



LIVE WEST
Cheyenne

Cheyenne's Premier Luxury Lifestyle Magazine

livewestcheyenne.com

(307)365-2317

amandaturner@cheyennehomes.com

MEDIA KIT

WHY IT WORKS

LIVEWEST

CHEYENNE

"Magazines, compared to most other media, have the most intimate and engaged relationship with their audience; their audience trusts them more than any other medium;

advertising is seen as a core part of a magazine offering, and accordingly they deliver brilliant ROI's for their advertisers."

--Chris Llewellyn FIPP CEO

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COST-EFFECTIVE

REACH YOUR CUSTOMERS FOR AS LITTLE AS 3.5 CENTS PER HOUSEHOLD

VALUE PROPOSITION

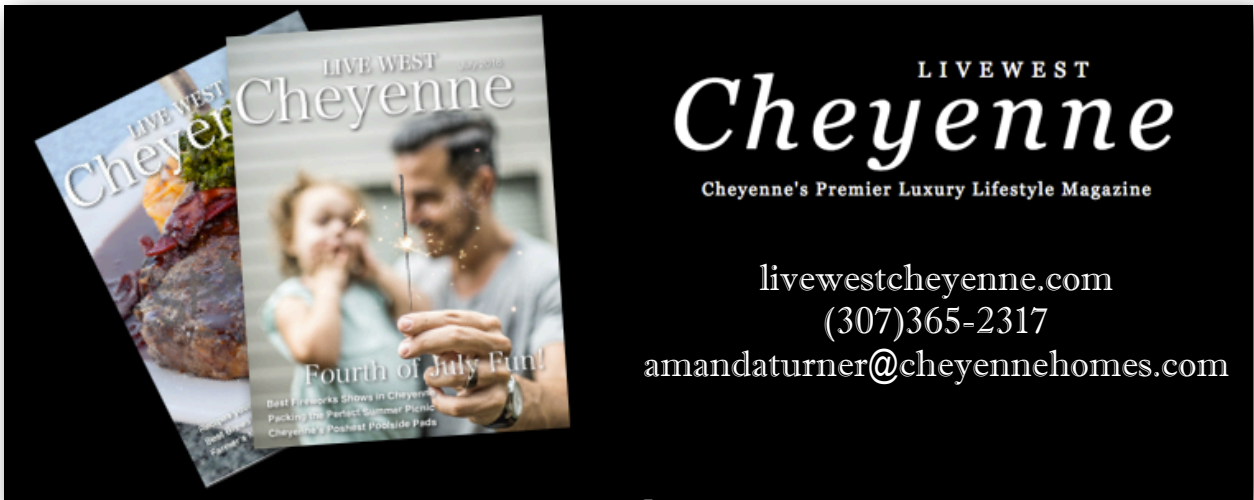
COMMUNITY NEWS AND HUMAN INTEREST STORIES, PHOTOS, READER CONTESTS, GIVEAWAYS, RECIPES AND MORE ENSURE THAT YOUR AD WINDS UP IN FRONT OF EYES; NOT IN THE TRASH CAN.

BROAD REACH

DIRECT-MAILED TO 10,000 OF CHEYENNE'S MOST AFFLUENT HOMES. PLUS, WE'RE SHOWCASED IN HIGH-TRAFFIC AREAS AROUND TOWN.

ACCESS CONSUMERS

51% FEMALE, 49% MALE READERSHIP
\$100,000+ IN ANNUAL HOUSEHOLD INCOME
HOME VALUES RANGING FROM \$350K



Welcome to LiveWest Cheyenne. Cheyenne's first and only luxury, lifestyle magazine. We're committed to bringing our readers inspirational community news, local business spotlights and the best of food, fun, fashion and all things Cheyenne.

We're also proud to offer local advertisers a powerful, unique, highly-targeted medium for reaching clients and customers. Our colorful community stories, recipes, photo contests and more entice our readers each month to read LiveWest Cheyenne and to view your ads—and not only to view those ads—but to view them in a positive, upbeat, community-building light.

Here's a few things you might like to know about magazine advertising:

- * 60% of magazine readers will take action through online or on-site promotions with your brand after seeing your ad
- * Nielsen studies suggest that magazine advertising is one of the most effective forms of advertising in terms of ROI
- * The average consumer views a brand more positively after seeing it in a magazine than they do when viewed through any other advertising medium
- * 7 out of 10 respondents to an independent research poll reports being likely to look through a magazine more than once

We hope that you'll consider joining the elite group of local businesses coming together to bring Cheyenne the entertaining, informational, community-building staple that is LiveWest Cheyenne.

