



WEST COLFAX LATELY

2023 - ISSUE 8

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Space reservation deadline: July 21, 2023

Reach: 30,000 print copies including mailed and targeted business distribution + 100,000 digital views promoted using 40 West Arts & the West Colfax Community Association's robust social media channels

WEST COLFAX LATELY - COMMUNITY RENEWAL



Learn about the thriving and buzzing commercial hub of the west metro area in West Colfax Lately. Colorado's most famous corridor is always growing and changing, and this annual magazine dives deep on the people, places and events of the vibrant region.

Each issue includes arts and culture profiles, lifestyle features, historic context, home and garden information, health and wellness topics, community updates and other engaging content. The magazine is directly mailed to Lakewood's most coveted neighborhoods and distributed at

businesses throughout the corridor. With a long shelf-life, extensive pass-along rate, and robust digital presence, West Colfax Lately affords your business an unmatched opportunity to reach more than 100,000 readers looking for restaurants, shopping, art, activities, and more.

ABOUT THE WEST COLFAX LATELY COLLECTIVE

The 40 West Arts District has been called the state's best arts district. The Lakewood-West Colfax Business Improvement District, 40 West Arts District & the West Colfax Community Association work together to energize historic West Colfax.

2023 WEST COLFAX LATELY MEMBER ADVERTISING RATES

Two-Page Spread	\$4,100
Full Page	\$2,185
Half Page	\$1,200
Feature Editorial Sponsor	\$5,000

- Two page spread adjacent to feature editorial
- Category exclusivity
- Limited to five
 - Reinventing
 - Renewing: A New Era for Casa Bonita
 - Reminaging: The HUB & 40 West Arts
 - Rethinking: On the Horizon
 - Restoring: Why save the Loveland House
- Social media posts on the 40 West Arts & WCAA channels

ADVERTISING BENEFITS

- member rates include a 15% discount
- embedded video links in the digital publication
- advertisers who purchase before May 1 will be included on the invitation list to purchase tickets to the West Colfax Luncheon at Casa Bonita (date and prices to be announced)

EDITORIAL HIGHLIGHTS

A New Era for Casa Bonita

A celebration of the legendary Casa Bonita and its "Change Nothing & Improve Everything" rebirth, with the creative "South Park" team at the helm.

Reimagining the District

The 40 West leadership has transformed Lakewood's creative district with a new hub and a premier art gallery destination.

A look beyond the horizon

Colfax movers and shakers share insider information on new projects and streetscapes that will continue drawing new attention and buzz in the west metro area.

Saving a landmark

A historian's perspective on saving and restoring the Loveland House.

And...

A funny take on the sometimes not-so-fun business of running nonprofits; a robust business directory spotlighting businesses that support those charities; a photo essay; and more.

ADVERTISING INFORMATION

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SUMMARY OF MAIN FEATURES FOR THE 8th EDITION

Behind the New Vision: A New Era for Casa Bonita

Building on Matt and Trey's theme of Change Nothing & Improve Everything, under the leadership of the creators of South Park, Lakewood's iconic tourist destination is reborn with new energy (and much better food!).

Reimagining the District as a New "Hub" for the Colfax Community

The pandemic led 40 West Leaders to reimagine Lakewood's creative district, so they bought and renovated the old Drumstick Restaurant and transform it into a "hub" of community activities and the best art gallery destination in the area.

Rethinking the West Colfax Experience: Insider's share what's on the horizon

No one has a crystal ball—but Colfax movers and shakers tell us what they are working on: A new streetscape for West Colfax Ave (Sheridan to Teller) with a major CDOT grant; A new gateway to W. Colfax and 40 West Arts District from a redeveloped brickyard and Lamar Street; A reinvented Westland Center with a new vision from Artesia – and more!

Why save the Loveland House?

A local historian explains the many reasons why we should support this historic preservation and restoration effort—and you can help!

A rib-tickling look at the Trials and Travails of running a nonprofit

Our annual essay with illustration(s) from local artists looking at the comical and sometimes ironic facets of the many nonprofits along West Colfax.

WCCA & 40 West Business Directory

Supporting those businesses that support our local nonprofits

Final Stop

Our last-page photo essay capturing a nostalgic memory or a moment in time along Lakewood's West Colfax corridor by WCCA/40 West Arts Poet Laureate.