

2026

MEDIA KIT

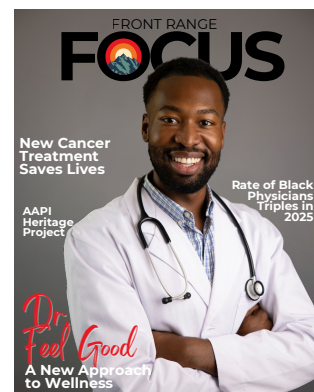


FRONT RANGE FOCUS

Front Range Focus is a Colorado-based multimedia news organization connecting communities across the Front Range through trusted local journalism, arts and culture coverage, business news and community storytelling. Published by Empower Media Exchange, our nonprofit media organization combines digital, audio and print platforms to help organizations reach engaged audiences where they live, work and explore.

Why Advertise with Front Range Focus?

- ✓ **Multi-platform** campaigns across digital, newsletters, podcasts, radio and social media
- ✓ **Engaged local audiences** seeking arts, entertainment, dining, community events and Colorado experiences
- ✓ **Flexible advertising solutions**, from display advertising to branded content and integrated campaigns
- ✓ **Trusted journalism** produced by an award-winning editorial team
- ✓ **Community-centered storytelling** that builds authentic connections between organizations and Colorado audiences
- ✓ **Campaigns tailored to your goals**, whether you're promoting tourism, events, nonprofits, healthcare, education or local businesses.



Our Advertising Solutions

- Website display advertising
- Newsletter sponsorships and E-Blasts
- Podcast sponsorships and host-read messages
- Front Range Exchange on KGNU
- Social media campaigns
- Sponsored content and branded storytelling
- Event promotion and multimedia partnerships



For more information, contact:

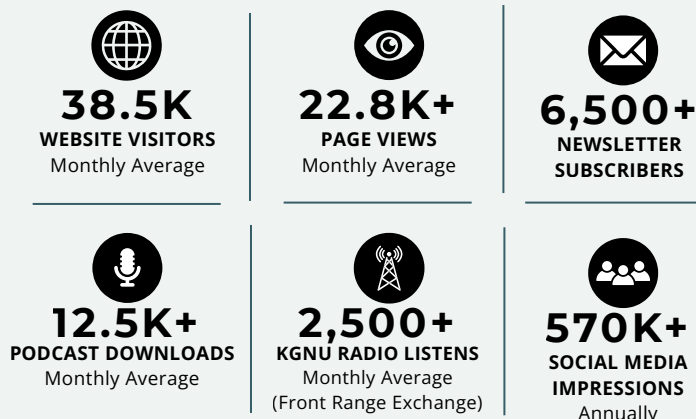
Ruby Jones, Publisher | Phone: 303-482-7225 | Email: advertising@coloradofocus.com

Our Audience

Engaged. Diverse. Community Focused.

Front Range Focus connects with a wide and active audience across Colorado's Front Range. Our readers, listeners and followers are informed decision-makers who care deeply about their communities and the experiences, organizations and businesses that make Colorado thrive.

OUR MONTHLY REACH



AUDIENCE INTERESTS



Arts & Culture

Passionate about local arts, entertainment and creative experiences.



Local Business

Support local businesses and stay connected to economic news.



Events & Community

Actively engaged in local events, festivals and community initiatives.



Education

Value lifelong learning and stay connected to education news and opportunities.



Dining & Lifestyle

Enjoy exploring restaurants, local businesses and lifestyle content.



Health & Wellness

Prioritize healthy living, wellness resources and community well-being.



