

In this issue

■ Resource Center 2

Resource Center set to depart at business' behest.

■ Electric vehicle charging stations

City of Grand Junction is installing electric vehicle charging stations to new software, EvGateway.

■ Fees could go

Parks and Recreation Impact Fee. Meeting suggests fees could go significantly.

■ Don't blame

Sale of Cotton's Don't blame Hombres for the loss. Starts re-emerge. Spike Hombres.

■ Progress is builder

Developer's progress is in GJ's building and app.

■ HopeWest CEO

HopeWest CEO and the former General. She is the new CEO of HopeWest.

Road work leads to no work

■ Road construction downtown is a pain in the pocketbook

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COMMUNITY NEWS SINCE 1994

2026 ADVERTISING KIT



Van's Car Wash owner Ben Van Dyke stands next to the sign he put out to remind drivers on Ute Avenue his business is still open. The road construction led to the closure of one of his two entrances to the car wash's parking lot, and Van Dyke said his revenues plummeted. Photo by Tim Harty



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THE BUSINESS TIMES
AUGUST 11-24, 2022 VOLUME 29, ISSUE 15
THE DEFINITIVE SOURCE FOR GRAND JUNCTION BUSINESS NEWS SINCE 1994 THEBUSINESSTIMES.COM

In this issue

- **Stowing ahead** 2
Read about activity estimates for new in Grand Junction are rising interest rates and higher inflation dampen demand.
- **Telling stories** 4
The state director of a small business group discusses the challenges of telling their stories, especially to lawmakers.
- **Big milestone** 5
A Grand Junction-based cyber security company received funding that brings their funding to \$10 million.
- **Taxing matters** 6
Tax collectors, one expert of small business, explain the impact of new tax laws on small business owners.
- **June speed bump** 19
The State County follows the June 1st deadline for a business speed bump.
- **Noncomplete** 21
A new law change, the Colorado Small Business Act, will impact the way employers pay their employees.

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At the center of business
■ New CEO brings varied experiences to her role at Grand Junction incubator, Page 2

Start Your Business Here

Debra Bailey has started her latest position as chief executive officer of the Business Incubator Center in Grand Junction. She expects to share or expand opportunities for small business owners and entrepreneurs by working with them on their business plans and providing them with the resources they need to succeed.

Business Times photo by Phil Gault

Community HOSPITAL
Your Choice For Occupational Medicine! SEE PAGE 3

THE BUSINESS TIMES
APRIL 4-24, 2024 VOLUME 31, ISSUE 7
THE DEFINITIVE SOURCE FOR GRAND JUNCTION BUSINESS NEWS SINCE 1994 THEBUSINESSTIMES.COM

In this issue

- **Coalition evolves** 2
A group formed to promote economic development has evolved into a coalition of business, industry and community leaders.
- **Cyber expert** 2
The leader of a cybersecurity company discusses the challenges of protecting small businesses from cyber threats.
- **Relocation** 4
A Grand Junction-based company is relocating its operations to a new facility in the Grand Valley.
- **Medical finalist** 6
Grand Junction is among the finalists for a national medical center, which would bring jobs and economic development to the area.
- **Jobless rate up** 19
The latest figures show the jobless rate in Grand Junction has risen to its highest level in years.
- **Quiet on the front** 21
State legislative efforts are quiet, but there are still some bills that could impact the local business community.

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For the record
■ Organization reports on the effects of its development efforts. See page 2

Curly Engstrom, executive director of the Grand Junction Economic Partnership, reports on the effects of the partnership's development efforts. For 2023, the partnership reported a total of 15 business relocations or expansions, a record number that's up from 10 in 2022 and 11 in 2021.

