

CONNECTING PEOPLE WITH BUSINESS

**BizWest**  
The Business Journal of the  
Boulder Valley and Northern Colorado

2024

# Media Guide

OUR AUDIENCE

# Knows Business

{ BizWest delivers award-winning news to more than 20,000 business leaders in the Boulder Valley and Northern Colorado every day. }

OUR AUDIENCE IS:

EDUCATED



**89.7%**  
Graduated College

FINANCIAL



**54%**  
Use a Financial Planner to manage their investments

POWERFUL



**74.0%**  
Are in Upper Management

ACTIVE



**69%**  
Workout Two to Seven Days Each Week

AFFLUENT

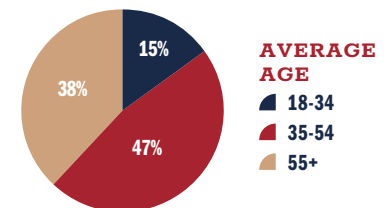
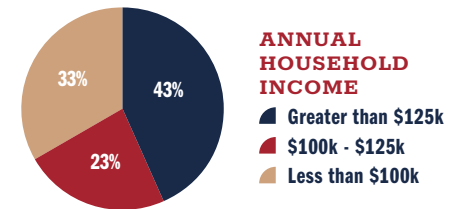
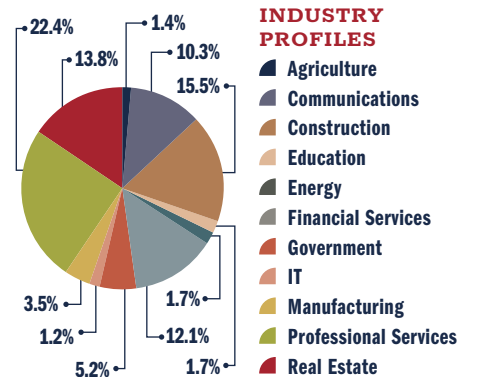
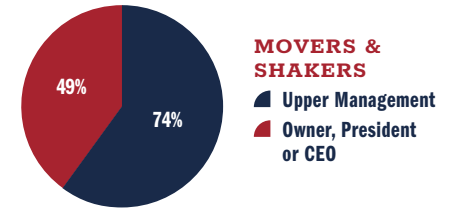


**67%**  
Earn More Than \$100,000 Annually

PHILANTHROPIC



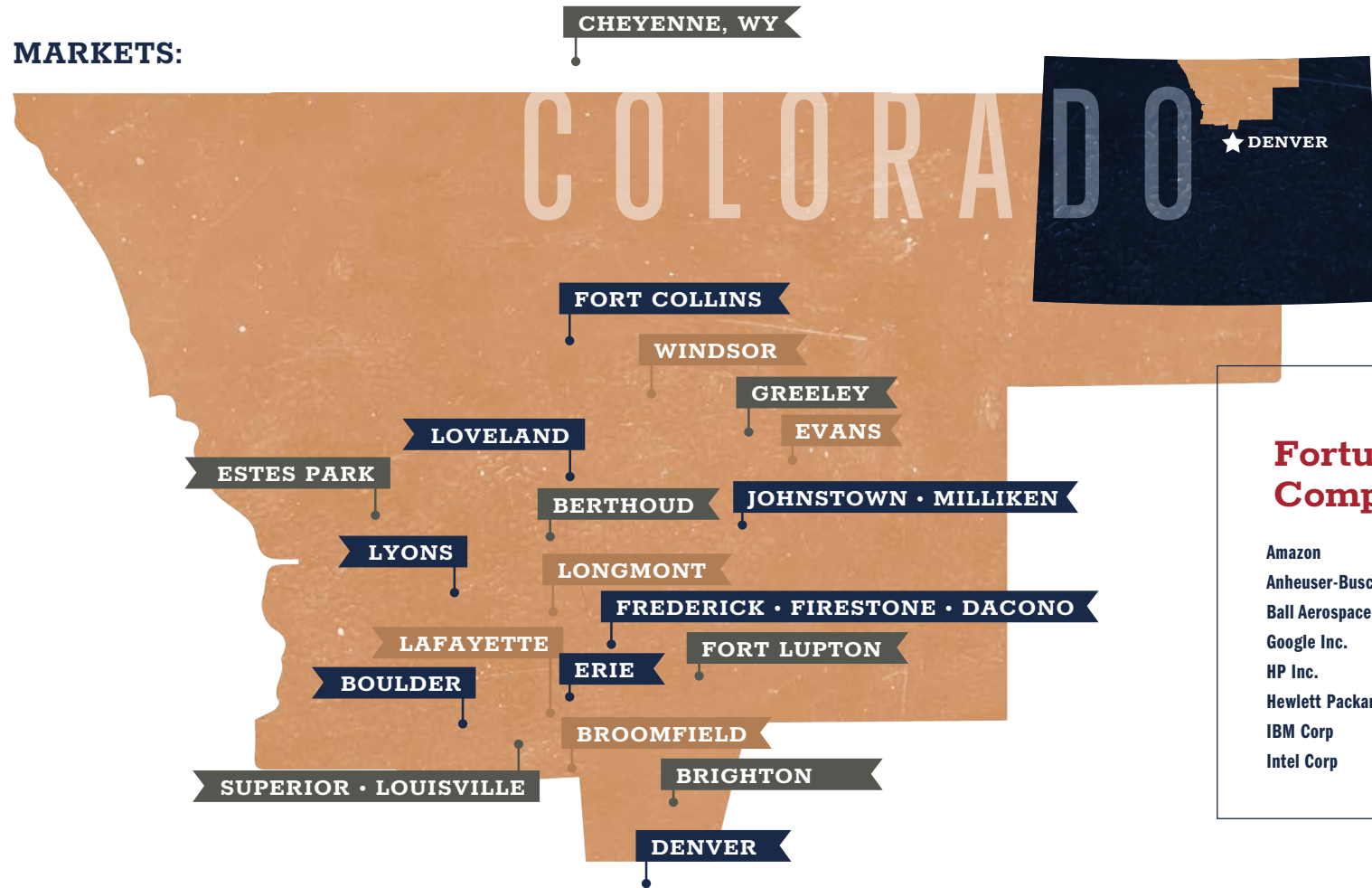
**59%**  
Donate Over \$1,000 per Year to Charity



SOURCE: BIZWEST READERSHIP SURVEY

OUR AUDIENCE KNOWS BUSINESS

MARKETS:



**Fortune 500 Companies:**

- |                            |                        |
|----------------------------|------------------------|
| Amazon                     | JBS USA                |
| Anheuser-Busch             | Medtronic              |
| Ball Aerospace             | Oracle Corp.           |
| Google Inc.                | Otterbox               |
| HP Inc.                    | Seagate Technology LLC |
| Hewlett Packard Enterprise | Woodward               |
| IBM Corp                   | Zayo Group             |
| Intel Corp                 | many more              |

**1,092,917**  
Total Population

**49.93%**  
Female Population

**50.07%**  
Male Population

**31,918**  
Total # of Employer Establishments

**36%**  
Women-owned Establishments

OUR ASSETS

# Work for You

“ Campaigns that employ print, digital and events improve brand favorability and purchasing intent metrics by 17 percent.

- Millward Brown

“ While most businesses spend 2 percent to 5 percent on their advertising-to-sales ratio, new companies need to spend upwards of 15 percent to invest in their brand. Because they can afford the cost of growth, professional service businesses spend between 5 percent and 8 percent.