Outdoor & Travel

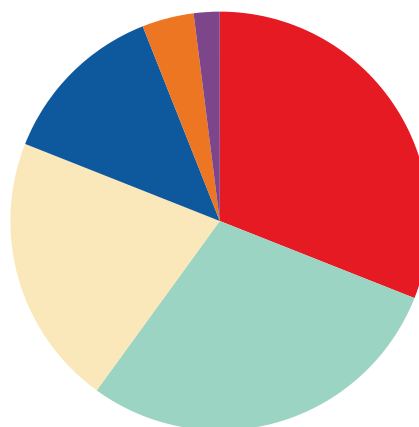
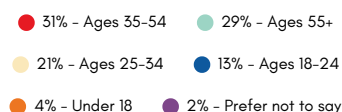
Love Colorado's outdoors, travel, recreation and destination experiences.



Nonprofits & Causes

Engaged with nonprofits, philanthropy and causes that strengthen our region.

AUDIENCE SNAPSHOT



WHY ADVERTISERS CHOOSE FRONT RANGE FOCUS



Trusted Journalism

Award-winning editorial team delivering credible, community-focused news.



Highly Engaged Audience

Reach informed, active and influential Colorado audiences.



Multi-Platform Reach

Integrate your message across digital, audio and social channels.



Customized Campaigns

Solutions tailored to your goals, audience and budget.



Mission-Driven Media

Partner with a nonprofit media organization invested in our region.

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Reach Colorado audiences at every stage of their journey

Front Range Focus offers a variety of digital advertising placements across our website to help your organization build awareness, drive engagement and achieve measurable results. Our content covers arts & culture, entertainment, business, health, lifestyle and community news that matters to readers across Colorado.

Campaigns can be customized to meet your objectives and are available individually or as part of integrated multimedia packages.

INCLUDED WITH EVERY DIGITAL CAMPAIGN

- ✓ Campaign consultation and strategy support
- ✓ Creative review for optimal performance
- ✓ Flexible scheduling and start dates
- ✓ Cross-platform bundle discounts available
- ✓ Performance reporting available upon request

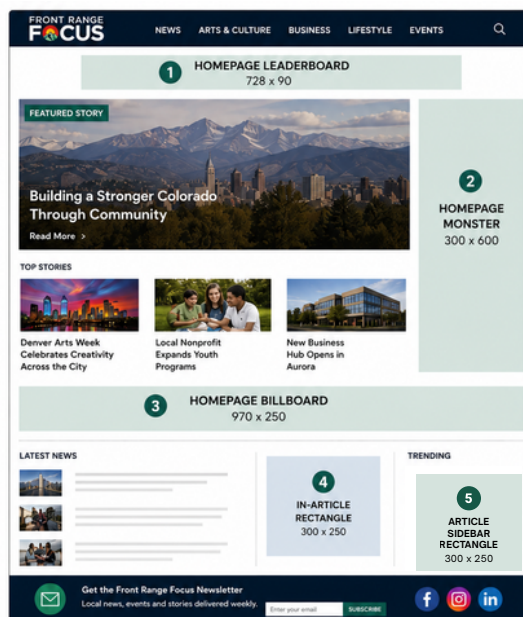
PREMIUM DIGITAL PLACEMENTS

- 1 Homepage Leaderboard** 728 x 90 px
Best For: Brand awareness, seasonal campaigns and major announcements.
Placement: Displayed at the top of the homepage for maximum visibility across all pages.
- 2 Homepage Monster** 300 x 600 px
Best For: High-impact branding and destination marketing.
Placement: Prominent right-rail placement on the homepage with strong, vertical visibility.
- 3 Homepage Billboard** 970 x 250 px
Best For: Event promotion, tourism and sponsorships.
Placement: Large-format placement between homepage sections for high engagement.

CONTENT PLACEMENTS

- 4 In-Article Rectangle** 300 x 250 px
Best For: Reaching readers while they're actively engaged with content.
Placement: Integrated naturally within articles for strong attention and relevance.
- 5 Article Sidebar Rectangle** 300 x 250 px
Best For: Ongoing campaign visibility
Placement: Appears in the right sidebar throughout article pages.

