

A new voice for Southeast ⋮ Become a charter advertiser!



Many voices ...
One community

OUR MISSION

“To inform, celebrate, educate, empower and challenge the 80,000 vibrant and diverse residents of Southeast Colorado Springs.”

ABOUT THE EXPRESS

The brand-new Southeast Express offers an innovative approach to news, providing interconnectedness with and engaging advocacy for the 80,000 vibrant and diverse residents of Southeast Colorado Springs (defined as Union Avenue east to Powers Boulevard and Platte Avenue south to the South Academy/Milton E. Proby corridor).

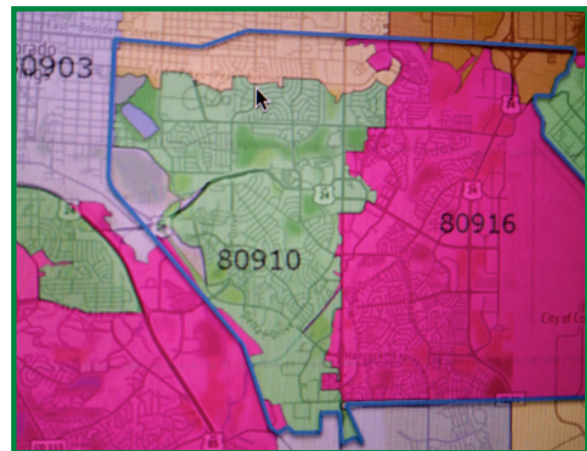
The 80910 and 80916 ZIP codes comprise roughly one-fifth of the city’s population and are the most diverse in Colorado Springs.

Southeast residents’ combined buying power exceeds \$1 billion annually. The Express offers a unique, effective and affordable opportunity for our business partners to reach into this untapped market and capitalize on that spending power.

Partnership with the Express signals your support for and belief in a vibrant neighborhood that is on the move; one that is ready to tell its own story. Become a charter advertiser today.

WHO WE WILL REACH

Each edition will be mailed for free to all 30,000 homes and businesses in the 80910 and 80916 ZIP codes, as well as parts of 80903, 80909 and 80915. We will also be distributed free at select high-traffic areas throughout the city.



A LOOK AT THE DEMOGRAPHICS

	80910	80916	Colorado Springs
Total population	30,379	40,125	450,000
White	42.7 percent	40.2 percent	68.7 percent
Hispanic/Latino	37.5 percent	36.4 percent	17.6 percent
Black/African-American	12.9 percent	13.3 percent	6 percent
Median income	\$37,681	\$47,500	\$58,158

Source: 2017 American Community Survey 5-Year Estimates (Census.gov)

CHARTER ADVERTISER SPECIAL

Run at least three ads in our first year and receive 25 percent savings plus free color. After that, receive 20 percent savings on any additional ads in 2019 and 2020.

SMALL BUT MIGHTY

We love small businesses, and we know they are economic drivers in Southeast. That's why we're offering special rates for our small-but-mighty partners. Run a 1/16th-page ad in our Love Local company guide for \$99, or get an 1/8th-page ad for just \$200 per edition.

Ad Size	1x Rates	3x Rates	6x Rates/ Nonprofit
Dbltrk	\$4,900	\$3,500	\$2,750
Full	\$2,700	\$2,000	\$1,500
3/4	\$2,100	\$1,500	\$1,250
1/2	\$1,500	\$1,000	\$875
3/8	\$1,200	\$850	\$700
1/4	\$850	\$600	\$500
1/8	\$450	\$325	\$275
1/16	\$200	\$165	\$125

COLOR CHARGES

Four-color process is \$125.

DIGITAL

Advertise online with our 728x90-pixel leaderboard and 300x250-pixel rectangles for \$100 per week or \$360 per month. Print advertisers who commit to three or more editions receive 50 percent savings on digital rates. All display ads with web links, URLs or email addresses are charged \$5 for activation on our websites and our digital flipbook.

PLACEMENT

Guaranteed placement is available for 20 percent on premium pages. Back cover is an additional 40 percent. Contact your account executive for availability.

AGENCIES

Rates are commissioned to accredited advertising agencies if charges paid within 45 days. Color and four-page center spread pull out sections are net.

DEADLINES

The Southeast Express will initially publish every-other month. Deadline for space reservations and ad copy requiring a proof is 5 p.m. Wednesday, 10 days prior to publication. The deadline for delivery of camera-ready ads is 5 p.m. on the Wednesday preceding publication.

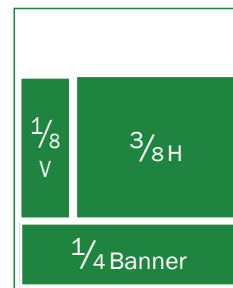
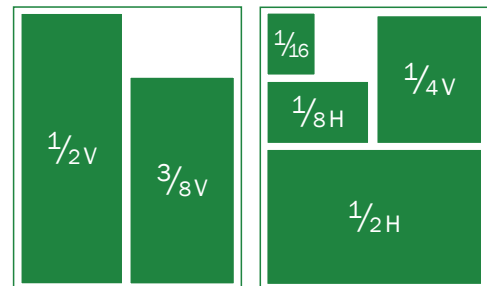
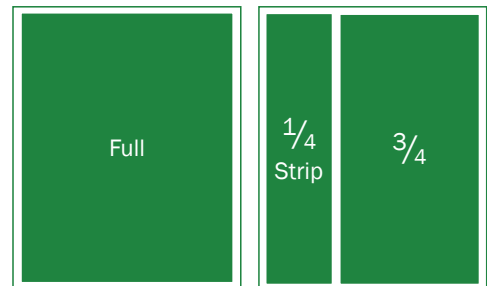
2019 issues	Deadline, ad copy requiring proof	Deadline, camera-ready
Feb. 4	Jan. 23	Jan. 30
April 1	March 20	March 27
June 3	May 22	May 29
Aug. 5	July 24	July 31
Oct. 7	Sept. 25	Oct. 2
Dec. 2	Nov. 20	Nov. 25

ADVERTISING DESIGN

Ad design and layout is an integral element of our paper's look. We provide typesetting and professional design services to advertisers at no cost. Ads requiring extensive production work, illustrations, logo development and other services are available for \$65 per hour.

PLACEMENT POLICIES

Payment in advance is required of all advertisers until credit application is approved. Political, nightclub and "going out of business" ads must always be pre-paid.



DblTrk:.....	20.75" x 13.5"	1/4V:	4.75" x 6.5"
Full:	9.75" x 13.5"	1/4 Strip:.....	2.25" x 13.5"
3/4:	7.25" x 13.5"	1/4 Banner:...	9.75" x 3.25"
1/2V:	4.75" x 13.5"	1/8V:	2.25" x 6.5"
1/2H:	9.75" x 6.5"	1/8H:	4.75" x 3.25"
3/8V:	4.75" x 10"	3/8H:	7.25" x 6.5"
3/8H:	7.25" x 6.5"	1/16:	2.25" x 3.25"