

SMOKE SIGNALS

ARROWHEAD ADVERTISING GUIDE

ARROWHEAD BUSINESS & SERVICES
DIRECTORY



ARROWHEAD IMPROVEMENTS ASSOCIATION
ONLINE COMMUNITY NEWSLETTER





ARROWHEAD IMPROVEMENTS ASSOCIATION (AIA) IS PLEASED TO OFFER BUSINESSES THE OPPORTUNITY TO REACH THE ARROWHEAD COMMUNITY THROUGH OUR ADVERTISING PROGRAM! 🏠

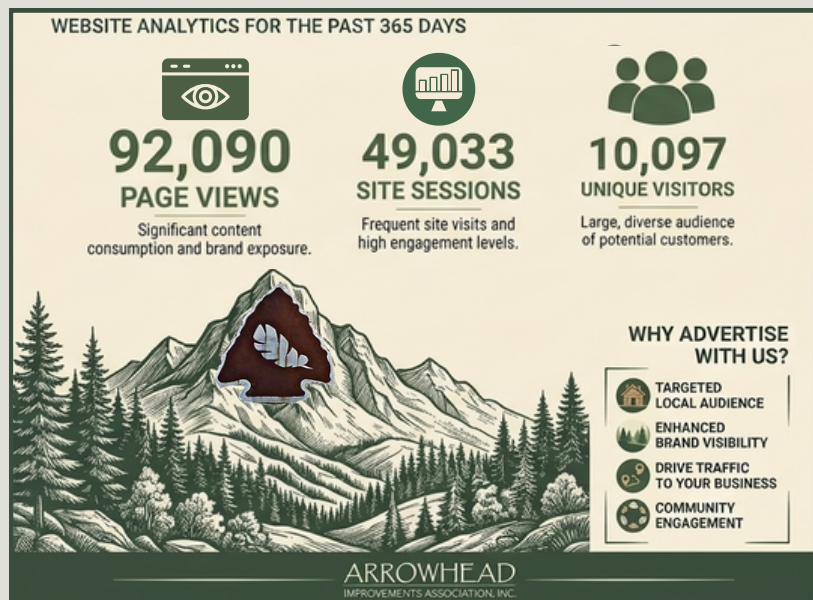
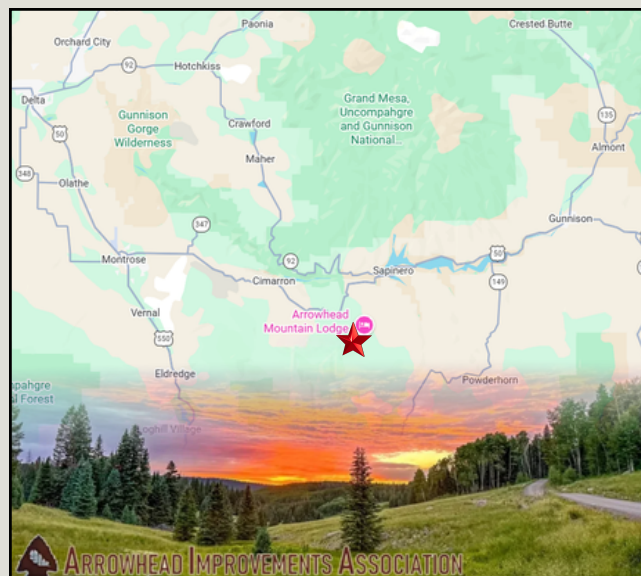
ARROWHEAD IS TIGHT-KNIT COMMUNITY COMPRISED OF FULLTIME RESIDENTS, SEASONAL CAMPERS, AND MANY GUESTS. IT'S OFTEN DIFFICULT FOR OWNERS TO FIND BUSINESSES TO PROVIDE SERVICES FOR OUR OVER 800 PROPERTIES. THERE'S GREAT NEED AND A STRONG OPPORTUNITY FOR ADVERTISERS!

PARTNER WITH US THROUGH ONE OF FOUR ADVERTISING OPTIONS (STARTING AT ONLY \$40), AND LET US HELP YOU GROW YOUR BUSINESS WITH ARROWHEAD!



