

# VISIT *Casper*

## VISIT CASPER BRAND & TARGET MARKETS

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Zartico is an industry leading third party data platform that provides insights into where our visitors are coming from and when. Below you will find our top six origin markets from last year's fiscal year (July 1st 2021 – June 30th 2022). Visit Casper utilizes this data to identify where to focus our marketing efforts, and therefore your awarded funds will be most impactful in these markets as well.

For additional context, the Casper-Riverton WY market is made up of more than just Natrona County and does not include residents, rather visitors from Douglas, Riverton, Worland, Midwest, and Thermopolis.

### BRANDING INFO

<https://www.visitcasper.com/about/marketing-co-op/>

#### FULL COLOR

Use this version of the logo wherever possible.

The logo consists of the word "VISIT" in a bold, black, sans-serif font, followed by "Casper" in a gold, cursive script font.

#### SINGLE COLOR

Use a single color variations of the logo when the full color version is not an option. In these cases, use primary brand colors only (gold, charcoal, light grey, black or white).

The logo consists of the word "VISIT" in a bold, black, sans-serif font, followed by "Casper" in a black, cursive script font.

Note: When the logo is not used, the name should be written out as two words; Visit Casper.

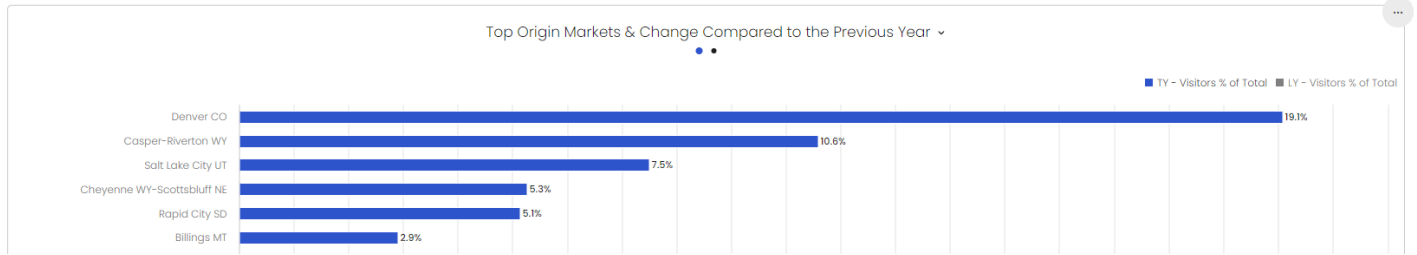
#### INCORRECT USE

Like the brand fonts, the logo should never be manipulated. This includes adding a stroke, stretching, skewing adding a drop shadow and all other modifications outside of approved colors and size.

The logo consists of the word "VISIT" in a bold, black, sans-serif font, followed by "Casper" in a gold, cursive script font with a red outline.The logo consists of the word "VISIT" in a bold, black, sans-serif font, followed by "Casper" in a gold, cursive script font that is stretched horizontally.The logo consists of the word "VISIT" in a bold, black, sans-serif font, followed by "Casper" in a gold, cursive script font with a grey drop shadow.The logo consists of the word "VISIT" in a bold, black, sans-serif font, followed by "Casper" in a purple, cursive script font.

### Where are your visitors coming from?

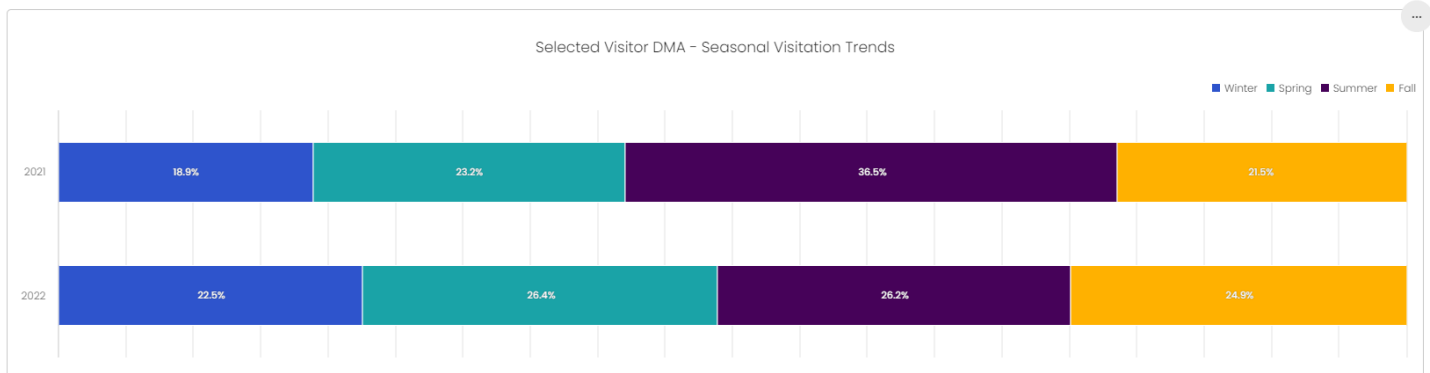
Source: Near. Note: This insight is not tied to the Visitor DMA filter. If you select "Residents" this insight will appear blank. Tip: Click into an origin market bar to break down that DMA by city, or by county. TY = This Year, LY = Last Year. The Non-US Visitor DMA and Unknown Visitor City are excluded from this insight. Toggle to the next insight to see a full list of DMAs. Click a table column header to re-sort the table.



