

2026

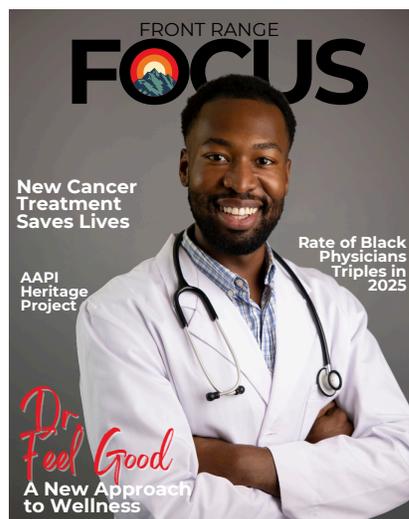
MEDIA KIT



FRONT RANGE FOCUS

Front Range Focus is a community-fueled multimedia co-op, committed to delivering inclusive, community-driven journalism. Created in response to a rapidly evolving news ecosystem, the co-op amplifies stories that reflect and represent its members, ensuring that people across the Front Range feel truly seen and heard.

As a member-powered platform, we allow and encourage individuals to take ownership of their local media, fostering trust, transparency and connection. We produce multimedia content across digital and print formats, with a robust website offering local and community news coverage and a quarterly print publication that highlights arts and culture, lifestyle, entertainment and business. By combining digital reach with the tangible impact of print, we are building a new model for sustainable, community-rooted journalism in Colorado.



For more information, contact:

Ruby Jones, Publisher | Phone: 303-482-7225 Email: advertising@coloradofocus.com

5-5.3M

MARKET SIZE
Across Channels

38.5K

AVG. MONTHLY
UNIQUE VISITORS



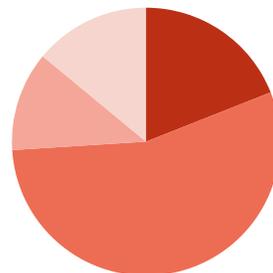
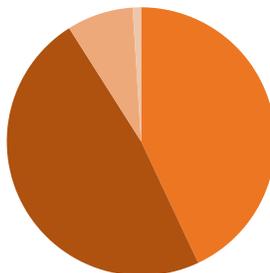
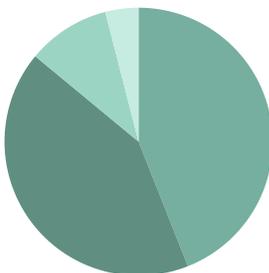
22.8K

AVG. MONTHLY PAGEVIEWS



83k
PAGE
VIEWS

● Black & African American ● White ● Men ● Women ● Nonbinary ● C-Suite ● Professional ● Student
● Hispanic & Latino ● Asian & Indigenous ● Undisclosed ● Undisclosed



Annual Impressions


6.5k
NEWSLETTER
DISTRIBUTION


12.5k
PODCAST
DOWNLOADS



51k



198k



31k



290k

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Digital Retail Rates

Placement	Size	Monthly Rate (Standard)	Weekly Rate (Event-Based)
Home Page Leaderboard	728 x 90 px	\$500	\$175
Home Page Monster	300 x 600 px	\$650	\$225
Home Page Sidebar	300 x 250 px	\$350	\$125
Home Page Super Leaderboard (Mid-Page)	970 x 90 px	\$450	\$150
Article In-Line	300 x 250 px	\$400	\$140
Article Sidebar	345 x 345 px	\$375	\$130
Post Article Billboard	970 x 250 px	\$600	\$200

Multi-Month Discount:
10% off 3-month contracts; 15% off 6+ months.

Category Exclusivity:
+25% if advertiser wants no competitors in same ad tier/category.

Bundle Deals: Combine homepage + article ads for 20% savings.

