

The logo consists of the letters 'S' and 'B' in white, separated by a yellow plus sign, all contained within a dark blue square.

“What a beautiful spread of Western CO.”

“Received magazines today!! Thank you so much for the sweet note. What a beautiful spread of Western CO. Love all of it. Can’t wait to gift my family and friends.

Thank you again.”

- Shawn W

● REACH

SPOKE + BLOSSOM

4

ISSUES
PER YEAR

Spring
March

Fall
September

Summer
June

Winter
December

Quarterly print cycle — 15k per run

5k+

UNIQUE
VISITORS

spokeandblossom.com

Average 5-7k+ unique
visitors a month

500+

LOCATIONS
STATEWIDE

**500+ locations
statewide**

15k copies per run

400+ print
subscribers
worldwide

6k+

SOCIAL
REACH

Instagram

3.7k+ Instagram
followers

@spokeandblossom

2k+

EMAIL
REACH

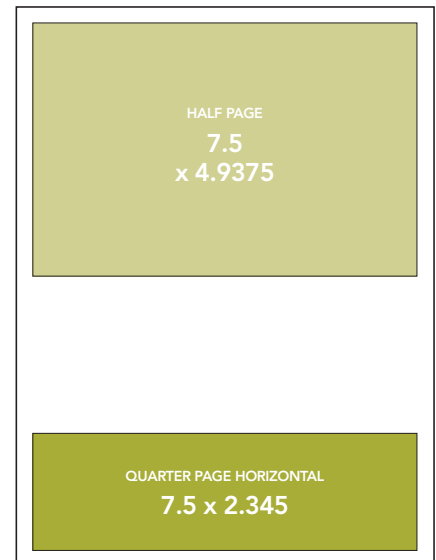
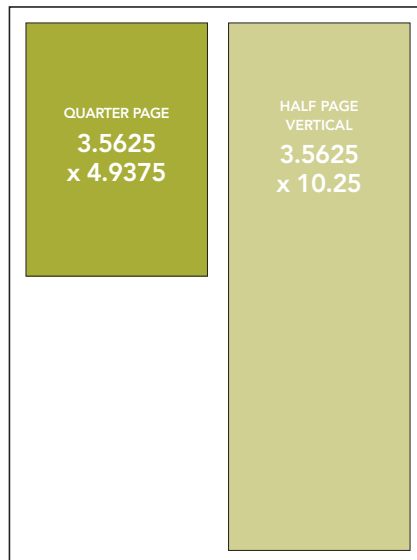
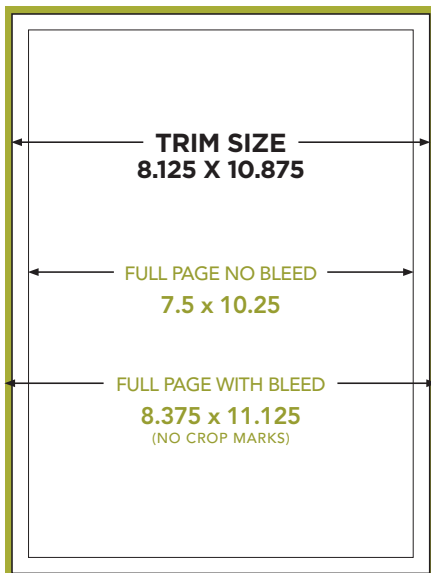
**2.6k+ subscribers
to our weekly email
newsletter** with an
average of 41% open
rate and 3.3% click
rate

Facebook

3k+ Facebook
followers

AD SPECIFICATIONS

FILE NAME	BusinessName-Season-year.PDF Example: <i>TheThingsStore-Winter-2019.PDF</i> PLEASE DO NOT USE "SPOKE+BLOSSOM" OR "S+B" IN YOUR FILE NAME					
	1/4 PAGE PORTRAIT	1/4 PAGE LANDSCAPE	1/2 PAGE PORTRAIT	1/2 PAGE LANDSCAPE	FULL PAGE WITH BLEED	FULL PAGE NO BLEED
WIDTH	3.5625"	7.5"	3.5625"	7.5"	8.375"	7.5"
HEIGHT	4.9375"	2.344"	10.25"	4.9375"	11.125"	10.25"
BLEED	NO BLEED	NO BLEED	NO BLEED	NO BLEED	.0125"	NO BLEED
DPI	300+ [High Resolution]					
COLOR	CMYK [No Spot Colors]					
SAVE AS	PDF AT EXACT SIZE ABOVE [No Crop Marks]					



EMAIL FINISHED WORK TO: ART@SPOKEANDBLOSSOM.COM
and cc: your account rep

PRINT AD RATES + REQUIREMENTS

PRINT RATES

PRINT REQUIREMENTS

SIZE + PLACEMENT	SINGLE ISSUE	4 ISSUES / 1 YEAR (PRICE PER ISSUE)
QUARTER PAGE	\$755	\$680
HALF PAGE	\$1,215	\$1,095
FULL PAGE	\$2,425	\$2,185
INSIDE BACK COVER	\$2,865	\$2,580
INSIDE FRONT COVER	\$3,305	\$2,975
INSIDE PAGE 1 RIGHT	\$3,305	\$2,975
BACK COVER	\$3,875	\$3,490

SUBMISSION GUIDELINES:

Please submit a high resolution (CMYK, 300 dpi) TIFF, EPS or press-ready PDF file. Please do not include printer marks.