WHERE YOUR AD APPEARS



DIGITAL ADVERTISING RATES

	PLACEMENT	SIZE (PX)	MONTHLY RATE (STANDARD)	WEEKLY RATE (EVENT-BASED)
1	Homepage Leaderboard	728 x 90	\$750	\$250
2	Homepage Monster	300 x 600	\$950	\$325
3	Homepage Billboard	970 x 250	\$800	\$275
4	In-Article Rectangle	300 x 250	\$550	\$190
5	Article Sidebar Rectangle	300 x 250	\$500	\$175

Multi-month discounts available. Creative specs on request

For more information, contact:

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Campaign Packages

Smart, strategic solutions designed to help you reach the right audience and achieve your goals.



MAXIMIZE YOUR IMPACT

Our packages combine premium placements across our website, newsletter, podcast, radio and social media for powerful results.

COMMUNITY AWARENESS PACKAGE



GREAT FOR NONPROFITS, COMMUNITY ORGANIZATIONS & LOCAL BUSINESSES

STARTING AT **\$950**

INCLUDES

- Homepage Leaderboard (or Sidebar)
- Monthly Front Range Review Newsletter Sponsorship
- 4 Social Media Posts
- Event Calendar Listing

BEST FOR:

- Nonprofits
- Community organizations
- Small businesses
- Local events

SEASONAL EVENTS PACKAGE



IDEAL FOR FESTIVALS, PERFORMING ARTS, HOLIDAY EVENTS & SEASONAL ACTIVATIONS

STARTING AT **\$1,500**

INCLUDES

- Homepage Leaderboard (728 x 90)
- In-Article Display Advertising
- Monthly Front Range Review Newsletter Sponsorship
- Weekly Biz Blast & Events Listing
- The Exchange Podcast Sponsorship (Host-Read)
- Coordinated Social Media Campaign (4-8 posts)
- Bonus Event Calendar Listing

BEST FOR:

- Denver Arts Week
- Holiday events
- Concert series
- Museums
- Community festivals
- Seasonal attractions

DESTINATION MARKETING PACKAGE



IDEAL FOR FESTIVALS, PERFORMING ARTS, HOLIDAY EVENTS & SEASONAL ACTIVATIONS

STARTING AT **\$3,250**

INCLUDES

- Homepage Leaderboard
- In-Article Display Advertising
- Monthly Front Range Review Newsletter Sponsorship
- Weekly Biz Blast & Events
- The Exchange Podcast Sponsorship
- Front Range Exchange on KGNU
- Cross-Platform Social Media Campaign
- Featured Event Calendar Listing
- Sponsored Article or Destination Feature (optional value-add)
- Campaign Consultation & Performance Summary

BEST FOR:

- Visit Denver
- Colorado Tourism Office
- Denver Zoo
- Denver Botanic Gardens
- Denver Museum of Nature & Science
- Denver Center for the Performing Arts
- Cherry Creek Arts Festival
- VISIT DENVER member attractions

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Newsletter Advertising

Reach an engaged, loyal audience directly in their inbox every month.



OUR NEWSLETTER AUDIENCE

6,500+
SUBSCRIBERS

38%+
OPEN RATE

20%+
CLICK RATE

100%
LOCAL FOCUS

Average open rates significantly exceed industry averages for nonprofit and local media newsletters.

ADVERTISING OPPORTUNITIES



FEATURED SPONSOR (TOP BANNER)

Be the first thing subscribers see.
728 x 90 px



MID-NEWSLETTER BANNER

High visibility placement in the content.
728 x 90 px



NATIVE CONTENT SPONSORSHIP

Share your story with our voice.
Includes headline, image and summary with link.



EVENT & PROMOTION SPOTLIGHT

Highlight events, promotions and announcements.
Includes image, text and link.



DEDICATED EMAIL (E-BLAST)

Your message, our audience.
Stand-alone email to our subscriber list.

