

bandwagon

REACH NEW
CUSTOMERS
& ROCK
YOUR MARKET

2021 BRANDING & ADVERTISING INFORMATION

bw

BRANDING

Brand management paired with efficient marketing strategies are essential to any successful PR plan. BandWagon specializes in both Graphic Design and Brand Management. Our full time clients include companies like Wing Shack, Luna's Tacos & Tequila, Moxi Theater, Chipper's Lanes, and Nature's Herbs & Wellness and the publication that we produce for them each month in the Ganja Gazette. We serve each of our clients in different capacities and we are looking forward to finding out how we can help you!

In 2016 we did a full re-branding for Northern Colorado-based restaurant chain, Wing Shack. With 8 locations in Northern Colorado and Wyoming, we continue to maintain their professional look by producing their graphics for coupons, specials, advertising campaigns, and merchandising.

In 2018 we produced the full branding and identity package for Luna's Tacos & Tequila. From food and drink menus to the logos, custom wallpaper, and merchandising, Luna's is easily one of Downtown Greeley's most beautiful gatherings inside and out.

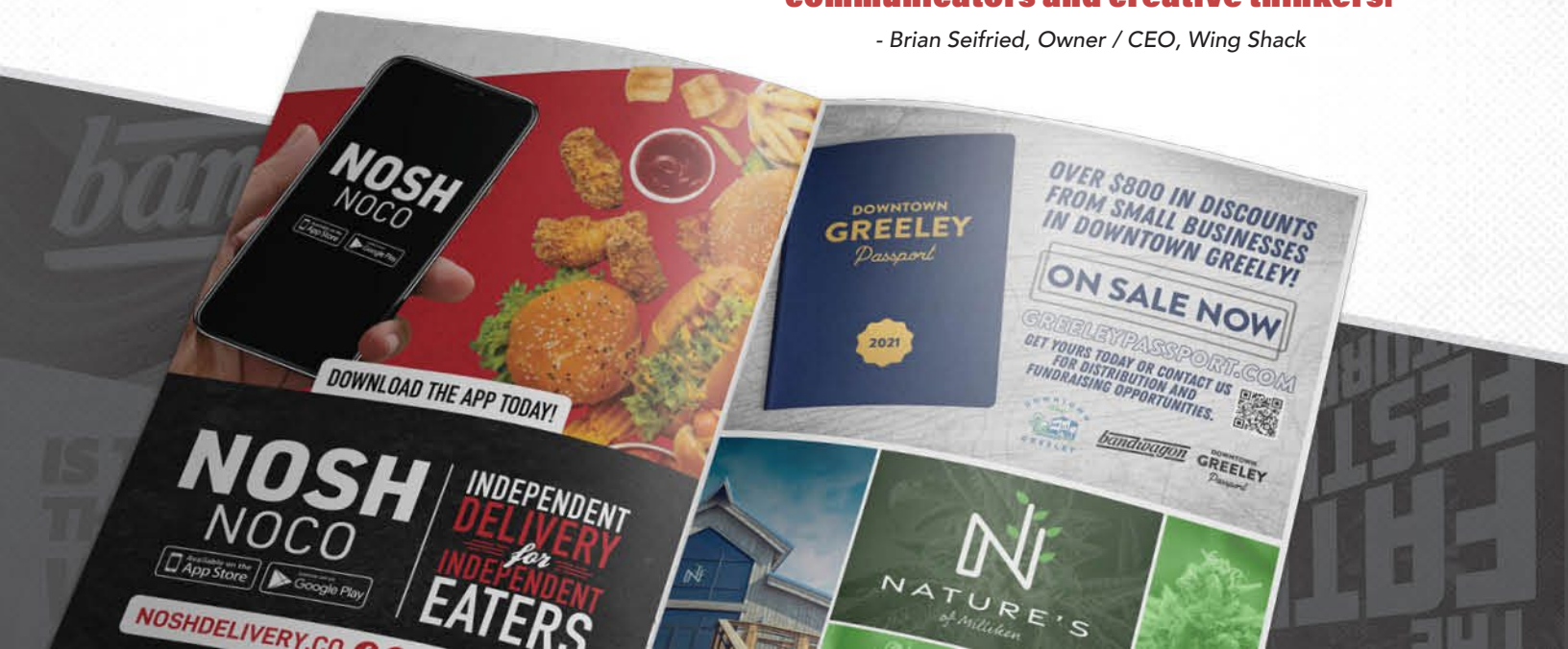
In 2019, BandWagon's favorite project was NoCo NOSH. This co-op delivery service is locally owned and changing delivery for small and independent restaurants in Northern Colorado.

