“We advertise in Rooster every month. The content is hip, funny and irreverent. Our ads look great. But the number one reason we spend money with them is because we know the 18-34 audience we covet reads their magazine.”

- Darlene D’Agostino Beck, Z2 Entertainment

The Fastest Growing Alternative Media Company in Colorado

Connecting your brand to a unique and engaged audience with our one-stop shop for advertising, branding, content generation and merchandising.

Rooster Media is a network of digital, print, social, event and promotional media options under one roof to offer our clients the most comprehensive and effective marketing options to interact and engage with new customers.

Tools To Tell Your Company’s Story

Rooster gives you access to all marketing, promotional and advertising tools under one roof for lower costs and more flexibility.

Rooster Magazine
60,000 Magazines
- 2,300 Distributions locations across 23 cities
- Distribution contracts with multiple authorities: CU, CSU, DU, Metro State, RTD, City of Denver, City of Boulder, City of Fort Collins
- 98% pick-up rate
- High quality, full color print for all advertisements
- Coffee Table Product: happy hours, music lineups, unique art increase magazine life once picked up

TheRooster.com
300,000 Unique Visitors Each Month
400,000 Impressions
- Display ads and native ads
- Sponsored editorial
- SEO opportunities
- Video content

Social Media
- 12,000 Likes
- 11,400 Followers

RedBird Creative Studios
In-house Design, Programming and Printing Agency
- Approachable, experienced designers who know the market
- Competitive print pricing: packaging, t-shirts, hats, all promotional products under the sun
- Social media management and content creation
- Website and App development

Rooster Online Happy Hours
2,000 Visitors a Month
- Hyper local visitors searching happy hours for restaurants, venues and dispensaries in over 40 Colorado cities and towns
- Custom display and native ads for each market
- 20% growth in unique visitors since inception Dec. 2019

Rooster TV
10,000 Views Across All Videos
- Original video content using art and music concepts
- Rooster series sponsorships
- Product placement
- Sponsored content and original sponsored shorts

Events
4,000 Attendees in 2019
- 30% growth expected for 2020
- Local and national music headliners
- Engaged audience
- Unique opportunities: title sponsorships, on-site activation, installations, promotional products, and more!

Newsletter
3,000 Subscribers
- Monthly Rooster Magazine newsletter
- Display Ads and Native Ads
## Digital Rates

### Display Ads

<table>
<thead>
<tr>
<th>UNIT</th>
<th>DIMENSIONS</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>940 X 222</td>
<td></td>
</tr>
<tr>
<td>Zone 1</td>
<td>300 X 700</td>
<td></td>
</tr>
<tr>
<td>Zone 2</td>
<td>300 X 350</td>
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<tr>
<td>Zone 3</td>
<td>300 X 350</td>
<td></td>
</tr>
<tr>
<td>Zone 4</td>
<td>350 X 350</td>
<td></td>
</tr>
</tbody>
</table>

Sponsored Content

(Professional editorial written by Rooster, one dofollow link, homepage placement)

* GIF ads receive a $75 upgrade charge.

### Digital Happy Hours

- Featured Happy Hour
- Display Ads

### Social Media

- Sponsored Post
  Boost option available at Facebook and Instagram rates

- Rooster Monthly Gift Basket Sponsorship (Once a month)
- Concert Ticket Giveaways Sponsorship (6 posts)

### Newsletters

<table>
<thead>
<tr>
<th>BANNER SIZE</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Rooster Monthly Newsletter</td>
<td>800 X 189</td>
</tr>
<tr>
<td>Specialty Monthly Newsletter</td>
<td>800 X 189</td>
</tr>
<tr>
<td>Event Announcement Newsletter</td>
<td>800 X 189</td>
</tr>
</tbody>
</table>

### Event Rates

Please inquire with your rep about pricing for Rooster event sponsorships and onsite activations. Title sponsor, wristband sponsor, gold & silver sponsors, bar sponsors, stage sponsors, and many more opportunities!

**Kickoff To April**

**710 Showdown Throwdown**

## Print Rates

**Rate base 280,000 impressions**

### Standard Options (per market)

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 Page</td>
<td></td>
<td>CALL FOR PRICING</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/4 Page</td>
<td></td>
<td></td>
<td>CALL FOR PRICING</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Specialty Options

- Coupon
- Happy Hour
- Blind Date

### Premium Options

- 4pg Insert
- 2pg Insert
- Dust Cover
- Bud of the Month

### Dimensions

<table>
<thead>
<tr>
<th>SIZE</th>
<th>BLEED</th>
<th>TRIM</th>
<th>LIVE AREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>8.75&quot; x 11.25&quot;</td>
<td>8.25&quot; x 10.75&quot;</td>
<td>7.75&quot; x 10.25&quot;</td>
</tr>
<tr>
<td>Spread</td>
<td>17&quot; x 11.25&quot;</td>
<td>16.5&quot; x 10.75&quot;</td>
<td>16&quot; x 10.25&quot;</td>
</tr>
<tr>
<td>Half Page</td>
<td>17&quot; x 11.25&quot;</td>
<td>16.5&quot; x 10.75&quot;</td>
<td></td>
</tr>
<tr>
<td>Vertical</td>
<td></td>
<td>3.5&quot; x 9.75&quot;</td>
<td></td>
</tr>
</tbody>
</table>

- Half Page Horizontal: 7.25" x 4.75"
- Quarter: 3.5" x 4.75"
- Coupon: 3.5" x 1.75"
- 2X Coupon: 3.5" x 3.5"

*Final document size should be sent over sized at the full bleed dimensions if applicable.*

- Special Ad Placement fee of $100
- 10% discount to recognized agencies and non-profits.
- Any contract longer than one month requires payment of the last month up-front.
- Payment due net 30 days from invoice date. First time advertisers, without a recognized agency, are to pay in advance or qualify for credit approval. 15% monthly finance charge on overdue amounts.

**FOR PARTNERSHIP OPPORTUNITIES**

Contact your Rooster Account Executive or call (720) 583-6693