

# FRISCO, COLORADO

## SMALL TOWN, BIG ADVENTURE



Be a part of Frisco's exciting destination guide and magazine. In its second year, the first edition of *Frisco Small Town Big Adventure* has been a huge success! Response to the magazine from readers, advertisers and distributors has been phenomenal. The Town of Frisco is committed to using this signature marketing piece to establish Frisco as a vacation destination and highlight the many things to see and do in our town.

Don't miss this opportunity to reach over 30,000 guests planning on coming to the Town of Frisco! Advertising rates for a full year are comparable to a one- or two-time buy in the *Summit Daily News*.

Space Reservations: February 24, 2012

Ad Materials due: March 16, 2012

"Our ad in the new frisco magazine has definitely brought us new business that we might not have seen otherwise. I'm really glad we made the decision to advertise."

- Shannon Murray, Owner, Shoe Inn Boutique



### Advertising Rates\*

1/3 page ad	\$775
Formatted menu sampling	\$775
1/2 page ad	\$1,000
2/3 page ad	\$1,350
Full page ad	\$1,500

### Premium Positions

Back cover	\$3,800
Inside front cover	\$3,200
Page 3	\$3,200
Inside back cover	\$3,000
Adjacent to table of contents	\$2,750

\*Ad production included.

"The response to our ad and editorial in frisco magazine has been phenomenal! We get positive comments from customers on a regular basis."

- Raymond Griffin, Owner, The Lost Cajun

Contact Amy Cassidy with Take Aim Marketing to find out more. 970-328-1212 or [amy@takeaimmarketing.net](mailto:amy@takeaimmarketing.net)



### Distribution Highlights

- Minimum 30,000 copies printed and distributed throughout Frisco and Summit County, along the I-70 corridor, at Colorado Welcome Centers, in the Front Range and more
- Distribution at Travel Market and other travel trade shows
- Used as fulfillment to inquiries to the Town of Frisco
- Online distribution through the Town of Frisco's website
- Year-round exposure

### Editorial Highlights

- Frisco related content, no competitive advertisers allowed
- Comprehensive lodging, shopping, dining, activity and event editorial with complete business listings
- Engaging and entertaining "Day in the Life" stories of Frisco guests or residents
- Biographies of local personalities
- Maps and resort information
- User-friendly layout with an emphasis on compelling photography and professional design

"We get numerous requests for our Lobster Mac 'n Cheese and Grandma Welch's Banana Bread Sundae from customers who read about us in the new frisco magazine. I would say it has been a success!"

- David Welch, Chef, Food Hedz World Café



Multi-year contracts available