ARROWHEAD FACTS

- ARROWHEAD IMPROVEMENTS ASSOCIATION IS THE NONPROFIT HOMEOWNERS ASSOCIATION FOR THE ARROWHEAD COMMUNITY LOCATED IN SOUTHWESTERN GUNNISON COUNTY, COLORADO, IN THE NORTHERN SAN JUAN MOUNTAINS.
- ARROWHEAD IS CLOSER THAN YOU THINK! WE'RE LOCATED APPROXIMATELY 45 MINUTES FROM MONTROSE AND 50 MINUTES FROM GUNNISON.
- OUR WEBSITE RECEIVES A LOT OF TRAFFIC!



- SMOKE SIGNALS, ARROWHEAD'S ONLINE NEWSLETTER, AND THE ARROWHEAD ONLINE BUSINESS DIRECTORY RECEIVE SIGNIFICANT VIEWS AND CLICKS AS PART OF THE ANALYTICS SHOWN.
- ALL ADVERTISING OPTIONS INCLUDE AN AD IN SMOKE SIGNALS, ON THE ARROWHEAD WEBSITE HOME PAGE, AND IN THE ARROWHEAD ONLINE BUSINESS DIRECTORY!

SCROLL TO VIEW ADVERTISING OPTIONS! ↓



FEATURES



SIMPLE

- 4 ad bundle options
- Familiar publishing schedule: ads placed or updated every two months with each *Smoke Signals Online Newsletter* release
- We create and optimize your website ad for online performance



INCREASED REACH

- Advertisers are visible everywhere the community views AIA information
- All bundles include:
 - Ad in *Smoke Signals Online Newsletter*
 - Ad on the AIA website
 - Business listing in the Arrowhead Business Directory



REASONABLE PRICING

- Rates start at just \$40 for two months of advertising

ARROWHEAD
IMPROVEMENTS ASSOCIATION, INC.



ONLINE NEWSLETTER

+



AIA WEBSITE

+



ARROWHEAD
BUSINESS DIRECTORY

IMPORTANT DETAILS

- All advertising is on a “First Come, First Served” basis.
- Ad placement is determined **based on ad bundle option and order seniority date. This is especially important for website ad placement.**
 - Advertisers will have the option to commit for the entire year which will “lock in” a seniority date. (Billing can be setup to accept online payment prior to publication throughout the year if advertisers chooses.)
- **Ads submitted after the deadline are subject to availability, require prepayment, and will be placed after all other ads.**
- **Advertising payment MUST be PAID IN FULL by the 27th of the month prior to publication.**
- **Advertising not paid by the deadline will forfeit the order seniority date.**
- **See the website or order form for full advertising terms.**