PRESS:

Printed web offset, perfect bound.

SAFETY AREA:

Text and logos must be 0.25" from the trim size to avoid live matter trimming off.

RESOLUTION:

All images and logos must have a resolution of 300 dpi at 100% print sizes.

COLOR:

All colors must be CMYK. Total ink density should not exceed 300%.

*Artwork with technical issues will be repalced or modified by our art department staff and client will be invoiced at **\$85/hour.***



SEASONAL SPECIAL SECTIONS

ONCE A QUARTER, S+B FEATURES A THEMED SPECIAL SECTION THAT IS PUBLISHED IN PRINT AS WELL AS ONLINE, IN A DEDICATED EMAIL NEWSLETTER + THROUGH S+B SOCIAL MEDIA CHANNELS.

SEASONAL GUIDES

SPRING: WEDDING VENDOR GUIDE

A designated print + digital section featuring Western Colorado wedding vendors and venues.

SUMMER: ADVENTURE + EXPERIENCE GUIDE

A designated print + digital section featuring the outfitters, guides, gear and events that make summer sweeter in Western Colorado.

FALL: GATHERINGS + GETAWAYS GUIDE

A designated print + digital section featuring events and excursions to embrace the fall season together in Western Colorado.

WINTER: GIFT GUIDE

A designated print + digital section featuring gifts from local artisans and businesses. Encourage readers to shop local this season and support Western Colorado!

RATES



SMALL SLOT:


\$540 (\$250 digital only)
Includes 40-word description /
Image must be 300dpi

LARGE SLOT:

\$900 (\$400 digital only)
Includes 140-word description /
Image must be 300 dpi

ADVENTURE + EXPERIENCE GUIDE
Special Advertising Section

 <p>RockyTree Adventure Rentals RockyTree offers campers, overlanding and dual sport/dirt bike rentals. Additional services include camper delivery and set up, self-guided rides, base camp lodging and off-road riding lessons — just let them know your needs! rockytree.com 970.361.0402</p>	 <p>Western Slope SUP Discover Western Colorado's iconic sandstone river canyons with Western Slope SUP. Let WSSUP's expert instructors be your guide on daily or overnight river adventures. Based in the North Fork Valley, WSSUP offers stand-up paddle river tours, whitewater rafting and rentals. westernslopeup.com 970.872.2352</p>	 <p>Timberleaf Trailers Timberleaf offers a variety of beautiful, handcrafted readrop trailers that are perfect for your next outdoor escapade. Lightweight trailers that are easy to tow and come in a variety of designs to fit your style. Visit their website to learn more about these unique readrop trailers and customize the perfect one for you! timberleaftrailers.com</p>
--	---	---



COLORADO ANGLING COMPANY
Established in 2016, CAC has grown into a one-of-a-kind fly fishing experience. They pride themselves in their senior guide staff and access to some of the most exclusive water in the Eagle River Valley and the entire state. CAC strives to create a unique experience with a private chef, private water and private cabin on the banks of the Eagle River. Picture yourself enjoying a chef-inspired lunch and cream brulée riverside — why wouldn't you? CAC's permitting allows endless float and wade trip opportunities on the Colorado, Bearng Fork and of course the Eagle rivers. They value the connection with their clientele and strive to create life long memories and life long relationships.

LET COLORADO ANGLING COMPANY HOST YOUR NEXT EXPERIENCE ON THE WATER.
coloradoanglingcompany.com
970.368.9595

DIGITAL ADVERTISING RATES + SPECIFICATIONS

DIGITAL ADVERTISING RATES

EMAIL NEWSLETTER SPONSORSHIP

Monday (display ad within S+B content)	\$150
Thursday (all advertiser text + visuals)	\$300

WEBSITE ROTATING LEADERBOARD AD

\$75/week
30 day \$290
60 days \$545

BANNER OR SIDEBAR AD

\$75/week

ONLINE ADVERTORIAL ARTICLE + SOCIAL MEDIA SHARE

500-word article with one visual	\$600
----------------------------------	-------

SPECS

WEBSITE

Leaderboard Ad: 728 x 90 px

EMAIL NEWSLETTER

Ad width: 600 px
Ad height: 300-500 px
Please provide URL to link

For Fully Sponsored Emails, please provide *Subject Line + Preview Text*.

ONLINE AD DEADLINES

All creative/content must be submitted no later than one week prior to online launch date. All creative is subject to publisher approval.

SPOKEANDBLOSSOM.COM