- McKee, Wallwork + Co



WE ENGAGE

# Visitor Use of BizWest.com

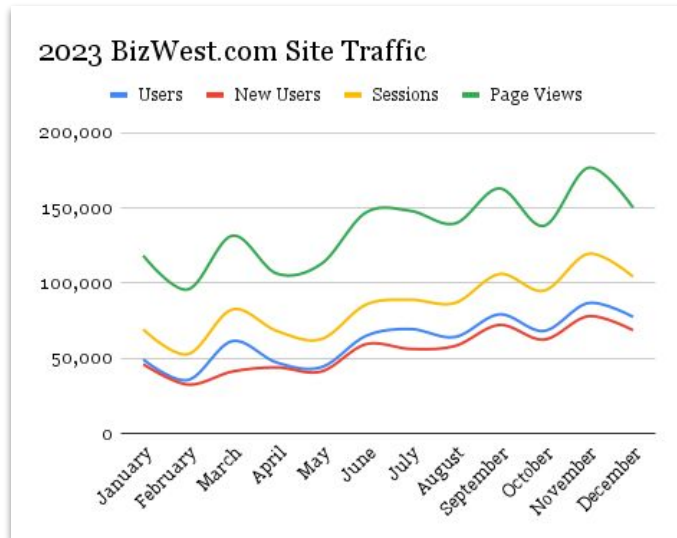
We are a digital-first news organization. Our reporters generate between 6-9 original stories per day. Traffic comes from Northern Colorado, the Boulder Valley, the Denver Metro area, and beyond. Most visitors (51%) view BizWest.com digital products on mobile.

**50%**  
Annual Traffic Growth

**376,000**  
Average # of Monthly Events

**135,000**  
Average # of Monthly Page Views

**55,000**  
Average # of Unique Visitors



## AD SOLUTIONS

- High-Impact Ad Units
- Email Newsletters
- Content Marketing
- Programmatic Advertising
- Custom Email Blasts
- Webinars and Virtual Events

SOCIAL MEDIA:

**10,000+**  
Followers



★ 1,400 B2B buyers surveyed said 60% of their decisions are made via online research before they contact a sales person.

# WE ENGAGE ONLINE READERS

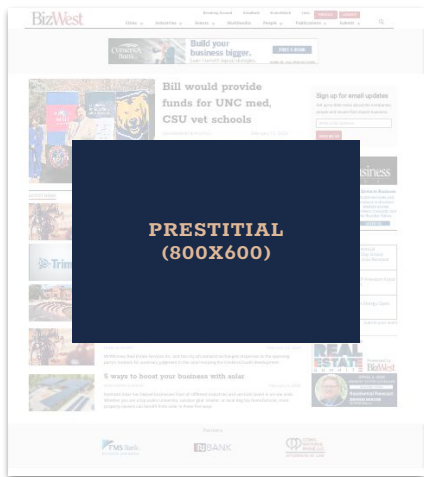
## DIGITAL PRICING:



★ We are a digital-first news organization. Our reporters generate between 6-9 original stories per day.

## BIZWEST.COM

| PLACEMENT   | COST    | DURATION |
|---|---------|----------|
| <b>Rotating Billboard*</b> <i>Desktop 970x250px   Mobile 300x250px</i><br>Includes 12 months of retargeting with an annual agreement; Partner logo.<br>*Only ten positions available. | \$1,500 | Monthly  |
| <b>Right Rail Rectangle</b> <i>300x250px</i><br>Ads rotate through entire site  | \$650   | 1 month  |
| <b>Sponsored Content</b><br>40-word headline, 500 word company-written article w/graphic(s) or video  | \$1,000 | Monthly  |
| <b>Prestitial</b> <i>800x600px</i><br>Appears on first visit  | \$1,000 | 1 month  |
| <b>Fixed Leaderboard</b> <i>728x90px</i><br>One advertiser, monthly purchase  | \$1,200 | Monthly  |



### SPONSORED CONTENT PURCHASE INCLUDES:

- 500 word article w/headline, subheadline, pictures, URL
- Rotates in BizWest.com homepage news feed
- Rotates in BizWest.com homepage Sponsored Content section
- Appears in one Sponsored Content block w/in Daily eNews
- Appears in one social media post on Facebook and LinkedIn
- Lives on Sponsored Content subpage for one (1) year



**49%**  
Average Monthly Desktop Traffic



**51%**  
Average Monthly Mobile Traffic

## EMAIL MARKETING:

### DAILY NEWSLETTERS

#### TWICE DAILY

Choose between BizWest's Morning Report or Afternoon Daily top and/or bottom banner ads (970px by 250px) or Sponsored Content position.

Subscribers invite BizWest into their inbox twice daily to stay on top of the day's business headlines, breaking news, and important information used to make business decisions.

### TOP BANNER POSITION

| FREQUENCY | PER AD INSERTION | ANNUAL   |
|-----------|------------------|----------|
| 1x        | \$400            | \$400    |
| 12x       | \$375            | \$4,500  |
| 24x       | \$300            | \$7,200  |
| 36x       | \$275            | \$9,900  |
| 48x       | \$250            | \$12,000 |

Add Bottom Banner for \$100/insertion

★ 64% of companies rate email marketing as the most effective marketing channel.

**BizWest Morning Report**  
- 10/18/2022 -

**TOP BANNER**  
970px by 250px

**CDOT provides grant to Aims for aviation outreach**  
GREELEY — The Colorado Department of Transportation Division of Aeronautics has awarded Aims...  
**Transportation management company to help employers capture new tax credits**  
BOULDER — Boulder-based company Commuzif Holdings Ltd. has launched a program to help companies...  
**Dia de Muertos to be celebrated Oct. 28**  
FORT COLLINS — Did Town Square in Fort Collins will transform into a community altar on Oct. 28 for...

**NEWSLETTER SPONSORED CONTENT**

**Broe ink lease with semiconductor firm for former Maxtor site in Longmont**  
Editor's note: This report first appeared at BusinessDen.com, a BizWest news partner. LONGMONT — A...  
**Lind wins OK for Customs office near NoCo airport**  
LOVELAND — A Windsor-based developer has won approval from the federal government to open a U.S...  
**Northern Water sets initial 2023 quota at 40%**  
BERTHOUD — With concern about the status of the Colorado River basin, The Northern Colorado Water...  
**Enliven Therapeutics merger with Imara coincides with \$165 million raise**  
BOULDER — Last week was a big one for Boulder-based oncology drug developer Enliven Therapeutics...  
**Private-label food brand Cadia plants flag in the heart of organic industry mecca**  
BOULDER — When Naperville, Illinois-based foods company KeHE Distributors LLC bought private-label...  
**Corporate America buzzes with campaign to save bees**  
Sustainability campaigns waged by U.S. corporations are now taking the form of establishing bee...

**BOTTOM BANNER**  
970px by 250px

Follow BizWest  
Subscribe | Advertise | Contact | Submit News  
Unsubscribe | Privacy Policy  
BizWest Media LLC, 736 Whalers Way, Building G, Suite 100, Fort Collins, CO 80525, United States

Collects the top business headlines from a wide variety of publications around the state and links readers to the original article.

**39.42%**  
Average Open Rate

**BizWest Daily**  
- 10/17/2022 -

**TOP BANNER**  
970px by 250px

**Lind wins OK for Customs office near NoCo airport**  
LOVELAND — A Windsor-based developer has won approval from the federal government to open a U.S...  
**Northern Water sets initial 2023 quota at 40%**  
BERTHOUD — With concern about the status of the Colorado River basin, The Northern Colorado Water...  
**Enliven Therapeutics merger with Imara coincides with \$165 million raise**  
BOULDER — Last week was a big one for Boulder-based oncology drug developer Enliven Therapeutics...