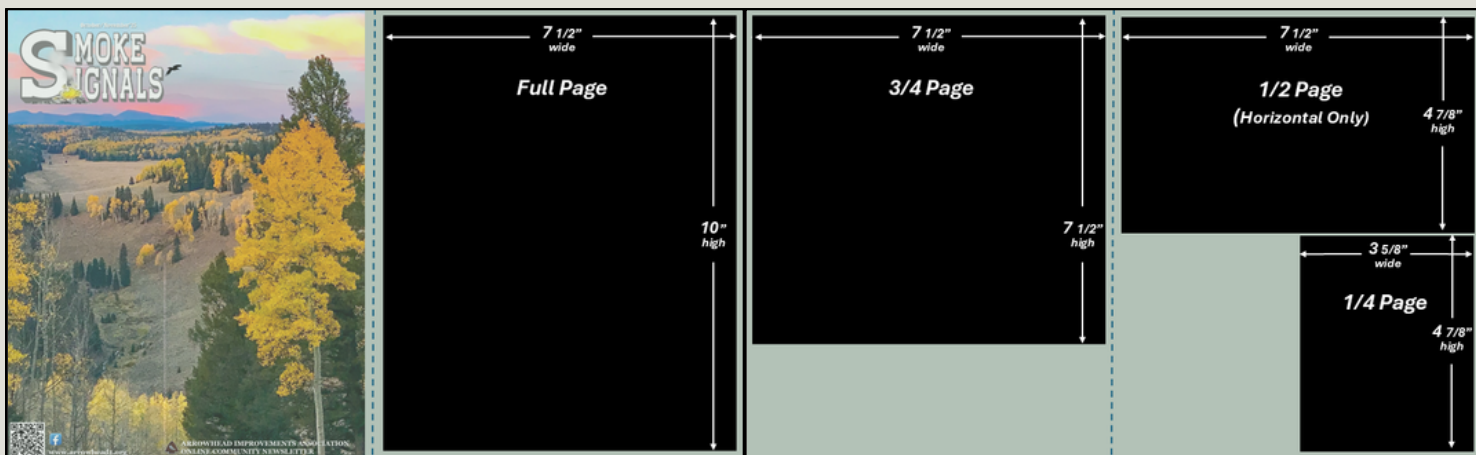


Smoke Signals is Arrowhead's official online community newsletter that is published bimonthly in the months of:

- February
- April
- June
- August
- October
- December

[VIEW SMOKE SIGNALS](#)

AD SIZES



INCHES

FULL PAGE: 7 ½" W X 10" H
¾ PAGE: 7 ½" W X 7 ½" H
½ PAGE: 7 ½" W X 4 ⅞" H
¼ PAGE: 3 ⅝" W X 4 ⅞" H

PIXELS

FULL PAGE: 1500 W X 2000 H
¾ PAGE: 1500 W X 1500 H
½ PAGE: 1500 W X 975 H
¼ PAGE: 725 W X 975 H

[ORDER NOW](#)
[EMAIL US](#)

AD REQUIREMENTS

- Ad submissions are due by the 20th day of the month prior to publication. Example: January 20th deadline for February publication
- All ads must be camera ready and emailed in JPG, PNG, GIF, TIF or PDF formats.
- All advertising is on a "First Come, First Served" basis.
- Ad placement is determined based on ad size and order date. Ads submitted after the deadline are subject to availability and will be placed after all other ads.



We're pleased to now offer advertisers website advertising options under the **NEW Community Sponsors** section of the Arrowhead1.org homepage!

The screenshot shows the Arrowhead1.org homepage. A large red arrow points from the top left towards the 'Community Sponsors' section on the right side of the page. The homepage layout includes a navigation bar at the top, a Facebook feed on the left, association headlines in the center, and a quick links column on the right. The 'Community Sponsors' section is located at the bottom right, featuring several advertisements for local businesses and services.

Our **Community Sponsors** are strategically placed right beneath the New & Improved **Quick Links** section that will be frequently used by Arrowhead community members!

PREMIER BANNER AD

DISPLAY AD

SMALL DISPLAY AD



AD SIZES

Website ads will be created from advertiser-provided artwork & optimized for online viewing.

PREMIER BANNER AD

- Premier Banner Ads are placed at the top of Community Sponsors.
- Premier Banner Ads are static ads which means the ad will always be visible.
- Placement is based on order date seniority. Plus, advertisers who place an order for all Smoke Signals editions for the year, receive higher priority based on that order date.
- Ads can link to a website, social page, or to an email address.

DISPLAY AD

- Display Ads are slightly smaller and placed beneath the Premier Banner Ads.
- Display Ads rotate with 2-3 other Display Ads.
- Placement is based on order date seniority. Plus, advertisers who place an order for all Smoke Signals editions for the year, receive higher priority based on that order date.
- Ads can link to a website, social page, or to an email address.

SMALL DISPLAY AD

- Small Display Ads are slightly smaller and placed beneath the Display Ads.
- Small Display Ads rotate with 2-3 other Small Display Ads.
- Placement is based on order date seniority. Plus, advertisers who place an order for all Smoke Signals editions for the year, receive higher priority based on that order date.
- Ads can link to a website, social page, or to an email address.

PREMIER BANNER ADS

DISPLAY ADS

SMALL DISPLAY ADS

Community Sponsors

THE SERVICE YOU WANT
THE PRICE YOU EXPECT
Contact us for a quote!
(970) 892 0448
www.tapinpropane.com

LOG HOME EXPERTS
STAINING & SEALANTS
CHECKING
MEDIA BLASTING
STRUCTURAL REPAIR
970-462-7706
www.PencilLogPros.com

SERVICE OFFER
LANDLINE SERVICE
INTERNET SERVICE
LOCAL PEOPLE
THAT'S THE DIFFERENCE.

