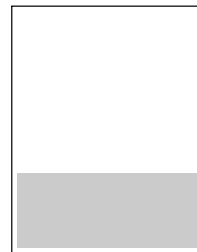
**1/2 Vertical**  
5.167" x 7.563"



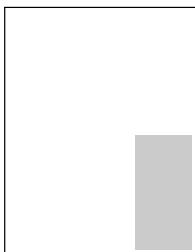
**1/3 Square**  
5.167" x 4.972"



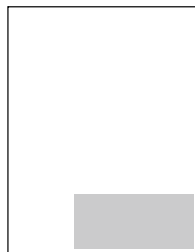
**1/3 Vertical**  
2.375" x 10.195"



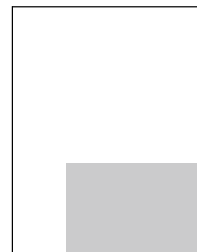
**1/3 Wide**  
7.875" x 3.232"



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



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



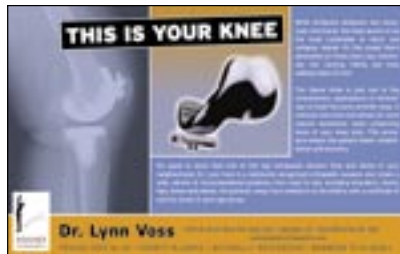
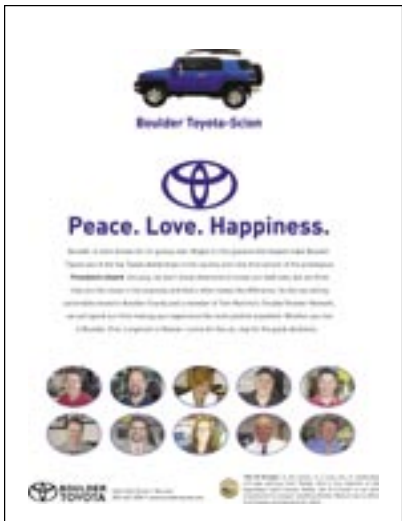
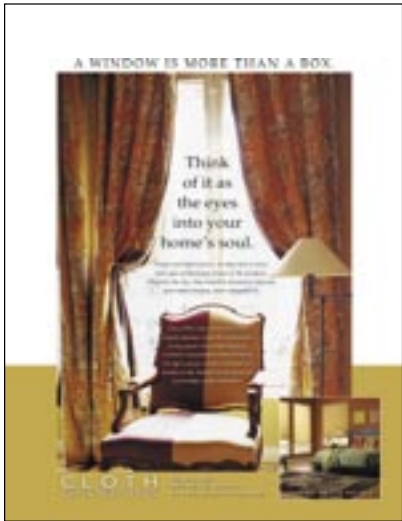
**Insert Card**  
6" x 4"  
Ask account representative for perforation specs.

**Web Ad Dimensions**

Full Banner: 468w x 60h pixels

Button: 120w x 60h pixels / Online Coupon: 468w x 240h pixels

Creating effective ads can make all the difference in whether your campaign is a success. We work with clients to create effective and powerful advertising campaigns through our consultative approach to sales.

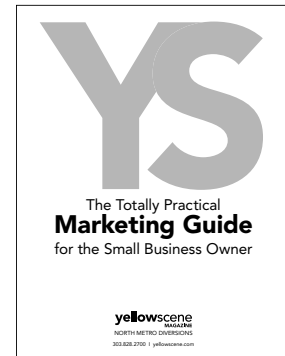


## Smart Marketing

Every business is frustrated by advertising at some point. It is neither the end-all, be-all nor the necessary evil we often think it is. It is just one tool in the big marketing tool bag, and when used properly it can help increase market share, often significantly over the business that does little or no advertising. By the same token, many dollars can be flushed away on the wrong types of advertising. Getting a response doesn't always mean a result. For example, does a coupon response result in increased sales? Or does lack of verbal confirmation mean your market share gain was solely due to word of mouth? We have more than 20 years experience in media and have learned to navigate these murky waters. While we want to earn your business, we want to keep it as well. In order to do this, we put our marketing knowledge to the test every time we meet a new client. We work to create a successful marketing plan and even more importantly successful ads. We know a good ad produces seven times the results as a bad one, and we think if we do our job right you'll enjoy doing business with us. That's why when we meet with you, we discuss your marketing strategies and needs. When needed, we'll even create quality ads comparable to advertising agencies—all this before putting together a custom proposal and talking about money.