**NEWSLETTER SPONSORED CONTENT**

**Private-label food brand Cadia plants flag in the heart of organic industry mecca**  
BOULDER — When Naperville, Illinois-based foods company KeHE Distributors LLC bought private-label...  
**Corporate America buzzes with campaign to save bees**  
Sustainability campaigns waged by U.S. corporations are now taking the form of establishing bee...  
**Future Legends installs dome for indoor activities**  
WINDSOR — The Future Legends Complex in east Windsor has added a 167,000-square-foot dome that will...  
**PFS Insurance wins industry award**  
JOHNSTOWN — PFS Insurance Group LLC, based in Johnstown, has received the Colorado Large Agency of...  
**A brewing concern**  
LONGMONT — Sometimes, the delivery trucks carrying carbon dioxide to Left Hand Brewing Co. bring...  
**\$11.7M building buy adds more space for PetDine**  
WINDSOR — Fort Collins-based PetDine LLC, which makes pet-food supplements and treats, has...  
**Banner recognized for youth employment program**  
GREELEY — Larimer County Economic and Workforce Development has recognized Banner Health as an...

**BOTTOM BANNER**  
970px by 250px

Follow BizWest  
Subscribe | Advertise | Contact | Submit News  
Unsubscribe | Privacy Policy  
BizWest Media LLC, 736 Whalers Way, Building G, Suite 100, Fort Collins, CO 80525, United States

Sent out after lunch Monday through Friday. Content includes the latest breaking business news in our region and keeps readers apprised of important information that they use to make business decisions.

**6.57%**  
Average Click Rate

## DIGITAL SPECIFICATIONS:

### RUN OF SITE

- Accepted formats include JPEG, GIF, PNG or Flash SWF files.
- Resolution must be 72dpi, maximum file size is 75-100K, less than 50K is recommended.
- Ads will be linked to the web address provided, all Flash banners must include internal URL links and must target a new window (no automatic URL calls allowed).
- Camera-ready ads due four business days before the run date, new-build ad materials due eight business days before the run date.
- Video formats requested: \*.wmv, \*.mov, \*.mp4

### E-NEWSLETTERS

- Accepted media include GIF and JPEG. No Flash animation allowed.
- Resolution must be 72dpi, maximum file size is 75-100K, less than 50K is recommended.
- Ads will be linked to the web address provided.
- Camera-ready ads due four business days before the run date, new-build ad materials due eight business days before the run date.

### SPONSORED CONTENT

- Headline of 40 words
- Article of 500 words, including embedded URLs
- Featured image (300x250px)
- One additional image for article page
- Company logo

# EMAIL MARKETING:

## WEEKLY, BIWEEKLY AND MONTHLY NEWSLETTERS

| AD POSITION                | MONTHLY |
|----------------------------|---------|
| Rectangle 1 or 2 300x250px | \$350   |
| Rectangle 3 or 4 300x250px | \$275   |
| Breaking News 970x250px    | \$1,000 |

### WEEKLY NEWSLETTERS

People on the Move is sent out Saturday morning; Sunday newsletter sent every week.



### MONTHLY NEWSLETTERS

Breaking Ground - delivered the 1st and 3rd Friday of each month

Nonprofit newsletter is delivered the 2nd Thursday of each month



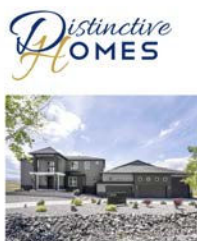
### BREAKING NEWS NEWSLETTER

Exclusive marketing opportunity for one savvy advertiser.



#### A brewing concern

Amid CO2 shortage, craft brewing faces pressure from all angles



Sponsored by



Welcome to Distinctive Homes. BizWest's look at premier properties available for sale in the region. Click on the image or over for full size photos featuring these

#### Elevated luxury

Luxury soars to new heights in this stunning Erie At Park residence complete with a hangar and room for multiple airplanes.  
\$2,999,000  
Erie, CO



**Editor's Choice**  
Thank you to those who helped us celebrate Brian Wilkins

**\$11.7M building buy adds more space for FedEx**

**Sierra Space launches venture investment business**

**Future Legends sports park developer sues lighting contractor**

**Voodoo Doughnuts confirms new Boulder shop**

**Judge orders Front Range Internet into receivership**

**Johnstown apartments sell for \$73.1M price tag**

**Outlets at Loveland: Gone and forgotten?**

**Owner of evacuated student-housing development sues engineer over alleged design defects**

**Colorado bankruptcies drop 2.8% in September**

**CSU OKs \$278M expansion, upgrade at veterinary school**

**Calendar**  
View full calendar

**OCT 19**  
Northern Colorado 40 Under Forty

**OCT 21**  
Fridays @ the Chamber: Chili Cook Off

**OCT 27**  
How to Appear in Google Search and Maps: Steps to Promote your Business

Follow BizWest

Subscribe | Advertise | Contact Us

## Custom Email Blasts

Sent on a limited basis to all BizWest digital subscribers, with two available each month. \$2,500 ea

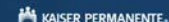
Contact Jeff Nuttall at [970] 232-3131, [303] 630-1955 or jnuttall@bizwest.com.

This is brought to you by BizWest Media on behalf of Kaiser Permanente.

More options than ever to get high-quality, affordable care



More choices.  
More flexibility.  
The new Choice PPO



#### Introducing the Kaiser Permanente Choice PPO

We're expanding our nationally recognized value-based health care to reach more Coloradans. Kaiser Permanente's new Choice PPO is offered alongside one of our traditional plans and is available to Colorado employers with more than 100 employees.

The Choice PPO features a blend of Kaiser Permanente's integrated health care and coverage with an extended network of Colorado's leading doctors and hospitals, including access to providers across the state.

Now, more Coloradans will be able to receive medical care from Kaiser Permanente's best-in-class physicians and clinicians while also enjoying the flexibility and convenience of additional options.

The Choice PPO -- a simple choice for Colorado businesses.

Find out more

Sent to: j.n.a.l@example.com

Unsubscribe



# Social Media Advertising

Reach BizWest readers uniquely and exclusively via our Social Media pages. Reach over 10,500 BizWest followers on popular social channels!

## HOW IT WORKS:

- Tune your placements & creative 'weekly' to suit our trusted brand.
- Provide us with an image or video clip, message text, and a click through URL.
- To maximize your impact, we only run ads on Facebook, Instagram, and LinkedIn directly, not through their ad networks.

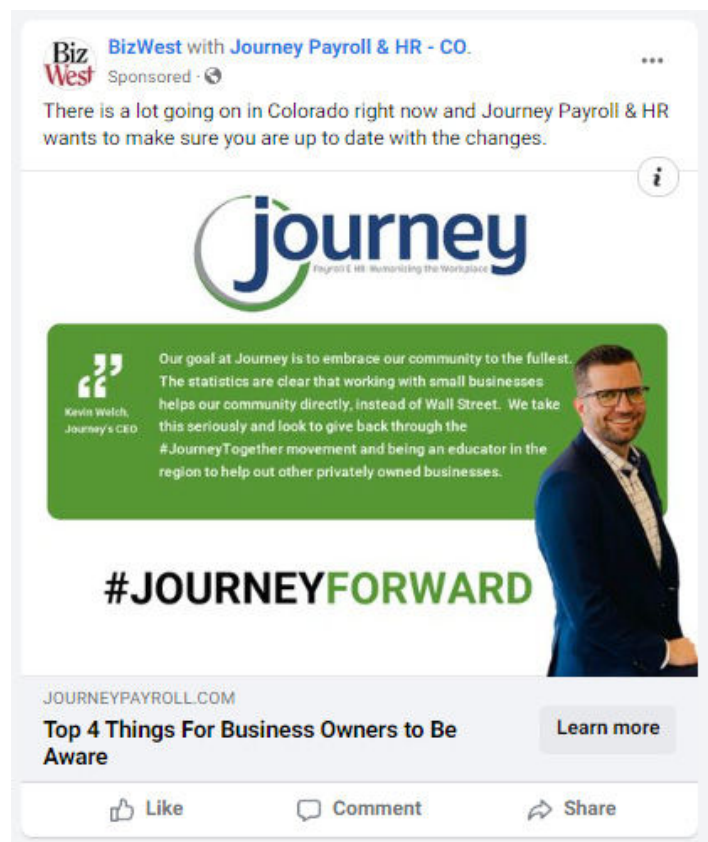
## PAID SOCIAL MEDIA AND PROGRAMMATIC CAMPAIGNS AVAILABLE

| SOCIAL MEDIA |             |
|--------------|-------------|
| FREQUENCY    | PER CHANNEL |
| Week         | \$650       |

