

THE DENVER
NorthStar

^{GES}
gazette
La Gaceta G.E.S.

ALL OF THE
NORTH DENVER
NEWS THAT
MATTERS TO YOU

MEDIA KIT
2023





THE DENVER **NorthStar**

GES **gazette** La Gaceta G.E.S. GLOBEVILLE, ELYRIA, AND SWANSEA NEIGHBORHOODS AND RINO ART DISTRICT

We believe that every community deserves a local publication.

Established in 2019, *The Denver North Star* has brought community journalism back to North Denver. Our sister publication, *The G.E.S. Gazette*, is Denver's only bilingual community newspaper and is connecting residents like never before.

We proudly inform residents of news, events, history and much more in their neighborhood while **connecting local businesses in a way no one else can.**

We're not corporate-owned nor ideologically driven. We're local residents who love our community.

Local ownership means ad rates are lower than similar publications and significantly less than direct mail and other options.

The Denver North Star is the largest community newspaper based in Denver, reaching approximately 83,000 residents in NW Denver.

34,000 COPIES EACH MONTH
Approximately 33,000 of those are mailed directly to homes and businesses in NW Denver. The other 1,000 are available at local businesses, libraries and other community locations for residents and visitors to pick up and learn more about the area. Distribution is free to Denver residents West of I-25 and North of 20th St, including all of 80211 as well as portions of 80212 and 80221.

The G.E.S. Gazette is a newer bilingual community paper, reaching approximately 19,500 residents, primarily in Globeville, Elyria, Swansea and the RiNo Art District.

8,000 COPIES EACH MONTH
Approximately 7,200 of those are mailed directly to homes and businesses in the 80216 Zip Code within Denver. The other 800 are available on local racks. As the only bilingual community paper in Denver, we reach an audience in a way that no one else does.

IN A RECENT COMMUNITY SURVEY:

- 90%** Over 90% of respondents say they prefer to have a print newspaper in the community. **Print is still the biggest way to reach your audience.**
- 92%** of readers learned of new businesses from *The Denver North Star*.
- 87%** of readers are more inclined to shop at businesses advertised in local publications.
- 93%** of readers agreed *The Denver North Star* is a trusted source of community news.

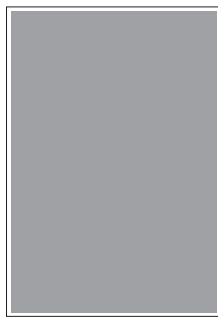


Call or email us to learn more. ads@denvernorthstar.com | (720) 248-7327





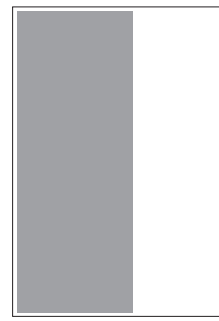
CENTER SPREAD
(19.5”w x 15.5”h)



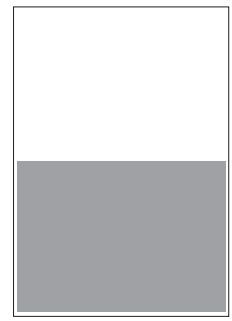
FULL
(9.625”w x 15.5”h)



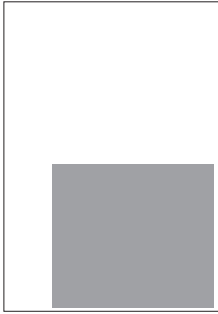
MINI PAGE
(7”w x 11.65”h)



HALF
(4.7”w x 15.5”h)



HALF H
(9.625”w x 7.75”h)



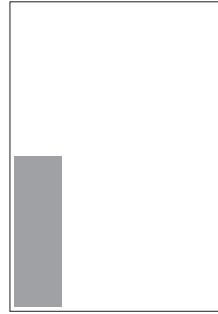
THIRD PAGE
(7”w x 7.75”h)



QUARTER V
(4.7”w x 7.75”h)



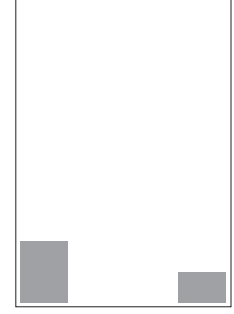
QUARTER H
(9.625”w
x 3.875”h)



EIGHTH V
(2.265”w
x 7.75”h)



EIGHTH H
(4.7”w
x 3.875”h)



SIXTEENTH
(2.25”w x 3.875”h)
TWENTY FOURTH
(2.25”w x 1.875”h)

INCLUDED IN THE PRICE OF YOUR AD:

- Full Color
- Design Support
- Inclusion in Online Version

ADDITIONAL SERVICES

Premium Placement: We design the paper with the best optics in mind. You may choose where your ad goes for an additional fee.

