Mountain Media Group

NOCO Style magazine focuses on the people, places, events, and trends that make Northern Colorado one of the top places to live and work. It’s a magazine for residents who value their lifestyle and give back to their communities. NOCO Style magazine supports these values with feature stories celebrating the positive aspects of Fort Collins, Greeley, Windsor, Loveland, Johnstown, Berthoud, and the surrounding areas.

Our Readership

- Fort Collins 41%
- Greeley 25%
- Loveland 18%
- Windsor, Johnstown, Berthoud, and many surrounding areas 16%

Most Popular Standard Demo

Age Group Demographics

- 22-34: 34.35%
- 35-54: 35.78%
- 55-74: 29.87%
- 25-54: 58.97%

Engage More Than 99,720 Readers Each Month
Readers turn to NOCO Style for the inside scoop on living the good life in our wonderful community. NOCO Style readers are powerful consumers, uniquely positioned with the desire and the means to change their lives—an audience worth investing in!
## ADVERTISING RATES

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## PREMIUM POSITIONS

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</tbody>
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*Inside Front Cover, Inside Back Cover, Across From Inside Back Cover, Opposite Table of Contents, 3, 4, 5, 6, 7, 8, 9, 11

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## OUR SALES TEAM

**JON AINSLIE**  
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211 W. Myrtle St., Ste. 200  
Fort Collins, Colorado 80521  
Phone (970) 226-6400  
Fax (970) 226-6427  
www.nocostyle.com

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**MAGAZINE PRICING**
Please add .25” to each of the four sides of ad to accommodate bleed. Keep text inside live area minimum .25” on all sides.

DIGITAL FILE REQUIREMENTS
JPEG, PDF, & TIFF are accepted. Images must be CMYK and minimum 300 dpi. Please do not include crop marks.

STOCK PHOTOGRAPHS
Use of our photo library in the design and production of your ad is complimentary.

PHOTOGRAPHY CHARGE
$200 for one-hour session on location or in studio. Photos may be retouched at no charge.

We reserve the right to refuse advertising copy if it does not meet the overall objectives of Mountain Media Group LLC.
WEBSITE

Reach thousands of viewers on our popular website, featuring:
- Flipbook w/live linking
- Interesting bonus articles
- Latest events and happenings in NOCO
- Surveys
- Monthly contests
- Business directory
- Calendar of events

LEADERBOARD AD
$800/month for rotation throughout site
728 x 90 PIXELS

TILE AD
$550/month for rotation throughout site
300 x 250 PIXELS

VALUE ADDED DIGITAL SERVICES

SPONSORSHIP: $975
Top Banner Ad

BANNER: $700

TILE ADS: $225

CALENDAR ADS: $45

eNEWSLETTER

Reach 21,000+ subscribers. Send information directly to homeowners and business owners email inboxes.

BANNER AD
728 x 90 PIXELS

TILE AD
300 x 250 PIXELS
WHEN YOU THINK ABOUT COMPETING IN THE NOCO COMMUNITY, DO YOU WANT TO BE DOMINANT, COMPETITIVE, OR JUST PRESENT?

THE GOAL OF YOUR MARKETING CAMPAIGN IS TO PLACE YOUR BRAND AND OFFERINGS IN FRONT OF THE PERFECT BUYERS WITH A FOCUS ON AFFORDABLE AND PROVEN MEDIA.

### PACKAGE #1: DOMINANT EXPOSURE PLAN
- One full-page 4-color ad in NOCO Style magazine.
- Leaderboard ad throughout nocostyle.com for 30 days
- Sponsorship of NOCO Style monthly enewsletter sent to 21,000 readers

| 1X | TOTAL VALUE: $4,904 | MULTI-MEDIA DISCOUNT 25% | ACTUAL COST: $3,678 |
| 12X | TOTAL VALUE: $4,104 | MULTI-MEDIA DISCOUNT 25% | ACTUAL COST: $3,078 |

### PACKAGE #2: COMPETITIVE BUSINESS PLAN
- One 1/2-page 4-color ad in NOCO Style magazine
- Leaderboard ad throughout nocostyle.com for 30 days
- Tile ad in NOCO Style monthly enewsletter sent to 21,000 readers
- 2 text mentions on the NOCO Style Facebook feed

| 1X | TOTAL VALUE: $3,419 | MULTI-MEDIA DISCOUNT 20% | ACTUAL COST: $2,735 |
| 12X | TOTAL VALUE: $2,819 | MULTI-MEDIA DISCOUNT 20% | ACTUAL COST: $2,255 |

### PACKAGE #3: PRESENT MARKETING PLAN
- One 1/2-page 4-color ad in NOCO Style magazine
- Tile ad throughout nocostyle.com for 30 days

| 1X | TOTAL VALUE: $2,469 | MULTI-MEDIA DISCOUNT 10% | ACTUAL COST: $2,222 |
| 12X | TOTAL VALUE: $1,869 | MULTI-MEDIA DISCOUNT 10% | ACTUAL COST: $1,682 |

*IMPORTANT: These highly discounted prices are offered to partners running for three consecutive months. Please call to get locked in and to ask about other sample packages! (970) 226-6400*