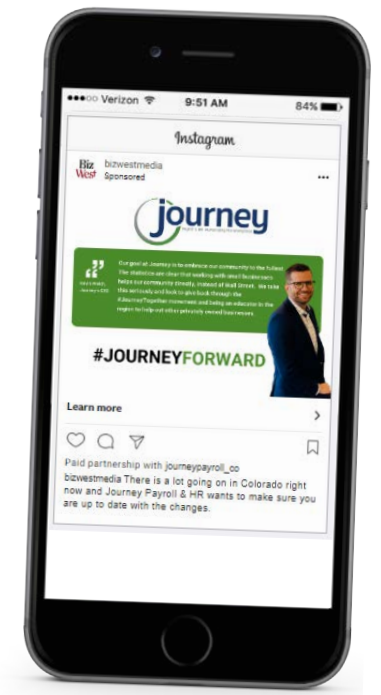
Limited to one ad per channel, per week.  
Add **BOOST** at cost.



DESKTOP



MOBILE





# Special Publications

BizWest manages the most in-depth, up-to-date database of business and people in this region. Whatever vertical you want to reach, we have you covered!

Blueprints

Book of Lists

Economic Profile & Market Facts

Giving Guide\*

Small Business Guide

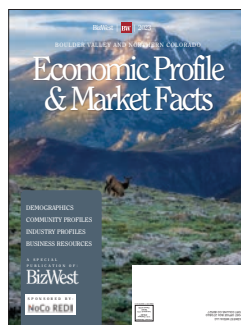
\*special pricing — ask your sales executive

Reach key decision-makers in a variety of industries with strategically focused publications.

## PUBLICATION WITH DATABANK AD SPECIFICATIONS & PRICING:

|  | SIZE (WxH)  | Rate    |
|--|---|---------|
| Cover Sponsorship - 10 Leaderboard ads, 10 mini-leaderboard ads and 10 rectangle ads                   | 7.25" x 9.75"<br>(bleed) 8.25" x 10.75"             | \$3,575 |
| Back Cover (page includes mailing indicia) - 3 leaderboard ads, 3 mini-leaderboard and 3 rectangle ads | 8" x 8.75"  | \$3,300 |
| Inside Front Cover; Inside Back Cover - 3 leaderboard ads, 3 mini-leaderboard ads and 3 rectangle ads  | 7.25" x 9.75"<br>(bleed) 8.25" x 10.75"             | \$3,025 |
| Double Truck - 3 leaderboard ads, 3 mini-leaderboard ads and 3 rectangle ads                           | 15.5" x 9.75"                                       | \$4,950 |
| Page 1; Page 3; Page 5 - 3 leaderboard ads, 3 mini-leaderboard ads and 3 rectangle ads                 | 7.25" x 9.75"                                       | \$2,830 |
| Full-Page - 3 leaderboard ads, 3 mini-leaderboard ads and 3 rectangle ads                              | 7.25" x 9.75"                                       | \$2,750 |
| 1/2-Page - 1 leaderboard ad, 1 mini-leaderboard ad and 3 rectangle ads                                 | vertical: 3.5" x 9.75"<br>horizontal: 7.25" x 4.75" | \$1,600 |
| 1/4-Page - 1 leaderboard ad, 1 mini-leaderboard ad and 1 rectangle ads                                 | 3.5" x 4.75"  | \$910   |

Leaderboard: 970 pixels wide x 250 pixels tall  
Mini-Leaderboard: 728 pixels wide x 90 pixels tall  
Rectangle: 300 pixels wide x 250 pixels tall



WE ENGAGE ONLINE & PRINT READERS

# Book of Lists

★ Publishes January 2025



The region's most sought-after list-ranking publication just got better! The printed Book of Lists now has a companion website with searchable information and deep data on companies and people.

The Book of Lists is the ultimate business tool, offering more than 80 lists of different vertical markets.

**ADVERTISING BENEFITS INCLUDE:**

- Year-long shelf life; with 12 months of visibility in front of top decision-makers.
- Digital “flypbook” version online for 12 months with live links to your website.
- Databank.biz: a searchable database website where you can have 3 different ad sizes strategically placed within the site seen by viewers all year long.

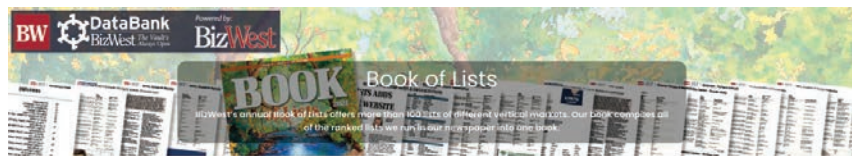
**COVER AND SECTION SPONSORSHIPS AVAILABLE**

**COVER AND SECTION SPONSORSHIPS AVAILABLE**

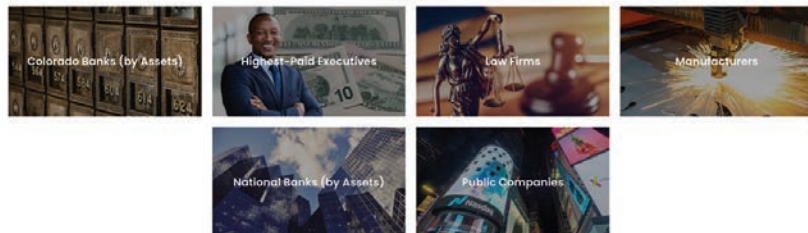
**AD SPECIFICATIONS & PRICING:**

|  | SIZE (WxH)  | Rate    |
|--|---|---------|
| Cover Sponsorship - 10 Leaderboard ads, 10 mini-leaderboard ads and 10 rectangle ads                   | 7.25" x 9.75" (bleed) 8.25" x 10.75"                | \$3,575 |
| Back Cover (page includes mailing indicia) - 3 leaderboard ads, 3 mini-leaderboard and 3 rectangle ads | 8" x 8.75"  | \$3,300 |
| Inside Front Cover; Inside Back Cover - 3 leaderboard ads, 3 mini-leaderboard ads and 3 rectangle ads  | 7.25" x 9.75" (bleed) 8.25" x 10.75"                | \$3,025 |
| Double Truck - 3 leaderboard ads, 3 mini-leaderboard ads and 3 rectangle ads                           | 15.5" x 9.75"                                       | \$4,950 |
| Page 1; Page 3; Page 5 - 3 leaderboard ads, 3 mini-leaderboard ads and 3 rectangle ads                 | 7.25" x 9.75"                                       | \$2,830 |
| Full-Page - 3 leaderboard ads, 3 mini-leaderboard ads and 3 rectangle ads                              | 7.25" x 9.75"                                       | \$2,750 |
| 1/2-Page - 1 leaderboard ad, 1 mini-leaderboard ad and 3 rectangle ads                                 | vertical: 3.5" x 9.75"<br>horizontal: 7.25" x 4.75" | \$1,600 |
| 1/4-Page - 1 leaderboard ad, 1 mini-leaderboard ad and 1 rectangle ads                                 | 3.5" x 4.75"  | \$910   |

Rates include four-color



FEATURED



All BizWest directories are available online with the new Databank.biz website — a searchable database that gives viewers exclusive access to:

- All ranked lists as published in the annual Book of Lists.
- Robust company data and statistics.
- Search functions include: business name, city or list name.
- Map views for each business location.
- Downloadable data into a .csv file, including physical addresses, email addresses, phone numbers and more [available with Databank.biz subscription only, contact [bdennis@bizwest.com](mailto:bdennis@bizwest.com) for more information].