General Construction Services
Arrowhead Property Services
BRYAN HUFF 970.34.406 Arrowhead@gmail.com

Helping clients achieve financial confidence so that they can live intentionally—by design, not by default.
CIMARRON
Financial Management
Bryan Huff
970.34.406 Arrowhead@gmail.com

FREE LIVE MUSIC AT ARROWHEAD MOUNTAIN LODGE!
LIVE MUSIC IS FREE & ON NEARLY ALL SATURDAYS & SUNDAYS, PLUS SOME THURSDAYS DURING THE SUMMER

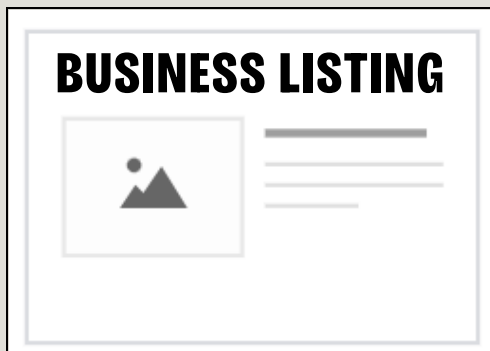
Chainsaw Johnson
Sawing Service
Call Sam Johnson
970-443-1911
samjohnson@chainsawjohnson.com
970-270-4726
johnson@chainsawjohnson.com



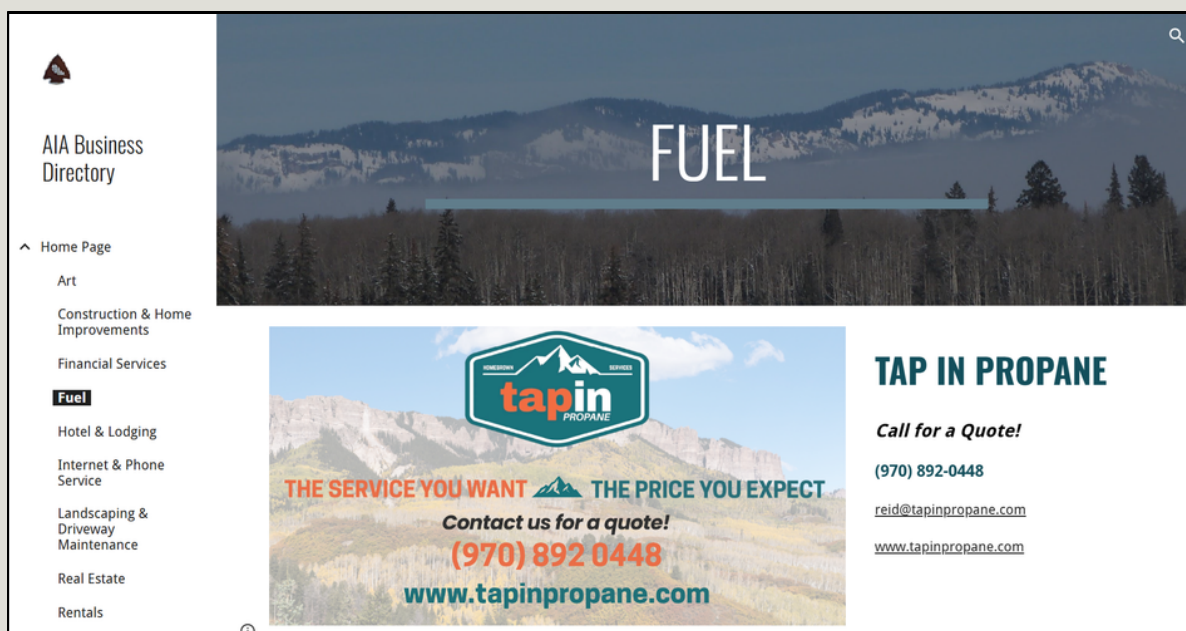
All advertisers receive a **Business Listing** in the Arrowhead Community Online Business Directory under the most relevant category.



