

The annual **Camera People's Choice Awards, Boulder County Gold**, reward the people, places and things that make Boulder County a wonderful place to live, work and play.

## AS A GOLD ADVERTISER, YOU WILL:

Build frequency. Your ad will run on an in-paper ballot for five days as well as on a targeted online ballot for a full 10 days. If you select the All That Glitters or Pure Gold package, your name will also be included on an e-mail soliciting votes from last year's voters.

**Pump up your reach.** Your message will also appear in the 2009 Boulder County Gold keepsake edition on Sunday, Sept. 27.

**Connect with the best audience in the best local advertising source**, your Camera. Reap the rewards of Boulder County's No. 1 Web resource, DailyCamera.com.

Call your advertising consultant or 303.473.1400 today to stake your claim.

## ALL THAT GLITTERS (Only three packages available)

- 2x6 black-and-white ad on the in-paper ballot page of your choosing five times.
- Online leaderboard 728x 90 ad next to the ballot of your choosing for a full 10 days.
- Name included on an e-mail soliciting votes from last year's online voters.
- Full-page ad on the back cover, inside front or inside back of the Boulder County Gold section. Your premium location ad will be in full color and on glossy stock.

Investment: Back Cover Placement - \$5,460.60 Inside Front Placement - \$4,998.10 Inside Back Placement - \$4,998.10

## PURE GOLD

- 2x6 black-and-white ad on the in-paper ballot page of your choosing five times.
- 120x90 online icon ad next to the ballot category of your choosing for a full 10 days.
- Name included on an e-mail soliciting votes from last year's online voters.
- Half-page, full-color ad in the Boulder County Gold section.

Investment: \$2,700.60

# **BEST IN ITS CLASS**

- 2x4 black-and-white ad on the in-paper ballot page of your choosing five times.
- 120x90 online icon ad next to the ballot category of your choosing for a full 10 days.
- Half-page full-color ad in the Boulder County Gold section.

Investment: \$2,015.40

# PEOPLE'S CHOICE

- 2x3 black-and-white ad on the in-paper ballot page of your choosing five times.
- 120x90 online icon ad next to the ballot category of your choosing for a full 10 days.
- Quarter-page full-color ad in the Boulder County Gold section.

Investment: \$1,318.30

# **IMAGE BUILDER**

• Advertise only in the Boulder County Gold section. See back page for rates and sizes.

# **BALLOTS & PROMOTIONAL MATERIALS**

• 250 ballots for in-store voting, one ballot box and two posters.

Additional Investment: \$75

# SCHEDULE & DEADLINES

### Eats & Drinks

Scheduling & Materials	Wednesday, July 1
Camera-Ready Art	Monday, July 6
Print Ballot Publishes	July 8 through July 12
Online Ballot Runs	July 8 through July 17

## Services, Faces & Places

Scheduling & Materials	
Camera-Ready Art	
Print Ballot Publishes	July 15 through July 19
Online Ballot Runs	July 15 through July 24

## Shopper's Paradise

Scheduling & Materials	Wednesday, July 15
Camera-Ready Art	
Print Ballot Publishes	July 22 through July 26
Online Ballot Runs	July 22 through July 31

## Boulder County Gold Keepsake Edition

Scheduling (non-package advertisers) Frid	ay, Sept. 4
Glossy cover ads	
Materials	nday, Aug. 24
Camera-ready ArtFrid	ay, Aug. 28
Inside section ads	
MaterialsWed	lnesday, Sept. 2
Camera-ready ArtWed	lnesday, Sept. 9

# BALLOT AD SIZES

## All That Glitters

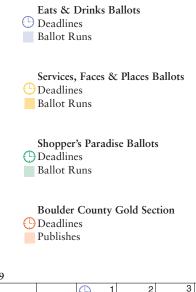
Camera print ad
Online ad
Pure Gold
Camera print ad
Online ad
Best In Its Class
Camera print ad
Online ad
People's Choice
Camera print ad
Online ad

**Online creative:** 72 pixels per inch maximum. GIF or JPG format preferred. Ads are static; no animation or links will be included.

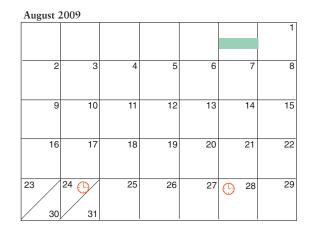
# BOULDER COUNTY GOLD SECTION

All ad sizes and rates include full color.

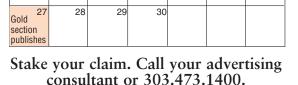
Sizes	Dimensions	Rates
Full page Half page Quarter page	. 9.21" x 5.3" or 4.4" x 11	"



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#### September 2009 Θ $\oplus$



The 2009 Boulder County Gold **CATEGORIES** will run on three separate, targeted ballots. Choose the ballot that fits you best ... here's a list of <u>potential</u> categories.