When you advertise in the Book of Lists or any BizWest directory, you will receive a robust value-added digital advertising package in the DataBank website.

Data is used more and more everyday by savvy managers, don't miss the opportunity to keep your company's brand in front of this audience.

The DataBank searchable data vault is always open for free!



When you click the company name, you get an exploded view of the company's data.

### JPMorgan Chase Bank

1111 Polaris Parkway  
Columbus, OH 43240

312-732-4000

**OFFICE PHONE**  
312-732-4000

**NATIONAL HEADQUARTERS**  
Columbus, OH

**NUMBER OF EMPLOYEES WORLDWIDE**  
2020: 200,025  
2019: 192,602

**FDIC NUMBER**  
628

**NO. OF LOCAL BRANCHES**  
31

**TOTAL ASSETS SECOND QUARTER (000s)**  
2020: \$3,190,800,000.00  
2019: \$2,820,922,000.00  
2018: \$2,354,812,000.00  
2017: \$2,167,700,000.00

**MARKET SHARE**  
2020: 16.15  
2019: 15.33  
2018: 14.82  
2017: 14.9

**DEPOSITS IN REGION (000s)**  
2019: \$3,624,008.00  
2018: \$3,603,727.00  
2017: \$3,416,912.00

**DOLLAR VOLUME**  
2019: \$2,741,500.00  
2018: \$5,110,600.00  
2017: \$7,549,700.00

**TOTAL LOANS**  
2020: 13  
2019: 14  
2018: 35  
2017: 33

**TOTAL DEPOSITS (000s)**  
2020: \$2,403,009,000.00  
2019: \$2,050,074,000.00

**AD ON COMPANY PROFILE**  
300x250

**LEADERBOARD**  
(desktop 728px by 90px | mobile 300px by 250px)

**National Banks (by Assets)**  
Top national banks that have branches located in Northern Colorado. These banks are ranked by total Assets.

| Rank | Bank  | Total assets<br>Total deposits<br>Deposits in<br>region        | Net income (YTD)<br>Equity capital    | Return<br>on assets (YTD)<br>Return<br>on equity (YTD) | No. local branches<br>Regulatory agency | Phone<br>Website                      | Person in charge<br>Title<br>Year founded |
|------|---|--|---------------------------------------|--|---|---------------------------------------|---|
| 1    | JPMorgan Chase Bank<br>1111 Polaris Parkway<br>Columbus, OH 43240 | \$3,190,800,000.00<br>\$2,403,009,000.00<br>\$5,284,648,000.00 | \$20,495,000,000<br>\$288,366,000,000 | 1.30%<br>14.66%  | 31<br>OCC                               | 312-732-4000<br>www.jpmorganchase.com | James Dimon<br>CEO<br>1924                |
| 2    | Bank of America, N.A.<br>100 N. Tryon St.<br>Charlotte, NC 28202  | \$2,354,812,000.00<br>\$1,988,072,000.00<br>\$493,125,000.00   | \$12,470,000,000<br>\$229,298,000,000 | 1.98%<br>11.22%  | 2<br>OCC                                | 888-550-6433<br>www.bankofamerica.com | Brian Moynihan<br>CEO<br>1904             |
| 3    | Wells Fargo Bank<br>101 N. Phillips Ave.<br>Sioux Falls, SD 57104 | \$1,776,718,000.00<br>\$1,494,597,000.00<br>\$5,804,884,000.00 | \$9,783,000,000<br>\$72,570,000,000   | 1.04%<br>10.77%  | 24<br>OCC                               | 800-959-4442<br>www.wellsfargo.com    | Charles W. Stumpf<br>CEO<br>1862          |
| 4    | U.S. Bank<br>428 Walnut St.<br>Cincinnati, OH 45202               | \$547,852,696.00<br>\$442,902,923.00<br>\$13,483,985,000.00    | \$4,309,381,000<br>\$8,712,480,000    | 1.98%<br>18.68%  | 16<br>OCC                               | 513-632-4036<br>www.usbank.com        | Andrew Cecere<br>CEO<br>1993              |
| 5    | Keybank, N.A.<br>127 Public Square<br>Cleveland, OH 44114         | \$78,939,688.00<br>\$148,933,787.00<br>\$45,697,000.00         | \$13,416,664,000<br>\$7,537,726,000   | 1.84%<br>15.35%  | 10<br>OCC                               | 216-889-3000<br>www.key.com           | Christopher M. Gorman<br>CEO<br>1845      |

**AD ON COMPANY PROFILE**  
300x250

**ROTATING BILLBOARD**  
(desktop 970px by 250px | mobile 300px by 250px)

Leverage our DataBank website to build your own Landing Page full of information about your business and its offerings. With every ad purchase in DataBank, we will bundle an ad in the print edition.

# In Print

We deliver award-winning journalism to a powerful audience in one of the fastest-growing markets in the country. Special publications keep our content fresh.



## NEWSPAPER AD SPECIFICATIONS & PRICING:

|                     | SIZE (WxH)  | 13x     | 8x      | 1x      |
|---------------------|---|---------|---------|---------|
| <b>Double Truck</b> | 20 x 13.75  | \$4,255 | \$4,545 | \$4,977 |
| <b>Belt</b>         | 20 x 3.25   | \$1,550 | \$1,640 | \$1,725 |
| <b>Full Page</b>    | 9.5 x 13.75   | \$2,410 | \$2,530 | \$2,795 |
| <b>3/4 Page</b>     | square: 9.5 x 10<br>vertical: 7 x 13.75                             | \$1,885 | \$1,985 | \$2,185 |
| <b>Island</b>       | 7 x 10  | \$1,655 | \$1,745 | \$1,920 |
| <b>1/2 Page</b>     | vertical: 4.624 x 13.75<br>horizontal: 9.5 x 6.7                    | \$1,225 | \$1,305 | \$1,435 |
| <b>3/8 Page</b>     | vertical: 4.625 x 10<br>horizontal: 7 x 6.7                         | \$1,000 | \$1,075 | \$1,185 |
| <b>1/4 Page</b>     | square: 4.625 x 6.7<br>vertical: 2.25 x 13.75<br>banner: 9.5 x 3.25 | \$800   | \$850   | \$935   |
| <b>1/8 Page</b>     | vertical: 2.25 x 6.7<br>horizontal: 4.625 x 3.25                    | \$420   | \$445   | \$490   |
| <b>List Banner</b>  | 9.5 x 1.5   | \$510   | \$545   | \$599   |
| <b>Front Page</b>   | 4.5 x 1.75  | \$1,050 | \$1,115 | \$1,170 |

Ads built by BizWest's production department allowed a maximum of three proofs. Any additional proof requests are subject to an additional \$55 per proof.

**88%**  
of Our Readers Agree  
That Bizwest Strengthens  
Their Connection To  
Local Businesses

**62%**  
of Our Readers  
Spend More Than  
20 Minutes Reading  
Each Edition

### AD SOLUTIONS

- High-Impact Ads
- Custom Content
- Sponsorships

# Business Cares

{ BizWest's Business Cares program drives awareness of key health and social causes in our community. }



We engage BizWest's unique and powerful readership in digital and print form with this monthly feature underwritten by sponsor companies keen on cause marketing and corporate giving. A comprehensive article is brought to readers on BizWest.com by the benefiting nonprofit, and a full page in the print issue of BizWest ensures the audience of potential donors is wide. Visitors and readers are driven to donation pages, and sponsor logos all click through.