AD TYPE



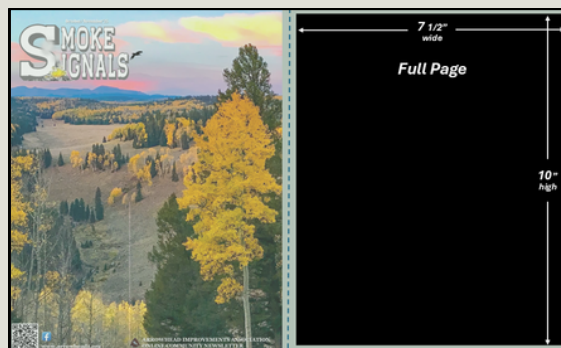
EXAMPLE



COST: \$130/EDITION, \$780/YEAR (6 EDITIONS)

Includes:

- **Full Page Ad** in *Smoke Signals*, Arrowhead's online newsletter

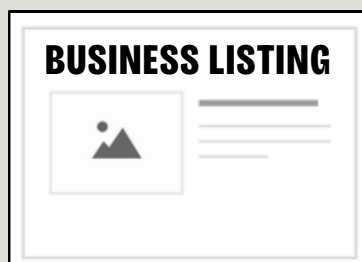


- **Premier Banner Ad** in the *Community Sponsors* section on the Arrowhead Community's official website home page, Arrowhead1.org
- Premier Banner Ads are static and appear first, placement based on order seniority date.

**PREMIER
BANNER AD**



- **Business Listing** in the online Arrowhead Business Directory



ORDER NOW

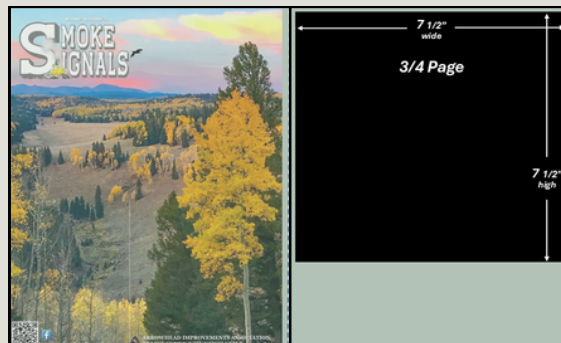
EMAIL US



COST: \$115/EDITION, \$690/YEAR (6 EDITIONS)

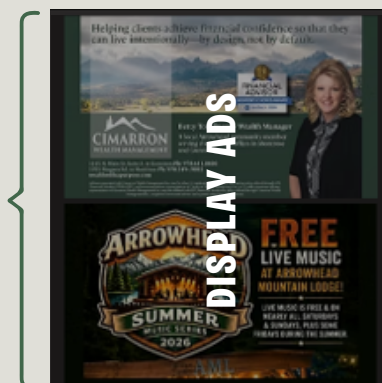
Includes:

- **3/4 Page Ad** in *Smoke Signals*, Arrowhead's online newsletter

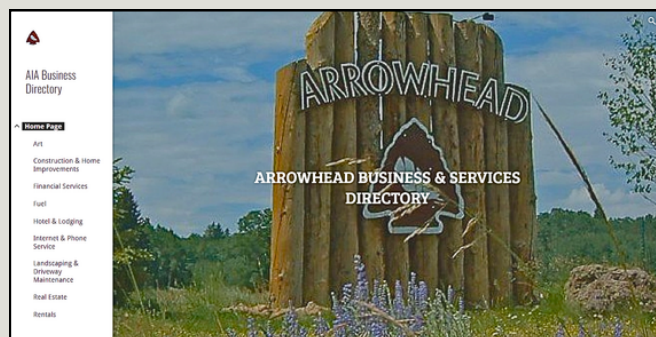
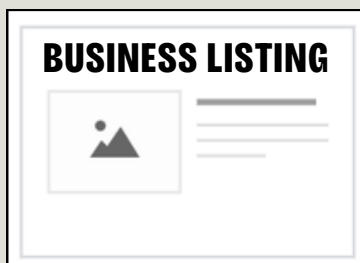


- **Display Ad** listed below the Premier Banner Ads in the *Community Sponsors* section on the Arrowhead Community's official website home page, Arrowhead1.org
- Ad appears BEFORE Option #3 advertisers but rotates with other advertisers.