### YS Marketing Guide Book

The most frustrating aspect of marketing for local retailers is that many feel they are spending money on advertising without any measurable results. We offer this marketing guide to help you sort through advertising options, make informed decisions and produce a better return from your marketing dollars. Learn about positioning, how to deal with a changing economy, types of advertising and more.



We've mastered the print stuff and have turned an eye toward the web. Our redesigned interactive website is adding a whole new way to market.



## Yellowscene.com

Many in the print media business seem to loathe change—we embrace it. Hence the completely interactive and redesigned yellowscene.com. Through these new opportunities on the website we can package an advertising bundle to make sure you hit your clients everywhere. It's been a successful model for increasing readership as we've seen our audience skyrocket by joining the web and our print product. Flip through our magazine for great stories, riveting design and beautiful ads. Log onto our website for interactive features such as blogging and comment forums, powerful shopping and dining search engines, exclusive discounts and more.



### YS Consumer Card

Become a Yellow Scene Consumer Card Participant! *Yellow Scene Magazine* has signed up more than 3,000 consumer card holders since inception in 2006. These avid readers signed up for the free service to get updates on the magazine and receive exclusive offers from our advertisers. Become a YS Consumer Card participant, and your offers will be available exclusively to our most loyal readers. Participants receive promotions on the web plus marketing tools such as buyer profiles, direct marketing lists and tracking methods. More than 150 advertisers are already enjoying the benefits of free online presence at yellowscene.com. Isn't it time you add this tool to your multimedia mix?

# Advertising Rates

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

SIZE	Open	3x	6x	9x	12x
Spread	\$7020	\$6540	\$5550	\$4895	\$4435
Full	\$4115	\$3659	\$3265	\$2836	\$2635
2/3	\$2836	\$2519	\$2255	\$1951	\$1755
1/2	\$2255	\$1775	\$1577	\$1408	\$1220
1/3	\$1565	\$1325	\$1177	\$1051	\$911
1/6	\$1177	\$989	\$870	\$765	\$657

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

**WEB MARKETING** All rates are per insertion.

SIZE	Open	3x	6x	9x	12x
Banner Ad	\$225	\$200	\$185	\$165	\$150
E-newsletter Ad	\$225	\$200	\$185	\$165	\$150
E-newsletter Link	\$40	\$35	\$25	\$20	\$15
Search Engine Link	\$40	\$35	\$25	\$20	\$15
YS Consumer Card Promo	\$165	\$150	\$120	\$95	\$85
E-newsletter with Logo and Link	\$80	\$65	\$55	\$40	\$35
E-newsletter Link Giveaway	\$125	\$85	\$65	\$40	\$85
Full Giveaway*	\$225	\$200	\$185	\$165	\$150
<b>Webcast</b> \$2500 includes viewer email list, print advertising and email blast to promote webcast date/time, webcast downloadable year-round					
<b>Email Blast</b> \$80 per 1000 names					

\*Full Giveaway includes logo and website in a 1/6 print ad and online, email blast, fest bag inclusion.

**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.					

FESTIVAL BAGS	
Flyer Inclusion	\$150 per 1000
Logo Imprint	\$605 per 5000 bags
Flyer Printing	30¢ per sheet
Flyer Design	\$65/hour

Approximately 6,500 bags are handed out at the more than 40 events we sponsor from Memorial Day to Labor Day.

EXTRAS	
Marketing Consultation	\$125/hour
Design Services	\$50/hour*
Stock Photo Charge	\$3-\$20
Photography**	\$45 1/2hr \$65/hr

\*\$80/hour for outside projects and for non-contractual clients. \*\*Some restrictions apply. Marketing consultation and ad design complimentary with purchase of advertising. \$50 fee for digital ad files or reformatting.

