



8933 EAST UNION AVE., SUITE 230 • GREENWOOD VILLAGE, CO 80111 • DIRECT (303) 503-1388 • (303) 773-8313 X 305 • FAX (303) 773-8456

**2016 CELEBRATING 24 YEARS**  
**FREQUENCY CONTRACT RATES**

(RATES ARE PER INSERTION — BASED ON FREQUENCY YOU SELECT DATES; SIZES & COPY CAN CHANGE)  
 Net rate prices are per insertion and includes 4/C

*Sharon Sweeney*  
 Vice President Marketing • cogambler@mac.com  
 Direct 303-503-1388 • Office 303-773-8313 ext. 305  
 www.coloradogambler.com

Ad Size	Open Rate	14 x thru July	28 Weeks*
Back Page .....			\$2150.00
Full Page guaranteed page placement .....			2000.00
Inside Front/Back .....			1950.00
Full Page.....	\$2800.00.....	2250.00.....	1750.00
1/2 Page .....	\$1650.00.....	1300.00.....	1050.00
1/4 Page .....	\$1150.00.....	950.00.....	800.00
1/8 Page .....	\$800.00.....	700.00.....	600.00

**THESE ARE NET RATES PER AD AND INCLUDE 4/C**

**Colorado Gambler 2016 Issue Dates**

Jan. 5, 19	July 5, 19
Feb. 2, 16	Aug. 2, 16, 30
Mar. 1, 15, 29	Sept. 6, 20
Apr. 5, 19	Oct. 4, 18
May 3, 17, 31	Nov. 1, 15, 29
June 7, 21	Dec. 6, 20

*28 week contract will include a third insertion in March, May, August, Nov.*

**Other Sizes Available**

Size	Inches
Full Page.....	10.33" W X 11.75"
1/2 Page (H) .....	10.33" W X 5.65"
1/2 Page (V) .....	5.1" W X 11.4"
1/4 Page (Stacked) .....	5.1" W X 5.65"
1/8 Page (H) .....	5.1" W X 2.75"
1/8 Page (V) .....	2.5" W X 5.65"
Coupon.....	3" W X 3.4"

**Inserts**

Cost based on advertising contract, frequency and size of insert

**Trading Post (CLASSIFIEDS)**

1X.....	\$30 per col. inch	4X .....	\$28 per col. inch
12-16X...	\$25 per col. inch	28X .....	\$22 per col. inch

ONE COLUMN INCH IS 2 3/8" WIDE AND 1" DEEP

**Coupon Ads Includes 4/C**  
 \$250 per insertion with 28x contract  
 \$350 per insertion with 14x or more contract

28x signed contracts (1/2 page) will receive one front cover, full page feature story with pics, nuggets, winner's pics, entertainment, map, and casino guide listings.  
 Yearly 28x full page ad contract will receive 2 front covers, and 2 double truck features. All advertisers will be included in special features and holiday covers and our complete web based issue with links to advertisers websites.

**Color**

Ad prices above include full color.

**Ad Design**

Ad design and layout available at additional cost.

**Position**

Guaranteed page position available for 1/2-page or larger ads for an additional cost of the ad (see rates above).

**Policies**

Colorado Gambler credit policies are as straightforward as the Old West. Bills are due and payable upon receipt. Payment in advance is required of all new advertisers.

**Errors**

Colorado Gambler will not be responsible for advertiser errors on camera-ready ads or for clients who fail to proof ads prior to Wednesday noon deadline. Client must notify newspaper by Wednesday of the same week publication after an error to receive appropriate credit.

Deadlines subject to change on holiday weeks.