**For \$275/month, participate in this monthly feature in support of our nonprofit community.**

**FEBRUARY**

**Heart Health  
Awareness Month**

**MARCH**

**Women's History Month**

**APRIL**

**Sexual Assault  
Awareness Month**

**MAY**

**Mental Health  
Awareness Month**

**JUNE**

**Pride Month**

**SEPTEMBER**

**Suicide Prevention  
Month**

**OCTOBER**

**Domestic Violence  
Awareness Month**

**NOVEMBER**

**Hunger & Homelessness  
Awareness Month**

**15% of every month's proceeds are donated to the month's chosen nonprofit.**

OUR EVENTS

# Bring Leaders

{ BizWest events provide the opportunity to bring real-time exposure and elevate awareness of your brand. At the heart of each BizWest event is celebration, information and connection. }

## BW EVENTS

EVENTS CALENDAR

JANUARY

Content Event

FEBRUARY

Content Event

BW MOST-INFLUENTIAL BUSINESS LEADERS

APRIL

Content Event

MAY

Award Program

INNOVATION QUOTIENT

JUNE

Content Events

AUGUST

Content Events

NORTHERN COLORADO WATER CONFERENCE

AUGUST

Award Program

OCTOBER

Award Program

NOVEMBER

Content Event

4,000+  
People Attend Our  
Events Annually

5  
Annual Awards  
Programs

25  
Annual Content  
Programs

AD SOLUTIONS

Sponsorship

Virtual Connectivity

Cross-Channel  
Marketing Programs



# OUR EVENTS BRING LEADERS

★ 97% of BizWest event attendees will likely attend the same event again next year.

Whether it's a BizWest awards program or a content-rich conference, our programs are designed to help you generate leads and reconnect with customers.



## SPONSORSHIP OPPORTUNITIES:

| SPONSOR LEVEL                                   | TITLE          | SUPPORTING     | ASSOCIATE    |
|---|----------------|----------------|--------------|
| Investment                                      | \$10,000       | \$7,500        | \$3,000      |
| Industry Exclusivity                            | ✓              | x              | x            |
| Welcome Attendees or Video Introduction (2 min) | ✓              | x              | x            |
| Attendee List                                   | ✓              | x              | x            |
| Stage Signage (pop-up only)*                    | ✓              | x              | x            |
| Steering Committee or Panel                     | ✓              | ✓              | x            |
| Advertisement in BizWest                        | Full Page      | Half Page      | Quarter Page |
| Table(s)/Ticket(s) to Event                     | 2 (16 tickets) | 1 (8 tickets)  | 4 tickets    |
| Pop-Up Banner(s)                                | 2              | 1              | 0            |
| Vendor Booth (when available)                   | 2              | 1              | 1            |
| Social Media Call-Outs                          | Individual Tag | Individual Tag | Group Tag    |
| Inclusion in All Marketing                      | Logo           | Logo           | Text         |
| Discount Code for Tickets                       | 15             | 10             | 5            |
| Goodie Bag Insert                               | ✓              | ✓              | x            |

\* stage set-up may vary



### LUNCHEON OR BREAKFAST SPONSOR \$4,000

When offered, includes:

All Associate Sponsor amenities, plus:

- 1/4-page ad in the event supplement or in BizWest.
- One Pop-up Banner
- A total of eight tickets to the event, one table with preferred placement and signage

### VENDOR BOOTHS \$700

Includes table w/drape, two tickets, mention in program

### CORPORATE TABLES \$700

Table of 8-10 with preferred placement and signage



# Custom Publishing

{ A successful business like yours has a unique story to tell and our Custom Publishing Division can assist you with sharing that message. }

## YOUR MESSAGE — YOUR WAY

Tell your story in a specialty publication using the resources of BizWest Media. As a turn-key project, we handle the writing, design, printing and distribution, and you collect the marketing rewards.

Our professional sales staff can save you money by selling sponsorships to your vendors and business partners.

Great for a grand opening, anniversary, new product launch or special event.

**CUSTOM EMAIL BLASTS SENT ON A LIMITED BASIS TO ALL BIZWEST DIGITAL SUBSCRIBERS ARE AVAILABLE**

{ Contact Natalie Petersen at [310] 658-7385, npetersen@bizwest.com. }



## UNIQUE OPPORTUNITY

|  |                 |
|--|-----------------|
| Four-Page Wrap                             | \$5,000         |
| Front Page Sticky Note                     | Ask for a quote |
| Single sheet or 4-page pre-printed inserts | \$700           |
| For larger inserts, request a quote        |                 |

THOUGHT

# Leaders

Your advertising message will be seen by hundreds of potential customers, all of whom have the influence to use your products or services.

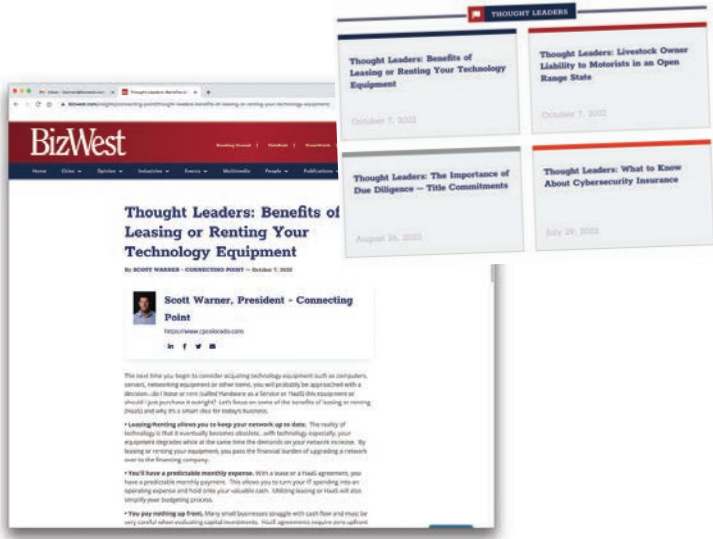
>72%

of Our Readers in Top Management Positions Make Corporate Decisions Using Bizwest Media

## MONTHLY ADVICE FEATURE

### HOW IT WORKS:

- You choose the content.
- Only three non-competing advertisers per page.
- Feature runs monthly in BizWest, featured monthly in the BizWest Daily.
- Limit of six advertisers (two pages running each month).
- Includes two free 1/2 page ads (value of \$1,610) to run in the issues of your choice.
- 13x commitment / includes Book of Lists.
- \$600 per month, \$7,800 annually
- Column appears on BizWest Daily e-newsletter once, and on bizwest.com for one year: Visit bizwest.com, click link to view Thought Leader story.