Business Times photo by Phil Gault

A few tweaks to help keep you from getting in a real pickle
Sports safety tips to keep you in the game. See page 3

St. Mary's Regional Hospital

THE BUSINESS TIMES
MAY 11-24, 2023 VOLUME 30, ISSUE 9
THE DEFINITIVE SOURCE FOR GRAND JUNCTION BUSINESS NEWS SINCE 1994 THEBUSINESSTIMES.COM

In this issue

- **Making progress** 2
The director of the Colorado Small Business Development Center discusses the progress of the center's efforts to help small businesses.
- **Record filings** 4
A record number of new business filings in Colorado are expected to be filed in the coming months.
- **Young CEOs** 5
A group of young business leaders are discussing the challenges of starting and growing a business.
- **Best for business** 6
Grand Junction is among the top 10 small cities in the nation for its business-friendly environment.
- **Lagging sales** 19
Retail sales continue to lag in a post-pandemic world.
- **Flexibility fatigue** 21
Employees and employers are both experiencing fatigue from the flexibility required during the pandemic.

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Often in a Blue Moon
■ Entrepreneurial couple awarded for running popular bar and grill. See page 2

Betsy and Brad Estrom have run the Blue Moon Bar & Grill for over 30 years. The couple recently received the Excellence in Entrepreneurship Award presented as part of the Entrepreneurship Day event at Colorado State University.

Business Times photo by Phil Gault

A second chance at life.
SCL Health ST. MARY'S
Now Intermountain Healthcare SEE PAGE 3

THE BUSINESS TIMES
JANUARY 12-25, 2023 VOLUME 30, ISSUE 1
THE DEFINITIVE SOURCE FOR GRAND JUNCTION BUSINESS NEWS SINCE 1994 THEBUSINESSTIMES.COM

In this issue

- **For the fun of it** 2
The Grand Junction Chamber of Commerce and other local organizations are offering fun activities for the winter months.
- **More resilience** 4
A program designed to help small businesses build resilience to economic challenges is now available.
- **Council bids** 5
Candidates have announced their campaigns for the Grand Junction City Council.
- **Cost recovery** 6
Local utility providers are looking for ways to recover the costs of infrastructure investments.
- **Less confident** 19
Business owners are more cautious about the future of the economy.
- **Wage changes** 21
Changes in state wage laws increase penalties for late payments and create a new protection order.

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How slow will it go?
■ Interest rates take center stage in curbing real estate activity. See page 2

Robert Bray, chief executive officer of Bray & Co., a Grand Junction real estate company, discusses the impact of rising interest rates on the real estate market.

Business Times photo by Phil Gault

TOGETHER, WE'RE GOLDEN.
Alpine Bank

THE BUSINESS TIMES
NOVEMBER 24-DECEMBER 7, 2022 VOLUME 29, ISSUE 22
THE DEFINITIVE SOURCE FOR GRAND JUNCTION BUSINESS NEWS SINCE 1994 THEBUSINESSTIMES.COM

In this issue

- **No water, no farm** 2
A local water conservation effort is helping farmers save money and protect their land.
- **Mixed results** 4
A quarterly report shows mixed results for the local economy.
- **Rec center plan** 6
Planning is underway for a new recreation center in Grand Junction.
- **Jobless rate up** 19
The unemployment rate in Grand Junction has risen to its highest level in years.
- **Taxing matters** 19
The latest tax news includes changes to the state income tax and the new sales tax.
- **Hire a vet** 21
There are many reasons to hire a veterinarian, including the benefits of having a vet on staff.

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Happy holidays?
■ Great expectations bode well for a profitable 2022 season. See page 2

The holiday season is a time of great expectations for the local business community. Many businesses are expecting a strong holiday season.

Business Times photo by Phil Gault

small & mighty
Meet our #SmallandMighty businesses!

Alpine Bank

THE BUSINESS TIMES
APRIL 27-MAY 11, 2023 VOLUME 30, ISSUE 8
THE DEFINITIVE SOURCE FOR GRAND JUNCTION BUSINESS NEWS SINCE 1994 THEBUSINESSTIMES.COM

In this issue

- **Focus on care** 2
The Grand Junction Chamber of Commerce is focusing on supporting local businesses.
- **Insurance change** 4
A new insurance policy is being introduced by a local insurance company.
- **Expansive effort** 6
A large-scale effort is underway to improve the local infrastructure.
- **Taxing matters** 19
The latest tax news includes changes to the state income tax and the new sales tax.
- **Retiree's rate** 21
The retirement rate in Grand Junction is among the highest in the state.
- **Labor law update** 21
An upcoming conference in Grand Junction will offer a variety of resources for employers and employees.