To help you better understand when visitors are visiting Casper, below is our seasonality data from 2021 & 2022. For context, the seasons in Zartico are tracked by calendar months with winter being January, February and December, spring being March, April and May, summer being June, July and August, and fall being September, October and November.

### When are visitors from the selected Visitor DMA in your destination?

Source: Near. Note: This chart is not tied to the date selected at the top. Tip: Click into a season to see the top 10 points of interest in your destination during the specific season. This can help you track visitation trends throughout the year.



## 5150' LOCAL BRAND

5150' Local started as an online friend for Casper residents and has grown into a trusted brand that many locals look to for information on what's going on around Casper or recommendations on where to eat or what to do on a Friday night. Under the 5150' Local brand, we put on our restaurant week event every year in January and the 5150' Festival every year in August. These events have helped expand the brand, increase our reach, and build an engaged audience of Casper locals.

If you're a business that is planning on using your awarded funds to run your campaigns in Casper, the 5150' Local brand will be most impactful for your marketing.

<https://www.visitcasper.com/about/marketing-co-op/>

## FULL COLOR

Use this version of the logo wherever possible.



## INCORRECT USE

Like the brand fonts, the logo should never be manipulated. This includes adding a stroke, stretching, skewing adding a drop shadow and all other modifications outside of approved colors and size.



## SINGLE COLOR

Use a single color variations of the logo when the full color version is not an option. White is the ONLY single color option.

## CREATIVE ELEMENTS

Business must submit creative samples for each marketing tactic they plan on utilizing as part of their campaign. Below you will find specs and sizes for each tactic and skeleton examples which outline where the Visit Casper or 5150' Local logo needs to be placed.

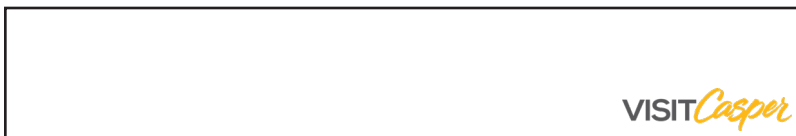
## PAID SOCIAL AD SPECS AND EXAMPLES

- Provide for both FB & Instagram

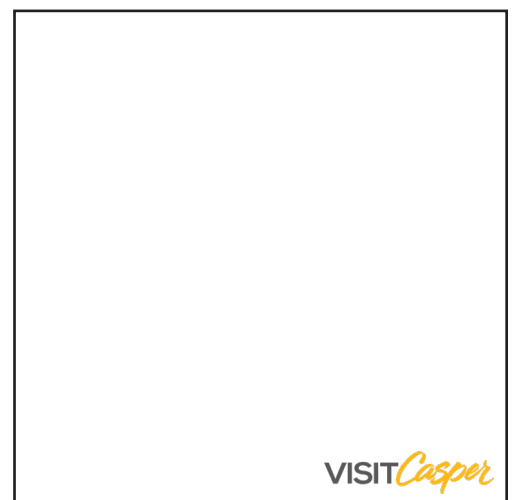
## DISPLAY ADS SPECS AND EXAMPLES

Please note that display ads can be ran in a variety of sizes depending on which platform they are running and the vendor you are working with. If you're planning on running display ads, please submit creative samples in the following sizes.

- 250 X 250px
- 300 X 50px



Example: 300 X 50px



Example: 250 X 250px

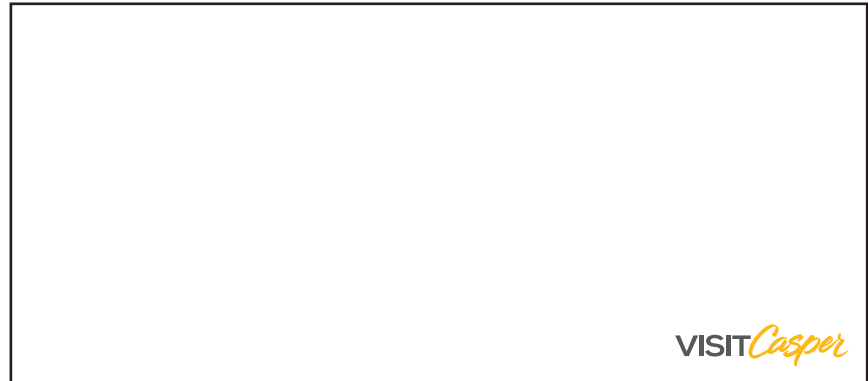
*When creating, the Visit Casper or 5150' Local logos must be in a corner and large enough to be recognizable.*

## BILLBOARD ADS SPECS AND EXAMPLES

Please note that Yesco offers a variety of billboard sizes depending on location and availability. If you are planning on purchasing a billboard through Yesco utilizing co-op funds, please submit creative samples in the following size.

### 9' X 24' SIZING:

Print Area: 288px X 768px



## VISIT CASPER VISITOR GUIDE AD SPECS AND INFORMATION

The Visit Casper Visitors Guide is updated annually and provided to a worldwide audience. We print 50,000 copies every year and have them available in our offices, at businesses around Casper and hotels and travel centers around our region. It's also available to order for free on our website, where we also link to a digital version. Go to <https://www.visitcasper.com/plan-your-trip/vacation-guide/> to see the current version.

If you're planning on using funds to purchase a 1/2 page ad in our 2024 Visitor Guide, you **do not** need to include the Visit Casper or 5150' Local logo.

### 1/2 PAGE SIZING:

Bleed: .25in

Print Area: 6.4861 X 4.867in

**Safety:** .25in All copy must be in the safety boundary