2020 presented it's on unique set of challenges and through that time, we did a brand and logo for The Chinook Drive-In in Cheyenne, WY



"The BandWagon team is fun to work with and has turned our vision for the Wing Shack brand into a reality. They are adept listeners, great communicators and creative thinkers!"

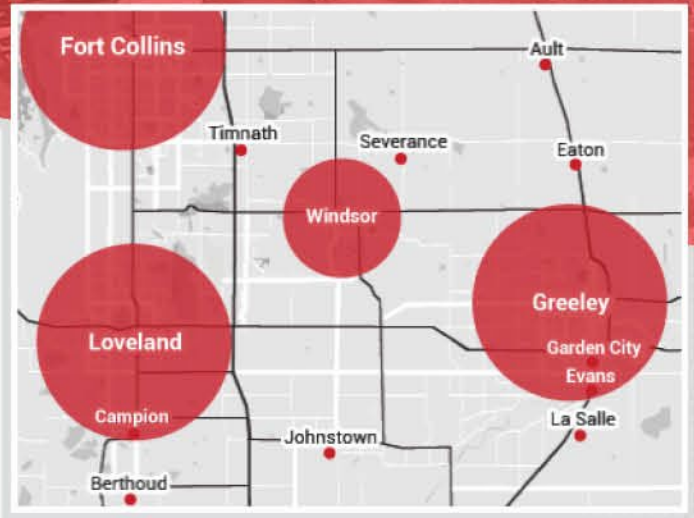
- Brian Seifried, Owner / CEO, Wing Shack





CIRCULATION

The BandWagon currently prints over 25,000 issues of our magazine each month with an estimated 80%-90% pickup rate, that's about 20,000 regular readers in Northern Colorado and Southern Wyoming. Since the BandWagon is a monthly publication, your ad will last the entire month. We distribute to a variety of local businesses and offices. We also have a growing number of outdoor racks in our distribution area, giving us more visibility.



ONLINE

BANDWAGMAG.COM

Online Distribution has grown rapidly in recent years. Each day BandWagMag.com sees over 1,000 unique visitors and all print ads can be added to our online ad rotation that displays on every article and every page for free.

Each issue of the BandWagon is uploaded as a full-color online edition on the 1st of the month; the same day it hits newsstands around Northern Colorado. Those articles are also published throughout the month keeping readers coming back to our site (and your ads) throughout the month. Our back issues are posted to our website and promoted via social media, meaning your ads will be seen in full color and high definition even after a new issue has hit the streets.

We are active on all social media platforms and we have thousands of local users engaging with us on a daily basis. We can easily integrate your business through these platforms to connect you to our growing community of online readers.

| PRICES | SIZES | DIMENSIONS |
|--------|-----------|--------------|
| \$250 | 1/8 PAGE | 3.5" X 2.25" |
| \$500 | 1/4 PAGE | 3.5" X 5" |
| \$750 | 1/2 PAGE | 8.5" X 5.5" |
| \$1K | FULL PAGE | 8.5" X 11" |





**BANDWAGON IS A FREE MONTHLY
PUBLICATION. OUR GOAL IS TO HELP
CULTIVATE AND REPORT ON THE MUSIC AND
ARTS SCENE IN NORTHERN COLORADO.**