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Companies to watch
■ Four Grand Valley firms selected as finalists in program recognizing innovative ventures. See page 2

John Fay, founder and chief executive officer of John Fay Construction, a Grand Junction-based construction company, is one of the four firms selected as finalists.

Business Times photo by Phil Gault

Experts in Orthopedic & Sports Medicine
SCL Health ST. MARY'S
ROCKY MOUNTAIN ORTHOPEDICS

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THE BUSINESS TIMES

GRAND VALLEY'S #1 SOURCE FOR BUSINESS NEWS & HIGH-VALUE ADVERTISING REACH

Publishing Weekly — 4 Issues per Month

Since 1994, The Business Times has been the Western Slope's **trusted authority for business and community news**— and the **region's only dedicated business publication**. Locally owned, deeply connected, and widely respected, the Business Times delivers the **audience advertisers want most**: educated, affluent, influential decision-makers across Western Colorado.

Today, the paper has grown into a **high-impact, weekly publication** (4x per month) that businesses rely on for timely news, meaningful insights, and exclusive coverage they won't find anywhere else.

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The Business Times is the Grand Valley's **premier platform** for targeted advertising, brand visibility, and business promotion. Advertisers tap into a unique blend of:

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- **Unmatched local business coverage**
- **Prime distribution in high-traffic, professional locations**
- **Integrated print + digital reach**

When you advertise with us, your brand is seen by the exact people who make decisions, purchase services, invest locally, and influence others.

OUR MISSION

To be the newspaper of record for Grand Valley business by delivering the **highest-quality, most trusted, and most influential publication** in Western Colorado—serving readers, advertisers, and the entire business community with excellence.

WHAT'S INSIDE EVERY ISSUE

100% Local. 100% Business. Every Week.

Each weekly edition (4x/month) features:

- Original reporting on local businesses and business leaders
 - Expert insights from respected local contributors
 - Economic trends, community updates & government news
 - More business press releases published than any paper in Western Colorado
- These are decision-makers. Leaders. Influencers.

Our readers choose The Business Times because we deliver quality, relevance, and local credibility—issue after issue.

This commitment to meaningful content has fueled extraordinary growth:

Print editions have doubled in size, from 16–20 pages in 2010 to 32–36 pages today.

CIRCULATION & EXPOSURE

High distribution, high engagement, and high-value impressions.

The Business Times prints 2,000 copies weekly and distributes them throughout the Grand Valley at premier business hubs, including:

- Banks & financial institutions
- Office building lobbies
- Medical & professional offices
- Hotels, restaurants & coffee shops
- Business centers & community spaces

Our digital footprint expands your reach even further:

- 10,000+ website visitors per month
- Growing print subscription base
- An estimated 12,000–15,000 monthly readers (3–4 readers per paper, ABC estimate)

When your brand appears in the Business Times, it reaches the heart of the region's business economy.

WHO READS THE BUSINESS TIMES?

