



MEDIA KIT

As the Information Hub of Fremont County, Fremont360 has two primary goals:

1. To be THE place to go when residents and visitors alike seek information about anything to do with Fremont County, CO. We aim to provide our users with the most relevant and up-to-date information and resources available; and
2. To support and promote local businesses and non-profit organizations in Fremont County.

We accomplish these goals by sharing timely, comprehensive, and pertinent information on our Calendar of Events, Facebook page, Weekly Magazine, and our Mobile App.

Fremont360 is able to provide these services to our community only with the support of local businesses like yours. In turn, we do our best to promote our advertisers and to get those businesses seen on our various platforms. We have several advertising options available that can accommodate your marketing budget.

WEEKLY MAGAZINE

The Fremont360 Magazine is published weekly on Mondays in a digital flipbook format. To see a copy of our most recent magazine, send a request via email to laurie@fremont360.com. Magazine advertising options are as follows:

Quarter Page Ad

Includes: one ad with dimensions of 3.75"w x 4.9"h

Price: \$15 per week

Half Page Ad

Half page ads can be horizontal or vertical.

Includes: one ad with dimensions of 8"w x 5.13"h (horizontal) or 3.75"w x 10"h (vertical)

Price: \$25 per week

WEEKLY MAGAZINE (con't.)

Full Page Ad

An entire page dedicated to one business.
Includes: one ad with dimensions of 8.5"w x 11"h

Price: \$50 per week

Article

Includes: a full-page article dedicated specifically to one business and written in collaboration with the Fremont360 team. Approximately 300-450 words (depending on #/size of photos). Provide your own high-resolution photo(s) or our team can take them.

Price: \$150

Feature Article

Includes: a 2-page spread dedicated specifically to one business and written in collaboration with the Fremont360 team. Approximately 600-900 words (depending on #/size of photos). Provide your own high-resolution photo(s) or our team can take them.

Price: \$300

COMING SOON! - Video Ads

Will include: a horizontal or vertical video embedded in a full-page ad, with a 30 second maximum. Readers are able click on the play button and watch the video directly within the Magazine. A Fremont360 videographer will shoot and produce a video highlighting the best features of your business.

Price: add \$125 to cost of a full-page ad for video creation. Add \$25 to full-page ad price for subsequent ads if no changes required.

Ad Design

Advertisers can provide their own "print ready" ad copy or we can provide design services at the rate of \$25/hour (one hour minimum).

Non-profit Rates

Non-Profit organizations enjoy a 50% discount on all Magazine ads except Video Ads.

COMMUNITY PARTNERSHIP

Includes:

- A “New Community Partner” announcement on our Facebook page.
- An ad on the “Our Community Partners” page on the Fremont360 Website and in our weekly Magazine. We will design your Community Partnership ad at no charge or you can provide your own 700 x 500px ad. The ad will link to your website or Facebook page.
- A “Community Partner Spotlight” blurb in our weekly email Magazine.
- A Premium listing in the Fremont360 Mobile App Directory
- One coupon per month on the Fremont360 Mobile App, if applicable.
- Special event promotion on our Facebook page, on our Calendar of Events, and in our weekly email Magazine, if applicable.
- Promotion of your business on Facebook, primarily via sharing of your Facebook posts.
- 10% discount on advertising renewals (if no changes are required).
- 15% discount on advertising in the Fremont360 Weekly Magazine.
- A warm, fuzzy feeling knowing that you are helping Fremont360 help our community!

Price: \$250/year

FEATURED COMMUNITY PARTNERSHIP

Includes all of the above PLUS:

- Priority placement and a larger ad on the “Our Community Partners” webpage and in the Weekly Magazine.
- “Featured” link on the Fremont360 Mobile App directory.
- 20% discount on advertising in the Fremont360 Weekly Magazine
- One free one-page article about you/your business in the Fremont360 Weekly Magazine per year.

Price: \$350/year

FREMONT360 MOBILE APP

All businesses that are physically located within Fremont County are entitled to a FREE Basic listing in a single category in the Business Directory on the Fremont360 Mobile app. The Basic listing includes business name, address, phone number, website or Facebook link, and email address. If you would like your business to stand out more, Premium Listings are also available.

Premium Listing in the Directory

Includes:

- Your business logo with your listing
- A photo header with your listing
- Business Description – can include your business information, hours of operation, links to social media accounts, etc.
- Inclusion of your listing in all applicable categories.
- Keywords to help your business stand out in searches

Price: \$50/year

Non-profit Rates

Registered non-profits can have a Premium Listing in the Directory at no charge. Send requests via email to laurie@fremont360.com

Coupons

Customizable coupons that can be redeemed by individual app users one time during the specified period.

Price: \$10 per coupon

If you are interested in any of these advertising options, please send an email to Laurie@Fremont360.com.