



We Are Silverthorne Advertising Campaign 2012/2013

601 Center Circle • P.O. Box 1309 • Silverthorne, Colorado 80498

11/28/2012

Dear Silverthorne Business Community,

Back by popular demand, in partnership with the Summit Daily, the Town is again promoting local businesses through the *We Are Silverthorne* campaign. The campaign was a great success last winter, and it helped us to share with the Summit County community a little bit of the personality of the businesses in Silverthorne. (If you missed the campaign last year, you can visit www.silverthorne.org and see examples of the ads. Click on the “business” tab on the homepage.) This winter we are starting the program earlier, so businesses can gain exposure during the holiday season.

The goal of this year’s campaign will be the same as it was last year; to increase business, brand the Town of Silverthorne as a great place to shop, and introduce Summit Daily readers to the owners/operators/employees of our many great businesses. The program will again provide businesses with the ability to specifically track the effectiveness of advertising dollars spent on this campaign.

The campaign will run print ads in the paper starting in December, each day featuring a different participating business. The ads will be two consecutive full color ¼ pages, the first one with an image of the business owner, operator, or employees, and a short introduction of who they are. The second ad features that same business, but features a specific product or service offer and contains a QR code linking readers to a web page containing offers from all participating businesses.

The web page has been designed to match the print campaign, but will contain the offers from all of the participating businesses. This web page will be promoted not just in the print ads, but in internet banner ads, search engine marketing and on the Town of Silverthorne website, effectively cross marketing all of the participating businesses.

In addition, each business will have the opportunity to be assigned a specific phone number that rings through to an existing business line. This will allow businesses to directly track the number of calls received from this campaign. This phone number can also be used in the print ads to help with tracking.

The details of the campaign are attached, and Mike Gordon, Silverthorne’s Summit Daily Account Manager, will be attempting to reach out to you to offer up this opportunity. If you wish to participate or have additional questions, please contact Mike at mgordon@summitdaily.com or 970-668-4637.

We hope that you will consider participating in this exciting marketing campaign that will help promote the many great businesses that call Silverthorne home.

Respectfully,

Dave Koop
Silverthorne Mayor

Eddie O'Brien
Chair - Silverthorne Economic Development
Advisory Committee (EDAC)

We Are Silverthorne

Summit Daily Advertising Campaign 2012/2013

{ DECEMBER - MARCH }

A branded 4 month campaign to personalize the business owners/operators/employees of Silverthorne to the community.

Each participating business gets:

- 2 consecutive 1/4 page print ads once a month for 4 months
- Presence on a branded web page with a specific offer
- Cross promotion through a QR code on each print ad leading to the web page as well as internet banner ads on the SDN site and Search Engine Marketing
- A unique phone number that rings through to your line to aid with tracking

Your Cost:

\$150/mo...4mos total \$600



1/4 Page – 4.89” x 7.5”

ADVERTISER AGREEMENT

TERMS: 50% Cancellation fee will be imposed after deadline. All invoices are due by the 15th of the month following publication of the magazine.

GUARANTEE: By signing below, you unconditionally guarantee and promise to pay Colorado Mountain News Media.

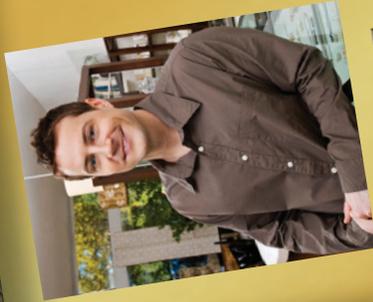
Advertiser Name (please print): _____

Signature: _____ Date: _____

Account Executive: _____ Date: _____

Hello,

meet **Your Name Here**



WE ARE SILVERTHORNE

As owner of XXXXXXXXXX, Jared is a proud supporter of our local community. XXXXXXXXXX has been serving Silverthorne residents for over XX years offering high quality furniture with competitive prices. Did you know that XXXX donates over \$XXX to XXXX each year?

Your Logo Here

Your Contact Info Here

Support your local Silverthorne businesses, Turn page now to view XXXXXXXXXX Holiday Offer



WE ARE SILVERTHORNE



Receive 25% off all XXXXXX inventory in December and we will donate XXX to the XXXXXXXXXX" Scan this QR code now to receive a 25% coupon off your XXXXXX purchase in December 2011.

REWARD



silverthorne.org



Your Logo Here

Your Contact Info Here