DISPLAY AD



- **Business Listing** in the online Arrowhead Business Directory



ORDER NOW

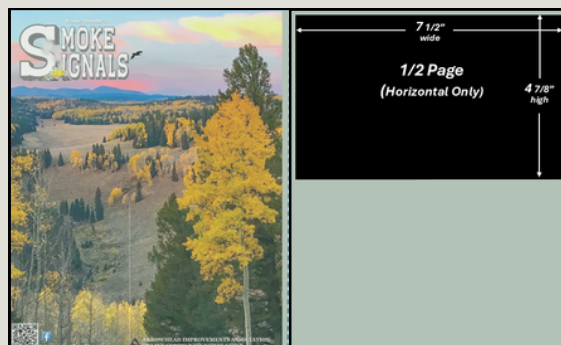
EMAIL US



COST: \$70/EDITION, \$420/YEAR (6 EDITIONS)

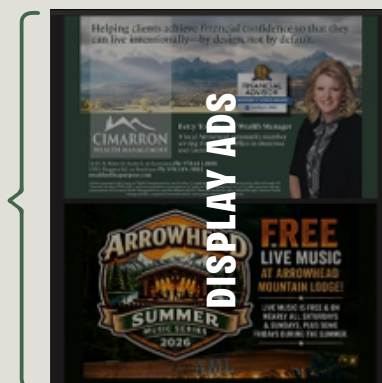
Includes:

- **1/2 Page Ad** in *Smoke Signals*, Arrowhead's online newsletter

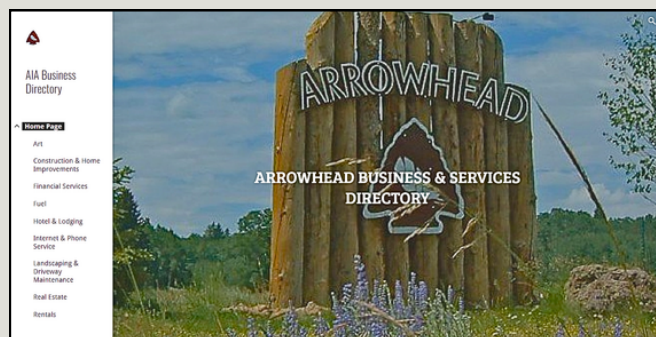
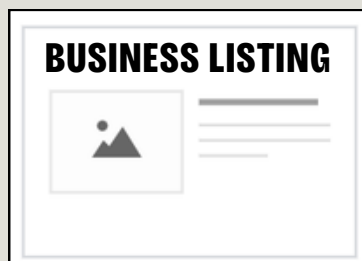


- **Display Ad** listed below the Premier Banner Ads in the *Community Sponsors* section on the Arrowhead Community's official website home page, Arrowhead1.org
- Ad appears AFTER Option #2 advertisers and rotates with other advertisers.

DISPLAY AD



- **Business Listing** in the online Arrowhead Business Directory



ORDER NOW

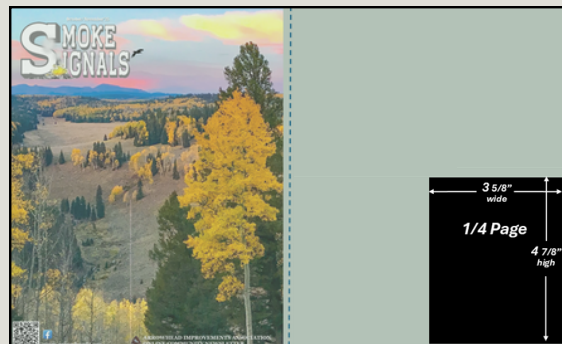
EMAIL US



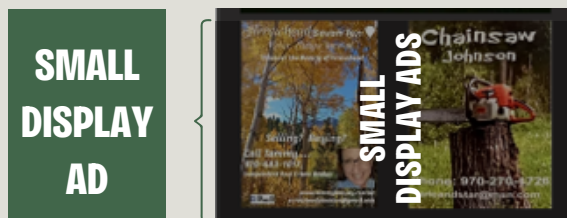
COST: \$40/EDITION, \$240/YEAR (6 EDITIONS)