Inserts: Less expensive than direct mail! Please contact us for pricing

Life Events: Special discount pricing for Graduations, Weddings and Obituaries

GRAPHIC DESIGN

We are happy to have our professional team create your first ad for free and there is no charge to reuse the same ad. We of course welcome ready-to-print artwork as well. If you require frequent changes, we can work with you to meet your needs.

MECHANICAL REQUIREMENTS

- Color mode: CMYK no spot colors or RGB
- Resolution: 230 dpi at 100% size
- Photos: CMYK, 230 dpi
- Do not use crop or registration marks
- All fonts must be embedded

FILE SUBMISSION

Email ad files to: ads@DenverNorthStar.com

PREMIUM PLACEMENT (additional charge)

Contact for pricing.



AD SIZE	1 issue	3 issues	6 issues	12 issues
Center Spread*	\$4,650	\$4,500	\$4,400	\$4,200
Full page	\$2,400	\$2,300	\$2,200	\$2,000
Mini page*	\$1,800	\$1,700	\$1,600	\$1,500
1/2 page	\$1,200	\$1,150	\$1,100	\$1,000
1/3 page	\$1,000	\$950	\$900	\$800
1/4 page	\$825	\$775	\$725	\$675
1/8 page	\$500	\$475	\$425	\$385
1/16 page	\$250	\$225	\$200	\$195
1/24 Page	n/a	\$150	\$125	\$100



AD SIZE	1 issue	3 issues	6 issues	12 issues
Center Spread*	\$1,800	\$1,600	\$1,550	\$1,500
Full page	\$950	\$850	\$825	\$800
Mini page**	\$850	\$800	\$775	\$750
1/2 page	\$700	\$600	\$550	\$500
1/3 page	\$500	\$425	\$400	\$375
1/4 page	\$400	\$350	\$325	\$300
1/8 page	\$300	\$250	\$200	\$175
1/16 page	\$175	\$150	\$125	\$100
1/24 Page	n/a	\$100	\$90	\$75

10% OFF entire ad buy when you place your ad in both papers!

*Price includes centerspread placement **Mini Page will be placed with only editorial.

All rates listed are per month

DISTRIBUTION MAP



Paper(s) The Denver North Star The G.E.S. Gazette Both

Ad Size(s): _____

Additional Services/Digital: _____

Length of Contract: _____

Starting Month/Year: _____

Ad Design: _____

Business Name: _____

Authorized Party Name: _____

Phone: _____ Email: _____

Billing Address: _____ City: _____ State: _____ Zip: _____

Monthly Amount: _____

Total Contract Cost: _____

Check Electronic Bank Transfer Credit Card As a small business, we greatly appreciate your payment by check or bank transfer as credit card payments carry considerable fees.

Other Notes: _____

Advertiser Signature: _____ Date: _____

Deadlines: Ready-to-print ads for The G.E.S. Gazette are due by the 6th of each month for that month's publication. Ready-to-print ads for The Denver North Star are due by the 7th of each month for that month's publication. If newspaper staff are designing your ad, language and images are needed by the 4th of each month to allow for design time. If given no other instructions by the deadline, newspaper staff will run the same ad as the month prior.

Intellectual Property: All ads, photography, and artwork created for these publications are the property of The North Star LLC and/or The G.E.S. Gazette LLC and are subject to copyright.

Legality, Early Termination: This is a legally binding contract. Any changes by either party must be agreed to in writing by both parties. Errors in print ads will be discounted accordingly. If the advertiser chooses to terminate prior to the end of the agreement, they must do so by the 4th of the month to not be charged for that month. In addition, the advertiser agrees to pay the difference between the longer and shorter term rates for past months based on the number of months the ad ran. For example, if terminating a 12 month contract after 6 months, advertiser will pay the difference in cost between the 12 and 6 month rates for the previous 6 months. There are no other early termination fees.