# EATS, DRINKS & ENTERTAINMENT

Best American Restaurant Best Asian Restaurant Best Bakery Best Bar Best Barbecue Best Burrito Best Caterer Best Coffeehouse Best Deli Best Happy Hour Best Hibachi Cuisine Best Ice Cream/Frozen Yogurt Best Indian Restaurant Best Italian Restaurant Best Late-Night Restaurant Best Mexican Restaurant Best New Restaurant Best Outdoor Dining Best Pizza Best Seafood Restaurant Best Sushi Best Take-out Food Best Vegetarian Restaurant Best Gunbarrel/Niwot Restaurant Best Lafayette/Louisville/Superior/Erie Restaurant Best Longmont/Lyons Restaurant Best Breakfast Best Brunch **Best** Appetizers Best Place for a Romantic Dinner Best Place for Tea Best Dessert Best Restaurant Service Best Restaurant to Bring Kids Best Place to Hear Live Music Best Theater Performance Best Boulder County Event

Print Ballot Pubs: July 8-12 Online Ballot Pubs: July 8-17

# SERVICES, FACES & PLACES

Best AC/Heating Service Best Auto Dealer Best Auto Repair Shop/Service Dept. Best Oil Change Best Car Wash Best Carpet Cleaning Service Best Child Care Center Best Financial Institution Best Dentist Best Dry Cleaner/Laundromat Best Place to Work Out Best Pilates/Yoga Center Best Hair Salon Best Hearing Aid Center Best Holistic Care/Wellness Center Best Funeral Home Service Provider Best Karate/Martial Arts Studio Best Lasik/Laser Eye Facility/Surgeon Best Medical Facility Best Moving Company Best Pet Boarding Service Best Pet Grooming Service Best Veterinarian Best Place for Worship Best Real Estate Agent Best Real Estate Company/Office Best Retirement/Alternative or Elder Care/Assisted Living Best Local School Best Teacher Best Spa Best Skincare Facility Best Storage Facility Best Tanning Salon Best Travel Agency Best Singles Hangout Best Place to Entertain Kids Best Day Camp Best Local Employer Best Non-Profit Organization Best Activist/Community Champion Best Interior Design Studio

Print Ballot Pubs: July 15-19 Online Ballot Pubs: July 15-24

## SHOPPER'S PARADISE

Best Antique Dealer Best Antique Jewelry Store Best Art Gallery Best Art Supply & Hobby Store Best Bedding/Linens/Mattress Store Best Bicycle Shop Best Bookstore Best Children's Store Best Camera Store Best Men's Clothing Store Best Women's Clothing Store Best Shoe Store Best Eye Care Store Best Floor Covering Store Best Florist Best Garden Center Best Tree Nurserv Best Gift Shop Best Green Products/Services Store Best Grocery Store Best Hardware Store Best Home Furnishings Store Best Housewares & Kitchen Goods Store Best Imported Goods Store Best Jewelry Store Best Liquor Store Best Place to Buy Musical Instruments Best Pet Store/Bakery/Deli Best Recycled Goods/Thrift Store Best Running Store Best Sporting Goods Store Best Outdoor Recreation Store Best Video Store Best Place to Buy Windows (within Colorado) Best Place to Buy Window Treatments (within Colorado) Best Locally Owned Store Best Shopping Destination (within Colorado) Best Company/Store that Gives Back to the Community Print Ballot Pubs: July 22-26 **Online Ballot Pubs:** July 22-31

2009 BOULDER COUNTY GOLD KEEPSAKE EDITION PUBLISHES SUNDAY, SEPT. 27 Call your advertising consultant or 303.473.1400 today to reserve your space.

# 2009 Boulder County Gold Advertising Contract

I agree to purchase the indicated Boulder County Gold advertising package.

I would like to run my ad on the following ballot:

- Eats, Drinks & Entertainment
  Publishes/Print: July 8-12
  Publishes/Online: July 8-17
- Services, Faces & Places
  Publishes/Print: July 15-19
  Publishes/Online: July 15-24

Shopper's Paradise
 Publishes/Print: July 22-26
 Publishes/Online: July 22-31

Advertiser Name (print)

Account Number

Advertising Consultant

Date

Category where I want to place my online icon ad:

Must have a Boulder County establishment unless otherwise indicated.

□ I acknowledge that I understand the rules and regulations of Boulder County Gold.