Includes:

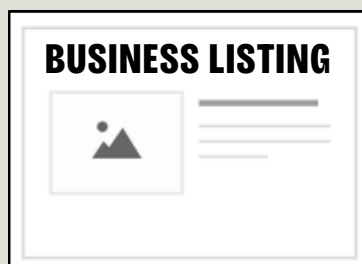
- **1/4 Page Ad** in *Smoke Signals*, Arrowhead's online newsletter



- **Small Display Ad** listed below the Premier Banner Ads and Display Ads in the *Community Sponsors* section on the Arrowhead Community's official website home page, Arrowhead1.org
- Ad rotates with other advertisers.



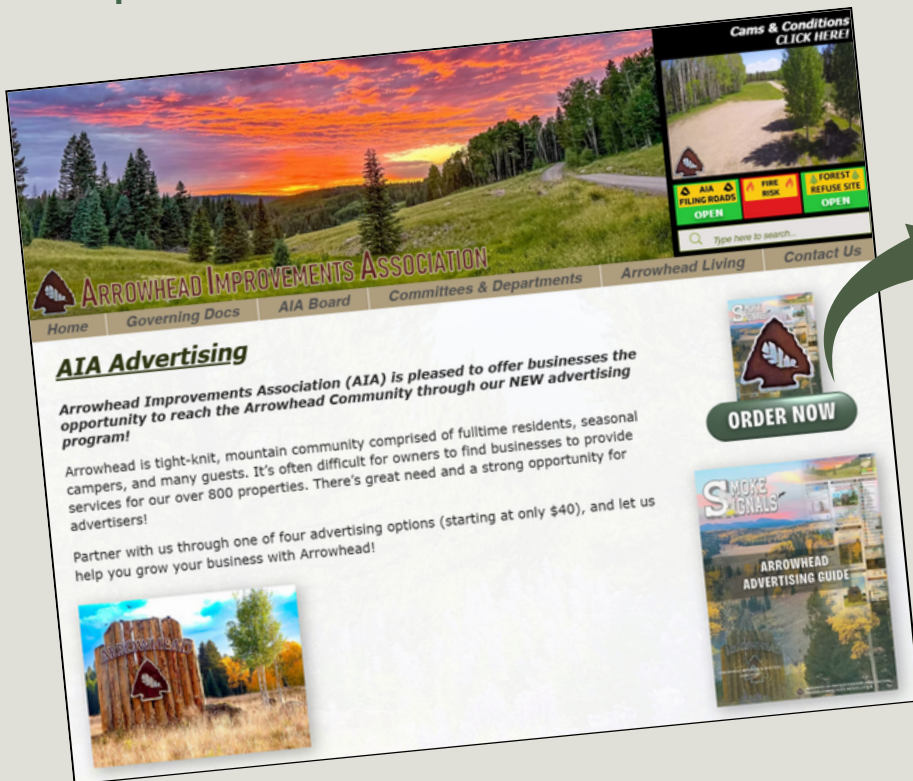
- **Business Listing** in the online Arrowhead Business Directory



ORDER NOW

EMAIL US

Click the **ORDER NOW** button to be directed to the AIA website Arrowhead Advertising page where you can view current advertising, review final details, and complete the simple online order form.



AIA Advertising Order Form - NEW

Thank you for advertising in the Arrowhead Community & Welcome to the NEW program! Arrowhead Improvements Association, Inc. (AIA) is a HOA community with over 800 properties, located in the northern San Juan Mountains, between Montrose and Gunnison, in the state of Colorado. To learn more about our community, please visit our website at: www.arrowhead1.org.

ADVERTISING SCHEDULE:

- The Smoke Signals online newsletter is digitally published and ALL advertising is placed on a bi-monthly basis in February, April, June, August, October and December. All advertising for Smoke Signals, the AIA website (Arrowhead1.org), and the Arrowhead Business Directory follows the same submission deadlines. Submissions are due on the 20th day of the month prior to publication.