PLACEMENT	DESCRIPTION	STANDARD RATE (PER EDITION)	4+ EDITION PACKAGE (SAVE 15%)	ADD-ON OPTIONS & RATES
STANDARD NEWSLETTER SPONSORSHIP Top Banner Placement	Your banner ad appears at the top of our weekly newsletter above the main content. Includes click-through link to your website.	\$175 per edition	\$600 per package	- Additional Link: Add an extra clickable button or link \$50 per edition - Video Integration: Embed a video thumbnail with link \$75 per edition
PREMIUM NEWSLETTER SPONSORSHIP Mid-Newsletter Placement	Your ad is featured in the center of the newsletter for high visibility and strong engagement. Includes click-through link to your website.	\$250 per edition	\$900 per package	- Additional Image: Include an extra image in your ad \$50 per edition - Priority Placement: Ensure your ad appears above other sponsor content \$75 per edition
DEDICATED E-BLAST SPONSORSHIP Exclusive Email Send	Your message takes center stage in a dedicated email sent to our entire subscriber list. Ideal for promotions, events and announcements. Includes custom content, images, links and CTA.	\$850 per send	\$1,500 per package	- List Segmentation: Target a specific audience segment (when available) Starting at \$100 - RSVP / Survey Integration: Add an RSVP button or survey link \$75 per send

Subject: Your Front Range Review - Top Stories & Events

[View in browser](#)

1

YOUR AD HERE
728 x 90

FRONT RANGE REVIEW

Your weekly guide to news, culture and community.
MAY 16, 2026



Denver's Innovation Economy Continues to Grow

From life sciences to clean energy, new investments and partnerships are driving Colorado forward.

[READ MORE](#)

TOP STORIES



Denver Arts Week Celebrates Creativity Across the City

A lineup of performances, installations and events you won't want to miss.



Local Businesses Find Strength in Community

How Front Range entrepreneurs are adapting and thriving.



Things to Do This Weekend

Events, festivals and activities happening around the Front Range.

2

YOUR AD HERE
728 x 90

3

SPONSORED CONTENT

Your Brand. Your Story. Our Audience.

Tell our engaged readers about what matters most to your organization or business.

[LEARN MORE](#)



4

EVENT SPOTLIGHT



Summer Concert Series Returns to Civic Center Park

Fridays in June | Civic Center Park
Enjoy live music, local food and community vibes all summer long.

[LEARN MORE »](#)

STAY CONNECTED



[Update your preferences](#) | [Unsubscribe](#)

- 1 TOP BANNER** - Maximum visibility at the top of the newsletter.
- 2 MID-NEWSLETTER BANNER** - Prominent placement in the middle of our content.
- 3 NATIVE CONTENT** - Share your message in our voice with a custom story block.
- 4 EVENT SPOTLIGHT** - Highlight your event or promotion in our monthly events section.

For more information, contact:

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Podcast & Radio Advertising

Connect with audiences beyond the screen

The Exchange podcast and Front Range Exchange on KGNU connect your organization with Colorado audiences through trusted conversations, host-read sponsorships and stories that inspire action.

Audio advertising builds awareness, drives engagement and complements your digital campaign across every platform.



Available on:



YouTube



Spotify



Apple Podcasts



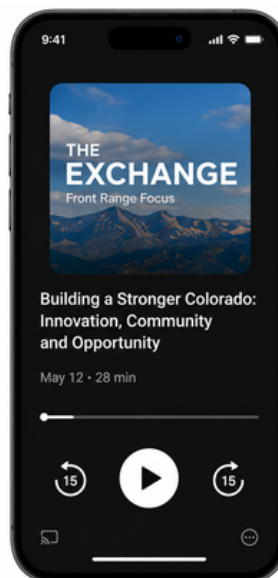
Amazon Music



RSS

SPONSORSHIP OPTIONS

- ✓ Host-read message
- ✓ Pre-roll (15 or 30 sec)
- ✓ Mid-roll
- ✓ Post-roll
- ✓ Episode sponsor
- ✓ Featured guest opportunity



BEST FOR

- Tourism & Destination Marketing
- Community Initiatives
- Healthcare & Wellness
- Education
- Events & Festivals
- Economic Development
- Nonprofits



FRONT RANGE EXCHANGE ON KGNU

Airs on the third Thursday of each month

Front Range Exchange reaches engaged public radio listeners through Colorado with conversations exploring community issues, business, innovation arts and culture.