**INTEGRATED PACKAGES** All rates are per insertion. Flexibility to change ad size.

PACKAGE A: 6 TIME INSERTION	
Total Package Value	\$10952
Total Package Cost	<b>\$7500*</b>
Cost Per Insertion	\$1177
Six 1/3 Page Ads	\$7062
One Month Banner Ad on Yellowscene.com	\$225
One Year Free Link in Search Engine	\$480
One Month E-newsletter Promo to YS Consumer Card Holders With Live Link/Logo	\$80
One Year YS Consumer Card Online Ad	\$1980
5000 Client Provided Handbills in Fest Bags	\$750
Cross-promotional Advertising in YS Magazine and Online for Giveaways with Logo/Live Link	\$225
Full Service Marketing and Ad Design	\$150

PACKAGE B: 9 TIME INSERTION	
Total Package Value	\$14634
Total Package Cost	<b>\$11500*</b>
1/3 Page Cost Per Insertion	\$1051
1/2 Page Cost Per Insertion	\$1408
Six 1/3 Page Ads	\$6306
Three 1/2 Page Ads	\$4224
Preferred Placement on Two Ads (1/2 Pg)	\$214
One Month Banner Ad on Yellowscene.com	\$225
One Year Free Link in Search Engine	\$480
One Month E-newsletter Promo to YS Consumer Card Holders with Live Link/Logo	\$80
One Year YS Consumer Card Online Ad	\$1980
Client Provided Handbills in 5000 Fest Bags	\$750
Cross-promotional Advertising in YS Magazine and Online For Giveaways with Logo/Live Link	\$225
Full Service Marketing and Ad Design	\$150

PACKAGE C: 12 TIME INSERTION	
Total Package Value	\$27393
Total Package Cost	<b>\$22500*</b>
1/3 page cost per insertion	\$911
1/2 page cost per insertion	\$1220
2/3 page cost per insertion	\$1755
Full Page cost per insertion	\$2635
Three 1/3 page ads	\$2733
Three 1/2 page ads	\$3660
Three 2/3 page ads	\$5625
Three Full page ads	\$7905
Includes preferred placement on three ads (1/2 pg or larger)	\$600
One month banner ad at yellowscene.com	\$225
One year free link in search engine	\$480
One month e-newsletter promo to YS Consumer Card holders with live link/logo	\$80
One year YS Consumer Card online ad	\$1980
Client provided handbills in 5000 Fest Bags	\$750
Cross-promotional advertising in YS magazine and online for giveaways with logo/live link	\$225
One webcast presentation and names from sign ups	\$2500
One year download link of webcast on yellowscene.com	\$480
Full service marketing and ad design	\$150

\*Changing ad structure will effect total cost

**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.

We've earned your business by providing a high-quality, well-distributed publication. Others have earned our business by offering the top professional services around.

We'd like to introduce you to the pros we use most often:



**NSO Press, Inc.**  
Printing  
303-449-8990  
www.nsopress.com



**CopyExperts**  
Digital Print and Business Centers  
Printing  
303-448-1111  
www.copyexperts.com



**Constant Contact**  
Email Marketing  
866-876-8464  
www.constantcontact.com



**The Great Frame Up**  
WHERE PICTURE FRAMING IS AN ART.<sup>SM</sup>  
Framing  
303-772-7293  
www.longmont.thegreatframeup.com



**Peel**  
VINYL GRAPHICS  
Custom Graphics  
303-466-1177  
www.peelvinyl.com



**RHG**  
Rabbit Hill Graphics  
Signage  
303-651-3360  
www.rabbithillgraphics.com



**thayer media**  
Marketing and Advertising  
Thayer Media  
303-221-2221



**LAUGHING SQUID**  
Web Hosting  
415-558-1746  
www.laughingsquid.com



**Ben Wright**  
Graphic and Web Design  
303-530-9646  
www.bwrightimages.com



**ray rushing photography**  
Photography  
303-995-0568  
www.rayrushingphotography.com



**Jessica Grenier**  
PHOTOGRAPHY  
Photography  
720-984-4517  
www.jessicagrenier.com



**PHOTOJAY.COM**  
Photography  
303-435-8720  
www.photojay.com

# References

Of course we think we are the greatest resource in the North Metro area. But don't take our word for it, ask them. These clients have found the *Yellow Scene Magazine* to be one of their best resources for North Metro marketing.