ADVERTISING REQUIREMENTS & PAYMENTS:

- Orders are due by the 20th of the month before publication date.
- All Smoke Signals artwork must be camera-ready: JPG, PNG, GIF, TIF or PDF formats and in the required sizes provided below. Please email artwork to aiasmokesignals@gmail.com.
- Website ads will be created from artwork provided and optimized for online viewing. The ad will be submitted to the advertiser for review, changes, and approval prior to publication.
- All advertising is on a first-come, first-served basis and based on advertising availability.
- All website advertising placement is based on option selected and order seniority date.
- Payments - See billing preference and important terms below

Please complete and submit this advertising order form. Once your advertising order is placed, our Communications Manager will send you an email confirmation within a few business days. Please email camera-ready artwork to aiasmokesignals@gmail.com.

Thank you for supporting the Arrowhead Community!

Stacey Paznokas, Communications Manager

Email: aiasmokesignals@gmail.com

Contact: 970-430-6668

Choose Advertising Option: *

- ☐ OPTION #1: Smoke Signals Full Page Ad, Website Premier Banner Ad & Business Directory Listing - \$130
- ☐ OPTION #2: Smoke Signals 3/4 Page Ad, Website Display Ad & Business Directory Listing - \$115
- ☐ OPTION #3: Smoke Signals 1/2 Page Ad, Website Display Ad & Business Directory Listing - \$70
- ☐ OPTION #4: Smoke Signals 1/4 Page Ad, Website Small Display Ad & Business Directory Listing - \$40

2026 Publication Date(s) *

Choose the desired publication dates to run your advertising.

- ☐ October / November 2026 *ad request & artwork due by September 20th
- ☐ December 2026 / January 2027 *ad request & artwork due by November 20th

Smoke Signals Artwork: *

(Please be sure ad fits the size chosen above. See ad specs below.)

- ☐ New Ad - email artwork to: aiasmokesignals@gmail.com
- ☐ Re-run ad from last issue
- ☐ Other: _____



Call, Text, or Email
with any Questions!

Stacey Paznokas
Communications Manager



+970-430-6668



AIASmokeSignals@gmail.com



ARROWHEAD



ADVERTISING TERMS & AGREEMENT

Advertisers understand and acknowledge that Smoke Signals is a community online newsletter for the exclusive use of the Arrowhead residents. The Arrowhead Improvements Association (AIA) Board of Directors reserves the right to refuse, in its sole discretion, any advertising copy or news articles submitted. Any copy that is deemed inappropriate or distasteful for this publication will not be run. No political advertising permitted. Questions can be forwarded to aiasmokesignals@gmail.com.

ADVERTISING DISCLAIMERS:

AIA is a state non-profit organization. The purpose of the Arrowhead HOA is to unite the property owners of the Arrowhead subdivision in Cimarron, Colorado; to encourage civic improvements within said area, to encourage community activities including, but not by way of limitation, the beautification, maintenance and general appearance of vacant and improved lots, filing roads, winter parking lot, entrances, open and recreational areas situated within the area and used in common by its residents; enhance the safety of Arrowhead; facilitate enforcement of any and all building restrictions, protective covenants, and to otherwise act in the interests of the members of the Association.

Appearance of an advertisement in Smoke Signals, the Community Sponsors section of the Association website, and/or the Arrowhead Business Directory does not constitute a recommendation or endorsement by the Association of the goods or services offered. The opinions expressed in Smoke Signals, the Community Sponsors section of the Association website, and the Arrowhead Business Directory are those of the individual authors and not the AIA Board. Neither the Board, the publisher, or the authors intend to provide any professional service or opinion through these publications. Advertisers expressly agree that their remedy for any error in publication is limited to the return of their advertising fee for that advertising bundle, and that the Arrowhead Improvements Association shall not be liable for any expenses incurred by Advertiser or others, or any losses or damages suffered, of whatsoever kind, as a consequence of any error or misinformation in any advertisement.

The contract becomes effective when submitted. This Agreement contains the entire understanding of the parties. Any modifications must be in writing.



CONTACT US



+970-430-6668



AIASmokeSignals@gmail.com



www.Arrowhead1.org



P.O. Box 68, Cimarron, CO 81220



ARROWHEAD
IMPROVEMENTS ASSOCIATION, INC.

* Advertising Terms, Agreement, and Disclaimers
Arrowhead Improvements Association, LLC., 8/2026