AN ADVERTISING FEATURE OF BIZWEST

## ThoughtLeaders

BUSINESS ANSWERS FROM THE EXPERTS

| HEALTH CARE   | LAW  | TECHNOLOGY   |
|---|--|--|
| <p><b>The Essence Of Life At The Worthington</b></p> <p>The building in which I live is one of the most interesting in town.</p> <p>Not because of its architecture but because its philosophy is sound. It's residents want to stay active. They feel they're young at heart no matter their actual years and developing a program to keep their days/lives interesting doesn't give the staff any fears.</p> <p>They offer exercise groups for healthy bodies and special games for the mind. Nature and science videos, movies, crafting and you will find it all.</p> <p>It is possible to go shopping, to a museum or a picnic in the park; Walk through a bronze foundry or see Christmas lights after dark.</p> <p>Feed fish at a hatchery. Drive to Loveland to hear a Barbershop choir and quartet.</p> <p>Attend a dinner theater program or go for a ride and eat ice cream at sunset.</p> <p>A free show at the Lincoln Center or symphony dress rehearsal in the Fall.</p> <p>Gambling in Blackhawk, a trip to hear the elk mating call.</p> <p>Although many things are offered to go-see and do interesting things keep happening inside of the building, too.</p> <p>Special speakers on different topics. Holidays to celebrate with good food and all kinds of music and entertainment to anticipate.</p> <p>A Wine Social each month to look forward to and the Birthday Bash is always a nice big to do."</p> <p>You can do as much as you choose or as little as you want.</p> <p>Transportation is provided, to see doctors as well as for the fun jaunt.</p> <p>With a walking group, a book club and current events to ponder,</p> <p>Life can be complete in this building, no need to further wander!</p> <p>To me, the Worthington is more than a structure made of mortar, sticks and stone. It exudes the essence of living!</p> <p>I am comfortable and content.</p> <p>It is my home!</p> <p><b>Irene B. Edgett, Resident</b><br/>The Worthington<br/>900 Worthington Circle<br/>Fort Collins, CO 80526<br/>970-460-1000</p> | <p><b>Impact of Potential Tax Legislation on Inheritance</b></p> <p>On September 12, 2021, Representative Richard Neal, Chairman of the House Ways and Means Committee, released the long-awaited details on the Democratic funding proposal for the \$3.5 trillion American Families Plan. Outlined below are the proposals that, if passed, would have a significant impact on lifetime gifts and the inheritance one would receive upon the death of a loved one.</p> <ol style="list-style-type: none"> <li><b>1. Gift and Estate Tax Exemption:</b> Under current law every taxpayer is entitled to a combined estate and gift tax exemption of \$11.7 million. Under the House's proposal, the exemption would be cut to approximately \$6 million (inflation-adjusted).</li> </ol> <p>This proposal is effective for gains on January 1, 2022.</p> <ol style="list-style-type: none"> <li><b>2. Use of Grantor Trusts:</b> Grantor trusts are a useful tool under current tax regulations which allow an individual to remove the assets from one's estate by gift and/or sale. The House's proposal seeks to severely limit the use of grantor trusts by classifying distributions from such a trust as a gift for gift tax purposes and classifying the sale of assets to such a trust as a sale to a third party, and thus subject to tax on any gain.</li> </ol> <p>The proposed restrictions on grantor trusts would apply to (i) trusts created on or after the date of enactment (i.e., when the President signs the legislation), and (ii) to any portion of a trust established before the date of enactment which is attributable to a contribution made on or after the date of enactment.</p> <p>The House's proposal does not include many of President Biden's proposals released early this year, including the following:</p> <ol style="list-style-type: none"> <li>1. Repeal of the "step-up" in basis at death.</li> <li>2. Deemed recognition of capital gain at death.</li> <li>3. Limitations on Section 1031 exchanges.</li> </ol> <p>The final version of any tax legislation will certainly be heavily negotiated in Congress and there's certainly no guarantee that the House's proposals will be enacted. The most important takeaways is the fact that estate and gift tax laws now appear likely to change, perhaps dramatically. Those who have postponed implementation of lifetime wealth transfer strategies should execute those plans as soon as possible.</p> <p><b>OTIS &amp; BEDNIGFIELD, LLC</b><br/>2725 Rocky Mountain Avenue, Suite 330<br/>Loveland, CO 80538<br/>970-669-7300<br/>cmoore@ccolaw.com<br/>www.ccolaw.com</p> | <p><b>Business &amp; Technology Planning Considerations for 2022</b></p> <p>If we've learned anything this year, it's that technology has further solidified itself as "essential" for ALL organizations. Technology can help a business gain efficiency, enhance productivity, drive performance, and contain cost. But most importantly, it can mitigate risk for a business.</p> <p>Do you know how to evaluate your technology initiatives based on the potential risk exposure to your organization? The statistics of a business staying in business after a significant breach are not good. As we enter the fourth quarter of 2021 and look toward corporate goals and initiatives for the coming year, here are some questions to ask yourself as you plan and prepare:</p> <ul style="list-style-type: none"> <li>-What is your business doing to identify and/or address cybersecurity risks?</li> <li>-Are there any new industry or regulatory compliance requirements you will need to consider in the coming year(s)?</li> <li>-Do you have documented policies for Disaster Recovery and Incident Response?</li> <li>-Would you be prepared if you woke up tomorrow and your business had experienced a major security breach? What would you do? Who would you call? What steps would you take? What are your expectations?</li> <li>-What initiatives are you undertaking in 2022 that will help enhance your IT security posture? Why?</li> <li>-Is your workforce able to work remotely in a secure fashion? Do you have a specific plan for how you will improve that effort this year? Does your customer know if/when your team is working from home? Does that impact their experience or your service level?</li> <li>-How will business/technology growth impact the operation of your organization?</li> <li>-Are you considering any business application changes (such as on-premises, web-based, or hosted (SaaS)) in the new year? Will you implement those differently? Do you know the pros/cons?</li> <li>-Do you know what your IT expenditures look like for this calendar year? Have you already budgeted those and properly prioritized those items?</li> <li>-How do strategic IT investments fit into your capital and/or operating budget?</li> <li>-Do you feel good about your overall IT strategy heading into the new year? Are you working with a managed IT services provider (MSP), internal IT staff, or a mixture of both? Is your MSP well-aligned with your business and its goals? Is the appropriate person in your organization interfacing with the IT efforts for your business? Are they making well-aligned and informed decisions?</li> <li>-Is technology an enabler for your business or an inhibitor?</li> </ul> <p>We find that most small businesses don't actively have these conversations throughout the year. This results in reactive decision making and lost opportunity to leverage the benefits of intentional IT strategy. But most concerning is that a business that is not having these discussions is most likely carrying significant risk into their daily operations.</p> <p>If you feel like you could use some help working through questions and conversations like the ones above, call Connecting Point and we would love to help!</p> <p><b>Andy Warner</b><br/>CFO/COO<br/>2401 11th Street<br/>Genesee, CO 80634<br/>970-356-7224 Main Line<br/>(970)356-9623 Direct Line<br/>warner@cpcolaw.com   www.cpcolaw.com</p> |

Client-Supplied Industry Category

Client-Supplied Mug shot

400 Words Client-Supplied Body copy

Client-Supplied Contact Information and Logo

# BREAKING Ground

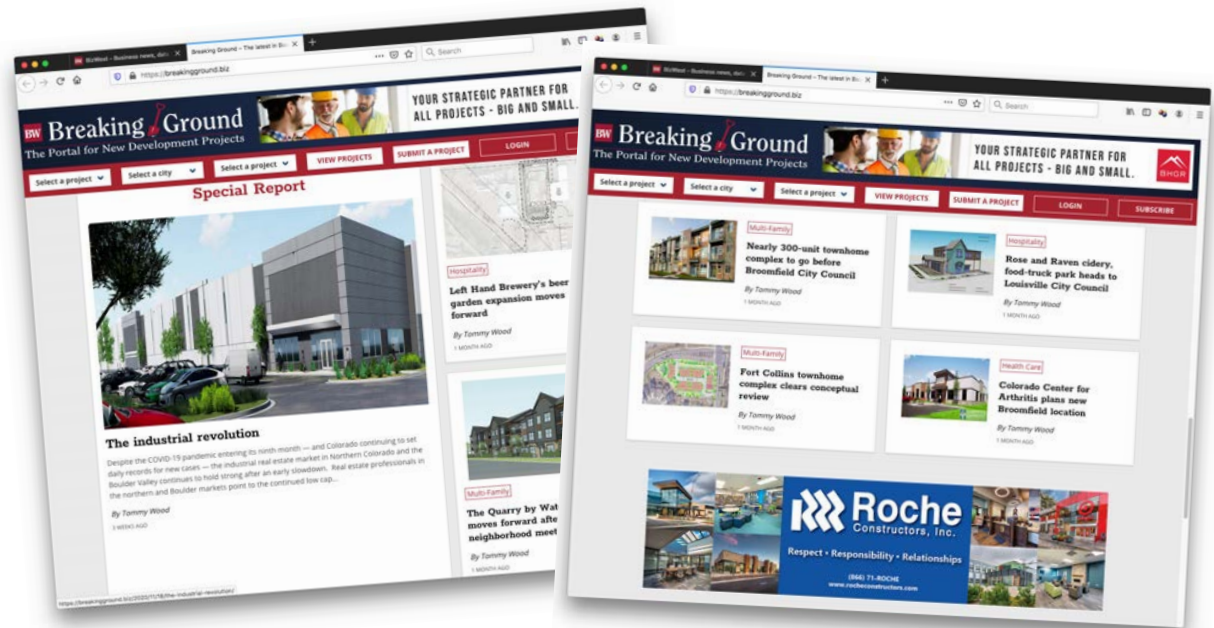
Breaking Ground features a detailed look at the region's emerging commercial projects.