AVAILABLE OPPORTUNITIES

- Program underwriting
- Sponsor acknowledgements
- Guest interviews
- Event promotion
- Cross-promotion with Front Range Focus

WHY AUDIO WORKS



Trusted Voices

Listeners trust the voices and stories they hear.



Reach Commuters

Connect with audiences on the go.



Listen Anywhere

Audio fits into everyday routines.



High Engagement

Deep, personal connection drives results.



Authentic Storytelling

Real conversations create real impact.

BUILD YOUR MULTIMEDIA CAMPAIGN



Podcast



KGNU Radio



Digital



Newsletter



Social Media

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Social Media Amplification

Your audience doesn't stop at our website, and neither should your campaign. Front Range Focus helps amplify your message across our growing social media channels through strategic, platform-specific content designed to increase awareness, drive engagement and encourage action.

Whether you're promoting an event, celebrating a milestone or launching a new initiative, our team can create coordinated campaigns that complement your digital advertising and sponsored content.

AVAILABLE PLATFORMS



Facebook



Instagram



LinkedIn



YouTube

AVAILABLE OPPORTUNITIES

- Sponsored posts
- Event promotion
- Reels & short-form video
- Story highlights
- Cross-platform campaigns
- Campaign launches
- Community engagement



BRAND STORYTELLING

SPONSORED CONTENT

Building a Stronger Tomorrow: How Fitzsimons Innovation Community is Advancing Colorado's Bioscience Economy

Innovation, collaboration and world-class research converge at Fitzsimons to drive discoveries that improve lives.



Located in the heart of the Anschutz Medical Campus, Fitzsimons Innovation Community is where science, technology and entrepreneurship come together to solve some of the world's most pressing health challenges.

Today, more than 80 companies and organizations call Fitzsimons home, benefiting from exceptional access to talent, partnerships and resources that help ideas grow into life-changing breakthroughs.

SPONSORED CONTENT & NATIVE ADVERTISING

Tell your story through trusted journalism

Sponsored content allows your organization to share its mission, initiatives, expertise and impact through professionally written articles that provide meaningful value to readers while clearly identifying the content as sponsored. Rather than interrupting the reader's experience, sponsored content informs, educates and inspires, creating stronger connections between your organization and our audience.

Each article is developed collaboratively with your team and can include original photography, interviews, video, calls to action and promotion across multiple Front Range Focus platforms.

EVERY SPONSORED CONTENT CAMPAIGN INCLUDES

- Professional writing and editing
- Collaborative content planning
- Custom calls to action
- Cross-platform promotion opportunities
- Multimedia integration available

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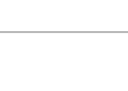
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fitzsimons
Innovation Community

FITZSIMONS INNOVATION COMMUNITY: Integrated Communications & Thought Leadership

Fitzsimons Innovation Community partnered with Front Range Focus to elevate Colorado's life sciences ecosystem through strategic storytelling, executive communications and multimedia marketing. Campaigns have included CEO thought leadership, sponsored content, newsletters, social media, podcast interviews, event promotion and media relations, helping showcase the companies, discoveries and partnerships shaping Colorado's innovation economy.



DENVER CENTER FOR THE PERFORMING ARTS

DENVER CENTER FOR THE PERFORMING ARTS: Season Promotion, Talent/Executive Interviews

Front Range Focus collaborated with the Denver Center for the Performing Arts to promote the 2026/2027 Broadway season through an executive interview with DCPA Executive Director John Ekeberg. The campaign highlighted upcoming productions, subscription opportunities and DCPA's continued role as one of Colorado's leading cultural institutions through digital, podcast and social media promotion.