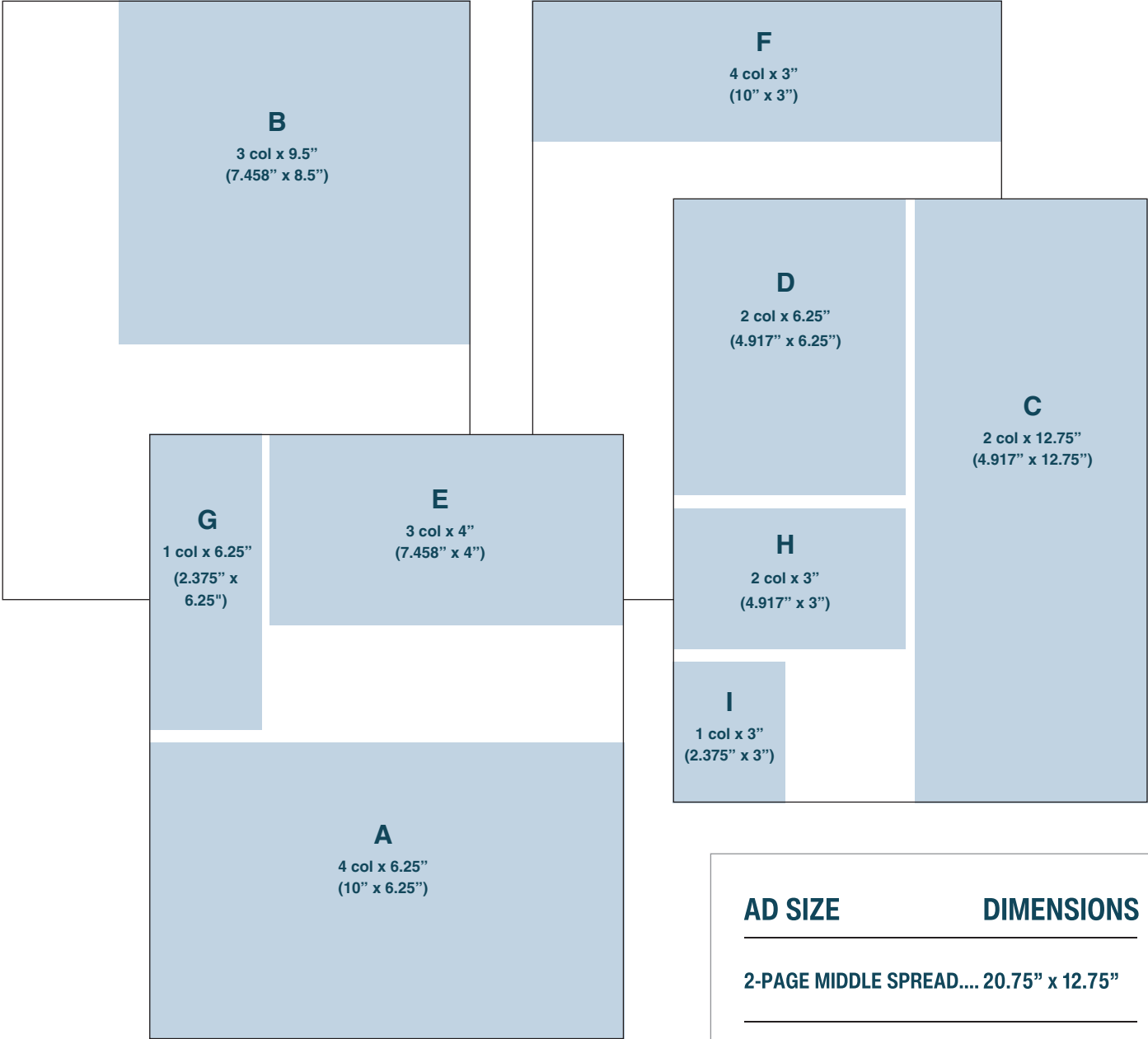
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(Source: Business Times Annual Reader Survey)

Our readership represents one of the strongest advertising demographics in Western Colorado:

- 80% over age 35
- 80% married
- 90% homeowners
- 55% make over \$60K annually
- 20% make over \$100K individually
- 90% have household incomes above \$100K
- Nearly 25% are business owners
- 35%+ work in business management
- 60%+ volunteer or serve locally
- 85% say they never miss an issue

Contact Craig R. Hall, Publisher/Sales Manager, for Pricing, Editorial Calendar, Special Advertiser Programs and Ad Requirements.



COLUMN WIDTHS

1 column = 2.375" (14p3) 2
column = 4.917" (29p6) 3
column = 7.458" (44p9) 4
column = 10" (60p)

GUTTERS

Vertical: .167" Horizontal: .25"

MAC-BASED PROGRAMS ACCEPTED

InDesign, Illustrator, Photoshop

FILE SPECIFICATIONS

TYPES: pdf, jpg, tif, eps
COLOR: CMYK
RESOLUTION: 300 dpi at size in inches

THE BUSINESS TIMES

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AD SIZE	DIMENSIONS
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2-PAGE MIDDLE SPREAD....	20.75" x 12.75"
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FULL PAGE.....	4 col x 12.75"
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HALF.....	A...4 col x 6.25"
	B...3 col x 8.5"
	C...2 col x 12.75"

QUARTER.....	D...2 col x 6.25"
	E...3 col x 4"
	F...4 col x 3"