|  | SIZE (WxH)    | Rate   |
|--|---------------|--|
| <b>Cover Sponsorship</b><br>• logo on cover page<br>• full page ad<br>• top banner ad on each page of Breaking Ground website for 6 months<br>• letter from CEO with photo | 9.5" x 13.75" | \$3,500<br>(1 issue),<br>\$6,000<br>(2 issues) |
| <b>Full Page - includes free rotating digital ad for 6 months</b>  | 9.5" x 13.75" | \$2,410  |
| <b>1/2 Page</b>  | 9.5" x 6.7"   | \$1,225  |
| <b>1/4 Page</b>  | 4.625" x 6.7" | \$800  |

Rates include four-color.

**Print distribution:** Mailed to all BizWest print subscribers and a digital version sent to E-newsletter subscribers (average open rate = 26%-32%).



<https://breakingground.biz>

- What is the “Breaking Ground” website? In short, it is a portal that includes information about every new development project of size in Boulder, Broomfield, Larimer, and Weld counties. The projects will be featured on an interactive map and listings will include in-depth data.
- Breaking Ground is updated daily, with each project vetted by BizWest to ensure that we are presenting only the most-relevant projects possible. Users will be able to seek the project’s location, as well as a brief description of the proposal and key players. You will see ownership of the parcels, as well as their shape. This provides important spatial context for anyone wanting to view developments in the planning process.
- With that data, ownership information can be searched for any parcel within our coverage area. But the true power of Breaking Ground is in the development search functionality. Users can search, for example, for office projects in Boulder, retail developments in Greeley, industrial proposals in Longmont — you name it.

| ROTATING DIGITAL ADS |  |             |
|----------------------|--|-------------|
| <b>6 months</b>      | Desktop 970px x 250px; Mobile 300px x 250 px | \$250/month |
| <b>12 months</b>     | Desktop 970px x 250px; Mobile 300px x 250 px | \$200/month |

**Leaderboard:** 970 pixels wide x 250 pixels tall  
**Mini-Leaderboard:** 728 pixels wide x 90 pixels tall  
**Mid-Rectangle:** 300 pixels wide x 250 pixels tall



# THE YEAR IN Business


**BizWest**  
The Business Journal of the  
Boulder Valley and Northern Colorado

2  
0  
2  
4  
  
C  
A  
L  
E  
N  
D  
A  
R

|                      | JANUARY  |  | FEBRUARY   |  | MARCH   |  | APRIL   |  | MAY  |  | JUNE  |  |   |  |
|----------------------|--|--|--|--|---|--|---|--|--|--|---|--|---|--|
| Issue                | Vol. 43, No. 1   |  | Vol. 43, No. 2   |  | Vol. 43, No. 3  |  | Vol. 43, No. 4  |  | Vol. 43, No. 5   |  | Vol. 43, No. 6  |  | Vol. 43, No. 7  |  |
| Editorial Focus      | Economic Forecast<br>Banking/Finance<br>Community Focus: Johnstown |  | Real Estate & Construction<br>Health Care: Cardiac Care<br>Community Focus: Boulder<br>Business Cares - Heart-Health Awareness Month |  | Community Focus: Windsor<br>Business Cares - Women's History              |  | Banking and Finance<br>Community Focus: Lafayette, Louisville, Superior<br>Business Cares - Sexual Assault Prevention and Awareness Month |  | Health Care: Mental Health<br>Community Focus: Loveland and Estes Park<br>Business Cares - Mental Health Awareness Month                             |  | Community Focus: Broomfield and Westminster<br>Business Cares - Pride Month |  |   |  |
| Lists                | Law Firms; Payroll Service Providers                               |  |  |  |   |  | SBA Lenders   |  | In Blueprints: Architects; Engineering Firms; Property Managers; Homebuilders; Commercial General Contractors; Commercial and Residential Brokerages |  | Assisted-Living; Independent-Living Centers; Skilled Nursing; Hospitals     |  | In BizWest 500: Mercury 100 (50 in Boulder Valley and 50 in Northern Colorado); Top 25 Public Companies; Top 300 Private-Sector Employers; Top 50 Public-Sector Employers; Top 25 Highest-Paid Executives; Public Companies |  |
| Publication          | Book of Lists  |  |  |  | Small-Business Guide  |  |   |  | Blueprints: Real Estate & Construction Directory   |  | Breaking Ground   |  | BizWest 500   |  |
| Events & Supplements | Northern Colorado Economic Forecast (1.10.2024)                    |  |  |  | Most Influential Business Leaders, Book of Lists Launch Party (2.21.2024) |  |   |  | Northern Colorado Real Estate Summit (4.4.2024) and supplement   |  | Mercury 100 Awards and IQ Awards (5.16.2024)                                |  | The Future of the 36 Corridor (6.13.2024)   |  |



| JULY   | AUGUST  | SEPTEMBER   | OCTOBER  | NOVEMBER  | DECEMBER   | Issue                |
|--|---|---|--|---|--|----------------------|
| Vol. 43, No. 8   | Vol. 43, No. 9  | Vol. 43, No. 10   | Vol. 43, No. 11  | Vol. 43, No. 12   | Vol. 43, No.13   |                      |
| Banking and Finance<br>Community Focus: Firestone, Frederick, Dacono | Real Estate & Construction<br>Community Focus: Brighton & I-76 Corridor   | Health Care: Cancer Care<br>Community Focus: Berthoud and Mead<br>Business Cares - Suicide Prevention Month | Real Estate & Construction<br>Community Focus: Longmont and Erie<br>Business Cares - Domestic Violence Awareness Month | Banking and Finance<br>Community Focus: Greeley and Evans<br>Business Cares - Hunger & Homelessness Awareness | Health Care: Orthopedic Care<br>Community Focus: Fort Collins and Wellington | Editorial Focus      |
| Investment Advisers & Wealth Management                              | Commercial & Residential Real Estate Brokerages; Engineering Firms; Home Builders; Commercial General Contractors                             |   | Architects<br>Office Furniture Companies; Utilities Companies  | Insurance Brokerages; CPA Firms; Banks (Out-of-State); Bank Branches; Credit Unions; Banks (Colorado-based)   |  | Lists                |
| Economic Profile & Market Facts Book                                 |   |   |  |   | Breaking Ground<br>Giving Guide featuring Community Builder Awards           | Publication          |
|  | Net Zero Cities and Confluence: Colorado Water Conference (8.1.2024)<br><br>Northern Colorado Women of Distinction (8.29.2024) and supplement | 40 Under Forty, Boulder Valley and Northern Colorado (TBD)  | 40 Under Forty supplement  | Boulder Valley Real Estate Conference (11.17.2024) and supplement   |  | Events & Supplements |



JEFF NUTTALL

PUBLISHER

[970] 232-3131

[970] 227-7103

JNUTTALL@BIZWEST.COM

WWW.BIZWEST.COM

**BizWest**

The Business Journal of the  
Boulder Valley and Northern Colorado