CITYSTORY DENVER
A Storytelling Initiative of Empower Media Exchange

CITYSTORY DENVER: Community Storytelling Initiative

CityStory Denver is a citywide storytelling initiative created by Empower Media Exchange in partnership with Denver Arts & Venues and the Mayor's Office of Community Outreach & Engagement. Through interviews, community events and digital storytelling, the project captures the voices, experiences and perspectives of Denver residents while fostering belonging and strengthening connections across the city.



COLORADO
Energy Office

COLORADO ENERGY OFFICE: Statewide Public Awareness Campaign

Front Range Focus partnered with the Colorado Energy Office to develop a statewide public awareness campaign promoting electric vehicle education and available incentives. The campaign included feature articles, bilingual content, video production, digital advertising and social media outreach designed to help Coloradans better understand EV ownership while expanding awareness of state programs and resources.



METROPOLITAN STATE UNIVERSITY OF DENVER

MSU DENVER: Leadership & Higher Education Communications

Front Range Focus supports higher education storytelling through strategic communications, executive announcements and multimedia promotion. Recent work included the announcement of Dr. Rosemarie Allen's appointment as Dean of the School of Education, distributed through digital news, newsletters and social media to increase visibility across Colorado's education community.



COLORADO WOMEN'S CHAMBER OF COMMERCE
ADVANCING WOMEN IN BUSINESS

COLORADO WOMEN'S CHAMBER OF COMMERCE: Supporting Colorado's Women in Business

Front Range Focus has collaborated with the Colorado Women's Chamber of Commerce to promote leadership development, professional networking and events that strengthen Colorado's business community. Campaigns have included event coverage, executive interviews, social media promotion and multimedia storytelling that celebrates women leaders while increasing awareness of Chamber programs and initiatives.

From nonprofits and cultural institutions to healthcare organizations, higher education and public agencies, Front Range Focus develops strategic campaigns that inform, engage and inspire through trusted journalism, multimedia storytelling and community-focused communications.

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Let's Build Your Next Campaign

Reach Colorado audiences through trusted journalism, strategic storytelling and integrated multimedia campaigns.

Whether you're promoting an event, launching a new initiative, building brand awareness or telling your organization's story, Front Range Focus offers customized solutions designed to help you connect with your target audiences.

With digital advertising, newsletters, podcasts, sponsored content and social media, we'll help you build a campaign that delivers key engagement across multiple platforms.



WHY ORGANIZATIONS PARTNER WITH FRONT RANGE FOCUS

COLORADO FOCUSED AUDIENCE

Reach engaged readers, listeners and viewers across Colorado through trusted local platforms.

CUSTOMIZED CAMPAIGNS

Every partnership is tailored to your objectives, timeline and budget.

MULTI-PLATFORM REACH

Website, newsletters, podcasts, public radio, sponsored content and social media working together.

EXPERIENCED COMMUNICATION LEADERSHIP

Work with an award-winning journalist and communications strategist to develop credibility and engage audiences.

COMMUNITY CONNECTIONS

Trusted relationships with nonprofits, businesses, public agencies, higher education and cultural institutions.

STRATEGIC PARTNERSHIP

We work alongside your team to build campaigns that inform, engage and inspire audiences.

INDUSTRIES WE SERVE



ARTS & CULTURE



TOURISM & HOSPITALITY



HEALTHCARE & LIFE SCIENCES



HIGHER EDUCATION



ECONOMIC DEVELOPMENT



PUBLIC AGENCIES



NONPROFITS & FOUNDATIONS



PROFESSIONAL SERVICES



TECH & INNOVATION

*Ready to Start
the Conversation?*

RUBY JONES

Publisher, Front Range Focus
CEO, Empower Media Exchange

 advertising@coloradofocus.com

 coloradofocus.com

 (303)482-7225

CONNECT ON LINKEDIN



VISIT OUR WEBSITE