Advertiser Signature

## ALL THAT GLITTERS (Only three packages available)

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Investment:

□ Back Cover Placement - \$5,460.60
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□ Investment: \$2,700.60

🗆 Half-page horizontal

□ Half-page vertical

## **BEST IN ITS CLASS**

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- 120x90 online icon ad next to the ballot category of your choosing for a full 10 days.
- Half-page full-color ad in the Boulder County Gold section.

## □ Investment: \$2,015.40

□ Half-page horizontal □ Half-page vertical

## PEOPLE'S CHOICE

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- 120x90 online icon ad next to the ballot category of your choosing for a full 10 days.
- Quarter-page full-color ad in the Boulder County Gold section.

□ Investment: \$1,318.30

## IMAGE BUILDER (for section only advertisers)

All ads include full color.

- □ Investment: Full page, \$2,050
- □ Investment: Half page, \$1,100 □ Half-page horizontal □ Half-page vertical
- □ Investment: Quarter page, \$625.50

## **BALLOTS & PROMOTIONAL MATERIALS**

• 250 ballots for in-store voting, one ballot box and two posters. Promotional packages will be delivered the Monday or Tuesday before the print/online ballots publish.

□ Additional Investment: \$75each

### BOULDER COUNTY GOLD VOTING/RULES ELIGIBILITY:

All nominations must be Boulder County establishments/residents unless otherwise indicated.

Boulder County Gold voting is open to legal residents of the Counties of Boulder and Broomfield, Colorado, who are 18 years or older at the time of entry. Employees of Prairie Mountain Publishing Co. are ineligible. The Boulder County Gold sweepstakes is subject to all applicable federal, state, local laws, and regulations. Void where prohibited or restricted by law. NO PURCHASE NECESSARY TO WIN THE SWEEPSTAKES. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

ENTRY PERIODS: There are three separate periods that correspond with the three separate Ballots of Boulder County Gold. The entry period for Eats and Drinks begins 12:01 AM Mountain Standard Time ("MST") July 8 and ends 11:59 PM MST July 20. The entry period for the Services, Faces and Places drawing begins 12:01 AM MST July 15 and ends 11:59 PM MST July 27. The entry period for the Shopper's drawing will be 12:01 AM MST July 22 and ends 11:59 PM MST July 23. Non-winning entries from the previous entry periods will be eligible for subsequent drawings.

HOW TO ENTER: <u>To be eligible, all entries must nominate a minimum of ten establishments of the applicable ballot categories and contain your name,</u> telephone number and address. Votes must be specific so we may clearly identify who or what is being nominated, and fit into the appropriate category and transact business in that category. You must include the company's complete name and/or location, particularly if it's a division or franchise. In addition, one Boulder County establishment cannot be nominated for more than three ballot categories per ballot. Limit one entry per person/e-mail address during each Entry Period. A random number of ballots, based on the amount received, will be verified.

Entries become the property of Sponsor and will not be returned. There are three ways to enter: online, hand-delivered or by mail. No other method of entry will be accepted. Online Method: To enter online, during the applicable Entry Period go to DailyCamera.com/vote. Follow the directions to complete the online entry form and click submit. Entrants must complete all data requested on the online entry form. Mail/Hand-Delivered Method: If you do not wish to enter online, you may still enter the vote and enter the sweepstakes by obtaining and submitting an official Entry blank/Ballot at participating merchant stores or as published each day during the Entry Periods in the Daily Camera newspaper and mail to P.O. Box 4579, Boulder, CO 80306. Mail-in entries must be received by the applicable ending date of the applicable entry period as specified above in Entry Periods section above. Hand-delivered entries must be received at participating merchant locations or the Daily Camera, 1048 Pearl St., Boulder by 11 AM MST, July 20 for Eats and Drinks, 11 AM MST, July 27 for Services, Faces and Places and 11 AM MST, Aug. 3 for Shoppers Paradise.

SWEEPSTAKES JUDGING: On or about Aug. 31, Sponsor will conduct three drawings. One winner will be selected by random drawing from all eligible entries received for each Entry Period. Sponsor's decisions are final and binding on matters relating to this sweepstakes. Odds of winning depend on the total number of eligible entries received. There will be approximately 300,000 entry blanks published and available through the newspaper or participating merchants. All prizes will be awarded. Limit one prize per person, family or household.

PRIZES: The three winners each will receive gift certificate(s) totaling \$250 to the 2009 Boulder County business(es) of his or her choice. There will be no substitutions for prizes except due to unavailability, in which case, a prize of equal or greater value will be awarded at the exclusive discretion of the Sponsor. Prizes are not transferable, assignable or redeemable for cash. All applicable taxes are the sole responsibility of the winners. Winners will be notified by mail or phone. For ballot specific questions call 303.473.1420.

For advertising questions call 303.473.1400.