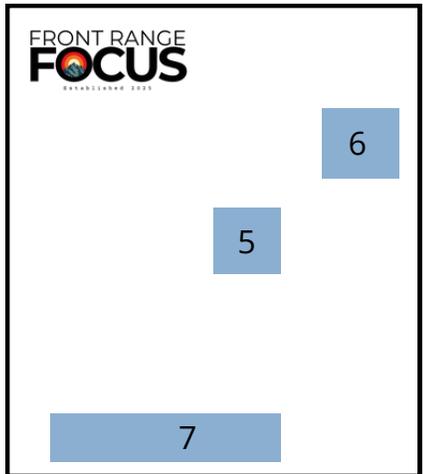
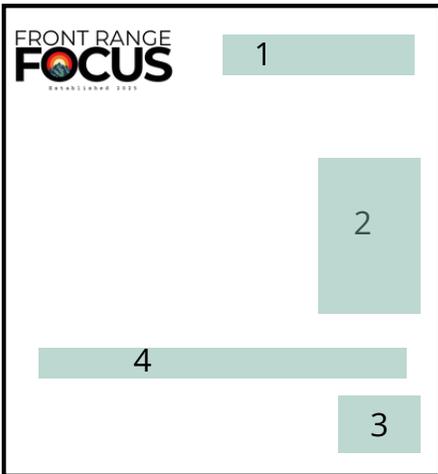
Nonprofit Discount:
Available upon request.

Submissions: Submit hi-resolution (300DPI) PNG or JPG files to advertising@coloradofocus.com.

Ad Specs

width x height

1. Home Page Leaderboard - 728 x 90px
2. Home Page Monster - 300 x 600 px
3. Home Page Sidebar - 300 x 250px
4. Home Page Super Leaderboard (Mid-Page) 970 x 90px
5. Article In-Line - 300 x 250px
6. Article Sidebar - 345 x 345px
7. Post Article Billboard - 970 x 250px



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Print Retail Rates

Size	1x Rate	2x Rate	3x Rate	4x Rate
Full Page	\$1,600	\$1,550	\$1,400	\$1,200
Junior Page	\$1,000	\$970	\$940	\$900
Half Page	\$950	\$920	\$890	\$860
Quarter Page	\$550	\$520	\$490	\$460
Eighth Page	\$300	\$290	\$280	\$275
Sixteenth Page	\$120	\$110	\$115	\$99

Deadlines

PUBLICATION	SUBMISSION
May	April 1
August	July 1
November	October 1
February 2027	Jan 1 2027

Payment: Full payment is due at time of order. Payment options with a minimum payment of 25%.

Materials: 300 DPI, CMYK color profile

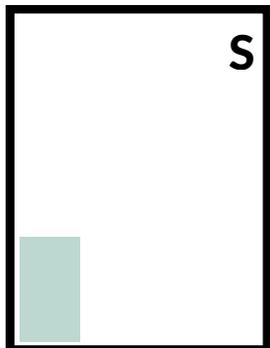
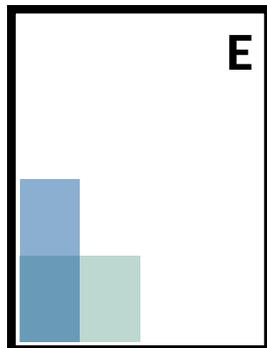
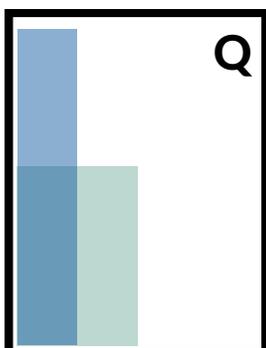
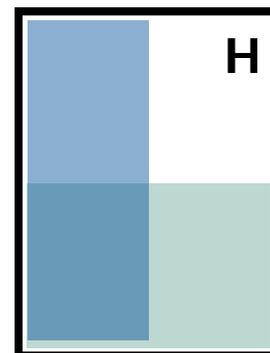
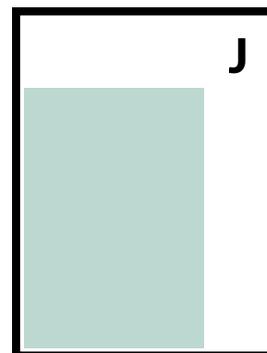
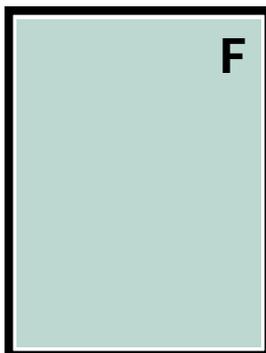
Submissions: All files must be submitted by print deadline to advertising@coloradofocus.com

*Discounts available for nonprofit organizations

Ad Specs

width x height

- Full Page 8 x 10
- Junior Page 6 x 7.5
- Half Page (H) 8 x 5
- Half Page (V) 4 x 10
- Quarter Page (V) 4 x 5
- Quarter Page (V) 2 x 10
- Eighth Page (H) 4 x 2.5
- Eighth Page (V) 2 x 5
- Sixteenth Page 2 x 2.5



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Additional Retail Rates



Weekly Focus Biz Blast & Events

Inclusive local and national marketing, emailed to our members and audiences each week.