EIGHTH.....	G...1 col x 6.25"
.	H...2 col x 3"

SIXTEENTH.....	I...1 col x 3"
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THE BUSINESS TIMES

2026 ADVERTISING RATES

Page Size	Open Rate	12x/13x	26x	52x	Prepaid 52x
Full Page	\$500	\$450	\$400	\$350	\$14,000
1/2 Page	\$300	\$270	\$240	\$210	\$8,500
1/4 Page	\$180	\$162	\$144	\$126	\$5,200
1/8 Page	\$110	\$99	\$88	\$77	\$3,200
1/16 Page	\$70	\$65	\$56	\$49	\$2,000

PREPAID DISCOUNTS: 5% off earned rate for 12x/13x contracts/10% earned rate for the 26x/52x prepaid discount reflected above.

COVER PRICING	\$750 each	6x rate \$650 each	12x rate \$550 each
MIDDLE SPREAD	\$1,000 each	6x rate \$850 each	12x rate \$700 each

- Per ad cost includes 1 proof with adjustments - 2nd proof with additional adjustments \$50/hr
 - The Business Times deems any contract valid and in effect whether signed by advertiser, email approved or personal agreement between parties or if any ad proof is in process or any ad is run for advertiser.
 - For advertiser submitted ads, ads must adhere to specifications on 2026 Business Times Mechanical Layout Sheet.
- The Business Times reserves the right to not publish any ad it deems inappropriate.
 - Non-profit rate is 26x rate for any size or number of ads/Political advertising is 52x rate for any size or number of ads, paid with contract.
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The Business Times

2026 PUBLISHING & DEADLINE CALENDAR

Materials Deadline		Publish Date	Materials Deadline		Publish Date	Materials Deadline		Publish Date
JANUARY	1/1/2026	1/7/2026	FEBRUARY	2/5/2026	2/11/2026	MARCH	3/5/2026	3/11/2026
	1/8/2026	1/14/2026		2/12/2026	2/18/2026		3/12/2026	3/18/2026
	1/15/2026	1/21/2026		2/19/2026	2/25/2026		3/19/2026	3/25/2026
	1/22/2026	1/28/2026		2/26/2026	3/4/2026		3/26/2026	4/1/2026
	1/29/2026	2/4/2026						

Materials Deadline		Publish Date	Materials Deadline		Publish Date	Materials Deadline		Publish Date
APRIL	4/2/2026	4/8/2026	MAY	5/7/2026	5/13/2026	JUNE	6/4/2026	6/10/2026
	4/9/2026	4/15/2026		5/14/2026	5/20/2026		6/11/2026	6/17/2026
	4/16/2026	4/22/2026		5/21/2026	5/27/2026		6/18/2026	6/24/2026
	4/23/2026	4/29/2026		5/28/2026	6/3/2026		6/25/2026	7/1/2026
	4/30/2026	5/6/2026						

Materials Deadline		Publish Date	Materials Deadline		Publish Date	Materials Deadline		Publish Date
JULY	7/2/2026	7/8/2026	AUGUST	8/6/2026	8/12/2026	SEPTEMBER	9/3/2026	9/9/2026
	7/9/2026	7/15/2026		8/13/2026	8/19/2026		9/10/2026	9/16/2026
	7/16/2026	7/22/2026		8/20/2026	8/26/2026		9/17/2026	9/23/2026
	7/23/2026	7/29/2026		8/27/2026	9/2/2026		9/24/2026	9/30/2026
	7/30/2026	8/5/2026						

Materials Deadline		Publish Date	Materials Deadline		Publish Date	Materials Deadline		Publish Date
OCTOBER	10/1/2026	10/7/2026	NOVEMBER	11/5/2026	11/11/2026	DECEMBER	12/3/2026	12/9/2026
	10/8/2026	10/14/2026		11/12/2026	11/18/2026		12/10/2026	12/16/2026
	10/15/2026	10/21/2026		11/19/2026	11/25/2026		12/17/2026	12/23/2026
	10/22/2026	10/28/2026		11/26/2026	12/2/2026		12/24/2026	12/30/2026
	10/29/2026	11/4/2026						