

# SPECIAL 2017 EDITIONS

## January 26 — 23rd Anniversary Edition\*

A keepsake edition celebrating the 24-year relationship between *Boulder Weekly* and the incredible Boulder County community.

## March 2 — Kids Camp Directory **GLOSSY**

Boulder County's most comprehensive guide to children's activities and summer camp fun. A great way to get in front of active Boulder County families.

## March 30 — Bouldergeranic **GLOSSY**

Boulder County's one-of-a-kind guide to living green, supporting local businesses, and creating sustainability within the community includes a directory of green businesses.

## April 27 — Best of Boulder County **GLOSSY**

A beloved special edition with a year-long shelf life (10,000 additional copies printed). It provides the results of our annual readers' poll which includes the finest businesses in Boulder County.

## May 25 — Summer Scene **GLOSSY**

A guide on how to have summer fun, with comprehensive listings and coverage on concerts, theaters, festivals and recreation opportunities throughout Colorado.

## August 17 — Student Guide **GLOSSY**

Every year thousands of CU Boulder freshmen start their college careers—and add cash to Boulder's economy. This is a great opportunity for retailers to become visible throughout their college years and beyond.

## September 28 — Bouldergeranic **GLOSSY**

## October 12 — Vote Guide\*

Our comprehensive guide to candidates and ballot issues cuts through campaign rhetoric and provides election coverage as only a true independent newspaper can.

## October 26 — Best of Boulder – East County **GLOSSY**

The Fall installment of Best of Boulder reports the results of our annual East County readers' poll, highlighting the best East County businesses.

## November 9 — Winter Scene **GLOSSY**

A one-stop guide to local and statewide Colorado winter activities, covering everything from snow-country escapes to concerts and festivals.

## November 16 — I Love Local Gifts\*\*

Designed exclusively for Boulder County's independent businesses community...take advantage of your opportunity to beat the major retailers this Holiday spending season!

***Boulder Weekly* is your place to reach a highly targeted audience.**

**Our glossy guides have additional circulation, increasing the reach and effectiveness of your ad.**

**Combining Special Editions with a regular advertising schedule reaches the greatest number of active, affluent, adventurous adults in Boulder County.**

### SPECIAL EDITION ADVERTISING RATES

size	any 1	any 6	any 9
full	\$1282	\$1125	\$1012
3/4*	\$1065	\$929	\$835
2/3	\$986	\$861	\$774
mini	\$1026	\$888	\$800
1/2	\$771	\$676	\$607
1/3	\$601	\$479	\$431
1/4*	\$499	\$394	\$354
1/6*	\$345	\$299	\$269
1/8*	\$295	\$253	\$229

\*Vertical formats not allowed in these sizes.

Above rates are for b/w, additional charges apply for color.

For color add \$98 up to 1/3 size, \$178 for larger fractional, \$315 for mini & full.

### Premium Glossy Cover Positions:

Outside Back	\$1950	Full pg. color
Inside Front	\$1850	Full pg. color
Inside Back	\$1750	Full pg. color

# ADVERTISING 2017 PLANNER

## THURSDAY PUBLICATION DATES

### JANUARY 2017

5	size	cost
12		
19		
26	23RD ANNIVERSARY EDITION	

### FEBRUARY 2017

2	size	cost
9		
16		
23		
23	BEST OF BOULDER BALLOT PAGES (THROUGH MARCH 23)	

### MARCH 2017

2	size	cost
2	KIDS CAMP DIRECTORY	
9		
16		
23		
30		
30	BOULDERGANIC	

### APRIL 2017

6	size	cost
13		
20		
27		
27	BEST OF BOULDER COUNTY	

### MAY 2017

4	size	cost
11		
18		
25		
25	SUMMER SCENE	

### JUNE 2017

1	size	cost
8		
15		
22		
29		

### JULY 2017

6	size	cost
13		
20		
27		

### AUGUST 2017

3	size	cost
10		
17		
17	STUDENT GUIDE	
24		
24	BEST OF BOULDER EAST COUNTY BALLOT PAGES (THROUGH 9/21)	
31		

### SEPTEMBER 2017

7	size	cost
14		
21		
28		
28	BOULDERGANIC	

### OCTOBER 2017

5	size	cost
12		
12	VOTE GUIDE	
19		
26		
26	BEST OF BOULDER EAST COUNTY	

### NOVEMBER 2017

2	size	cost
9		
9	WINTER SCENE	
16		
16	I LOVE LOCAL GIFTS	
23		
30		

### DECEMBER 2017

7	size	cost
14		
21		
28		

I agree to run on the above scheduled dates. I understand that changes to this schedule must be made **7 days in advance**, by the Thursday prior to publication. Per my advertising agreement, I must fulfill the number of insertions by the specified date, meaning that if I cancel one insertion, I must select another date to fulfill that insertion.

CLIENT SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

Contact your ad rep to confirm publication dates for regular and special editions.



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