\$200/wk or \$125/wk add-on



Video Production Ads

Online interviews, special events and targeted pre-roll, mid-roll and post-roll ad placement.

	PRE-RECORDED		HOST-RECORDED	
	15s	30s	15s	30s
PRE-ROLL	\$40	\$80	\$75	\$150
MID-ROLL	\$65	\$130	\$100	\$200
POST-ROLL	\$40	\$80	\$75	\$150
TOTAL SHOW SPONSORSHIP	\$175		\$250	



Front Range Review Newsletter

Share messages with Front Range Focus audiences through scheduled and special edition newsletters.

\$120 scheduled \$150 special edition

BRANDED CONTENT PACKAGES

The next level of digital marketing

Partnering with **Front Range Focus** provides an opportunity to promote your brand, with customized platforms that provide direct connection to a vibrant, inclusive community.

- Sponsored landing pages
- Expertly-crafted digital content
- Brand amplification
- *Exclusivity*

Email advertising@coloradofocus.com for a rate quote designed exclusively for your needs

Goal #1

Initiate community outreach

Goal #2

Increase brand awareness

Goal #3

Access multi-chan networks



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Amplifying Local Voices. Connecting Colorado's Front Range

Front Range Focus activates multimedia channels, using digital + print formats to spotlight the stories, culture and communities of Colorado's Front Range. With a multi-platform reach spanning print, digital, podcast and events, we connect readers with authentic stories that inspire civic pride and community engagement.

Our audience is growing, with over 40,000 monthly web visitors, over 6,000 newsletter subscribers and over 500,000 impressions across social media platforms. With your support, we can ensure that Colorado's local news ecosystem continues to thrive. Your sponsorship fuels collaboration, education and inspiration...thank you for your consideration!

Sponsorship Opportunities

HIGH PEAK SPONSOR: \$7,500/Quarter

- "Presented by" recognition
- Full-page print ad + homepage leaderboard ad
- Sponsored article (print + digital)
- Logo in newsletter (2 mentions)
- 4 social media shoutouts
- Event signage + speaking opportunity

HIGH PEAK SPONSOR: \$5,000/Quarter

- Half-page print ad + homepage sidebar ad
- 1 sponsored article (digital only)
- Logo in newsletter (1 mention)
- 2 social media shoutouts
- Event signage recognition

FOOTHILLS SPONSOR: \$2,500/Quarter

- Quarter-page print ad + article sidebar ad
- Logo on website sponsor page
- Newsletter footer logo
- 1 social media shoutout

TRAILHEAD SPONSOR: \$1,000/Quarter

- Logo on sponsor page + 1 print issue
- Newsletter footer logo
- 1 social media shoutout

When you sponsor Front Range Focus, you're reaching engaged audiences across multiple platforms, and aligning your brand with inclusive, community-fueled storytelling. Plus, you're demonstrating visible investment into Colorado's Front Range communities.

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Local Media Matters...

Hyperlocal, homegrown journalism requires support from corporate partners and co-op members alike. As a member of several collaborative media partnerships, Front Range Focus is an emerging outlet that prioritizes trust, ethical reporting and innovative community engagement.

Published by Empower Media Exchange, and produced by an award-winning team, we are prepared to support your mission, optimize your revenue and highlight your brand across Colorado's Front Range.



Ruby Jones

Publisher, EMX CEO &
Award-Winning Journalist

About Empower Media Exchange

Empower Media Exchange (EMX) is a Colorado-based nonprofit established in 2025 to strengthen the local news ecosystem and leverage the power of storytelling for community advancement. EMX provides youth media literacy training, workforce development and early-career support for college students. Our initiatives range from hands-on media labs and intergenerational publications to branded storytelling campaigns and collaborative news projects that unite communities around shared narratives. By fostering representation and prioritizing inclusivity, EMX ensures that media is a catalyst for creativity and collective empowerment that puts community first.

Contact Us

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Advertising
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