## ENTERTAINMENT

Ballet Nouveau  
Lissy Garrison  
303-466-5685

Boulder Farmer's Market  
Mark Menaugh  
303-910-2236

Broomfield Event Center  
Jennifer Newson  
303-800-2739

CO Renaissance Fest  
Jim Junior  
303-688-6206

CO Shakespeare Fest  
Mel McDonald  
303-492-2783

Loveland Ski Resort  
John Sellers  
303-571-5580 x 172

## RESTAURANT

Colterra  
Bradford Heap  
303-652-0777

Fox Restaurants (Bloom)  
Debbie Porter  
480-905-6920

Melting Pot  
Cindy Code  
303-715-0333

Ribhouse  
Tracy Webb  
303-485-6988

Sushi Zanmai  
Nao San  
303-440-0733

Village Bistro  
Angela Palinckx  
303-410-2887

Waterloo Ice House  
Josh Karp  
303-993-2094

Zamparelli's  
Nancy Zamparelli  
303-664-1275

**HEALTH/BODY**  
Aesthetic Solutions  
Tiina Zakany  
303-666-1199

Baseline Chiropractic  
Jason Leach  
303-604-2600

Centura Health (Thayer Media)  
Chessie Hall  
303-221-2221

Fitness 19  
Steve Walker  
720-890-1919

Great Clips  
Michelle Iacovetta  
720-436-8357

Kolesar Studios  
Lara Kolesar  
720-494-9226

Lakeshore  
Mik Horvak  
303-729-2582

New Image Laser  
Dr. Laurence Janowski  
303-635-2225

**RETAIL**  
Blue Sky Cycles  
Rob Love  
303-682-3939

Browns Shoes  
Jason Wetzel  
303-776-2920

Cutting Edge Sports  
Brian Bauer  
303-666-4550

Eric Olson Jewelers  
Eric Olson  
303-604-0240

Gatos  
Jeff Katz  
303-442-2255

McGuckins Hardware  
Randy Barker  
303-443-5126

Struttin Pup  
Julie Smith  
303-665-3038

**AUTO**  
Boulder Toyota  
Steve Doersam  
303-443-3250 x275

Stang Auto  
Robert Blaes  
303-404-3813

Wave Car Care  
Wayne Palineck  
303-431-4900

**KIDS/EDUCATION**  
Alexander Dawson  
Scott Schneider  
303-665-6679 x 612

Boulder Country Day  
Phil Strup  
303-527-4931 x 248

Front Range Com. College  
(Thayer Media)  
Diane Roybal  
303-221-2221

IBBA Vision Quest  
Karate  
Chris and Robin  
Spann  
303-604-2119

Mountain Gymnastics  
Anna Baretta  
303-665-0599

YMCA  
Kathy O'Neill  
303-442-2778

## HOME

Alpine Lumber  
Justin Hoese  
303-833-1170

Concept Furnishings  
Steve Hansen  
303-772-4178

Front Range Mercantile  
Marge or Vicki  
303-776-6605

Garden Country  
Don Anderson  
303-466-6761

Inlighten Studios  
Cheryl Gaiser  
303-449-9899

McStain (Thayer Media)  
Geena Rose  
303-221-2221

Painted House  
Candi Hyland  
303-257-6250

## SHOPPING

**DISTRICTS**  
Atlas Valley  
Nancy Zamparelli  
303-664-1275

Downtown Longmont Development  
Mary Murphy-Bessler  
303-651-8484

The Orchard (Thayer Media)  
Chessie Hall  
303-221-2221

29th Street  
Lori Giggey  
303-444-0722