



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:

**B**uild 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.**

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

**C**onnect 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.

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## 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 . . . . .Wednesday, July 8  
 Camera-Ready Art . . . . .Monday, July 13  
 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 . . . . .Monday, July 20  
 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) . . . . .Friday, Sept. 4  
 Glossy cover ads  
 Materials . . . . .Monday, Aug. 24  
 Camera-ready Art . . . . .Friday, Aug. 28  
 Inside section ads  
 Materials . . . . .Wednesday, Sept. 2  
 Camera-ready Art . . . . .Wednesday, Sept. 9



### Eats & Drinks Ballots

-  Deadlines
-  Ballot Runs

### Services, Faces & Places Ballots

-  Deadlines
-  Ballot Runs







### Shopper's Paradise Ballots

-  Deadlines
-  Ballot Runs

### Boulder County Gold Section

-  Deadlines
-  Publishes

July 2009

				1	2	3	4	
5		6	7		8	9	10	11
				Eats, Drinks, Entertainment, print ballot pubs				
				Eats, Drinks, Entertainment, online ballot				
12		13	14		15	16	17	18
				Services, Faces & Places, print ballot pubs				
				Services, Faces & Places, online ballot pubs				
19		20	21	22	23	24	25	
				Shopper's Paradise, print ballot pubs				
				Shopper's Paradise, online ballot pubs				
26		27	28	29	30	31		

# BALLOT AD SIZES

## All That Glitters

Camera print ad . . . . .2 columns (3.61") x 6"  
 Online ad . . . . .728 pixels x 90 pixels

## Pure Gold

Camera print ad . . . . .2 columns (3.61") x 6"  
 Online ad . . . . .120 pixels x 90 pixels

## Best In Its Class

Camera print ad . . . . .2 columns (3.61") x 4"  
 Online ad . . . . .120 pixels x 90 pixels

## People's Choice

Camera print ad . . . . .2 columns (3.61") x 3"  
 Online ad . . . . .120 pixels x 90 pixels

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

August 2009

							1
2	3	4	5	6	7	8	
9	10	11	12	13	14	15	
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	
30	31						

# BOULDER COUNTY GOLD SECTION

All ad sizes and rates include full color.

Sizes	Dimensions	Rates
		<i>section only advertisers</i>
Full page . . . . .	9.21" x 11" . . . . .	\$2,050
Half page . . . . .	9.21" x 5.3" or 4.4" x 11" . . . . .	\$1,100
Quarter page . . . . .	4.4" x 5.3" . . . . .	\$625.50

Glossy Cover Ads . . . . . 10.5" x 12.5" / 9.21" x 11" live (full bleed)  
 or 9.21" x 11" (no bleed)

Artwork should be scanned at 300 dpi for optimal results on glossy stock.

September 2009

			1	2	3	4	5
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28	29	30				
Gold section publishes							

**Stake your claim. Call your advertising consultant or 303.473.1400.**

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 POTENTIAL CATEGORIES.

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## 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 Nursery  
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

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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

\_\_\_\_\_  
Date

## ALL THAT GLITTERS (Only three packages available)

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- 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  
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## PURE GOLD

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- 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**  
                           Half-page horizontal                    Half-page vertical

## 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**  
                           Half-page horizontal                    Half-page vertical

## 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 (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**                    **No. of packages ordered** \_\_\_\_\_

# THE 2009 BOULDER COUNTY GOLD VOTING RULES AND REGULATIONS

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## 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 Aug 3. Non-winning entries from the previous entry periods will be eligible for subsequent drawings.

**HOW TO ENTER:** To be eligible, all entries must nominate a minimum of ten establishments of the applicable ballot categories and contain your name, 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](http://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.