Amanda Turner

LETTER OF INTEREST

YES, I'M INTERESTED IN ADVERTISING IN LIVEST WEST CHEYENNE MAGAZINE!

COMPANY: _____

CONTACT: _____

PHONE: _____

EMAIL: _____

ADDRESS: _____

AD SIZE: FULL HALF COVER SPREAD SPOTLIGHT OTHER

RUN: 1 MONTH 3 MONTHS 6 MONTHS 12 MONTHS

INAUGURAL EDITION: YES NO MONTH OF: _____

DIGITAL EDITION: YES NO DIGITAL-ONLY: YES NO

AUTHORIZED SIGNATURE: _____



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LIVE WEST Cheyenne

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AD CONTRACT

Full color magazine focused on positive community news and highlighting the finest of all things Cheyenne.

Direct mailed and distributed to 10,000 of Cheyenne's most affluent homes and popular businesses.



livewestcheyenne.com

SIZE

FULL PAGE	... \$555
1/2 PAGE	... \$355
1/4 PAGE	... \$255
1/6 PAGE	... \$200
1/8 PAGE	... \$175
BACK COVER	... \$955
INSIDE FRONT COVER	... \$1055
MIDDLE SPREAD	... \$1055
BUSINESS SPOTLIGHT	... \$755-1055

RATE PER ISSUE

	3 MONTH	6 MONTH	12 MONTH
	5% OFF	7.5% OFF	10% OFF

Rates are per month/issue

DIGITAL-ONLY ... \$55

COMPANY: _____ CONTACT: _____

PHONE: _____ EMAIL: _____

ADDRESS: _____

AD SIZE: _____ MONTHS: _____ AT: _____ PER MONTH

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

This contract is an agreement to place advertising in LiveWest Cheyenne Magazine. By signing the contract, the advertiser hereby agrees to the following terms:

The advertiser agrees that this contract cannot be terminated unless LiveWest Cheyenne Magazine is given written notice, at least 30 days prior to the space deadline. If a 6 or 12 month contract is terminated before the duration of the contract, the advertiser will be billed at the open rate for all ads previously run. If ad materials are not turned in by deadline, we reserve the right to run a pick-up of the previous month's ad.

Advertising in LiveWest Cheyenne Magazine must be paid in full within 30 days of receipt of invoice. If unpaid balance exceeds 60 days, the discounted rate will be null and void and the sheet rate will be applied. If unpaid balance exceeds 90 days, the account will be turned over to collections. At 120 days past due, a judgment will be issued. If ad is removed after 'space deadline', the advertiser will be billed for that month's ad.

All first-time advertisers must pay before their first ad is run. If we have not received payment by the specified date we reserve the right to delay the ad until the following month. All regular advertisers will be billed monthly.

I have read and understand the terms of this contract and credit policy as stated above. I agree to be personally responsible for this debt and know the terms and deadline dates.

AUTHORIZED SIGNATURE: _____ DATE: _____

ADVERTISING RATES

LIVEST WEST Cheyenne

Cheyenne's Premier Luxury Lifestyle Magazine

Circulation: 10,000+

Zip Codes: 82009, 82001, 82007

**Full Page
Back Cover
\$955
Inside Front
Cover
\$1055**

**1/2 Page
Horizontal/
Vertical
\$355**

**Full Page
\$555
Business
Spotlight
\$755-\$1055**

**1/4 Page
\$255**

**1/6 Page
\$255**

**1/8 Page
\$175**

Digital Only:\$55

3-Month Run: 5% off or Free Facebook Ads
6-Month Run: 7.5% off or Free Facebook Ads
12-Month Run: 10% off or Free Facebook Ads

**All prices include full color.
Ad design is \$50 per ad.
Rates are net per month.**

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Additional 2.5% Processing Fee for Credit Card Payments

Luxury, Leisure, Lifestyle

LIVEST WEST CHEYENNE

• 10 ISSUES •

IN EACH ISSUE



HEALTH

BEAUTY & FASHION

FOOD & RESTAURANTS

TECH & GADGETS

HOME

ARTS

AUTOS

BUSINESS

COMMUNITY SPOTLIGHT

COMMUNITY EVENTS

RESERVE YOUR PAGE TODAY

• LIVESTWESTCHEYENNE.COM •