

THE MILE HIGH CITY

DENVER

COLORADO

ADVERTISING
OPPORTUNITIES



69° TRANSLATE BOOK MY TRIP (0) SEARCH

MEETINGS WEDDINGS GROUPS TRAVEL TRADE SPORTS COMMISSION PARTNERS MEDIA

THINGS TO DO EVENTS HOTELS RESTAURANTS ABOUT DENVER BLOG



WELCOME TO THE MILE HIGH CITY

Welcome to Denver, where 300 days of sunshine, a thriving cultural scene, diverse neighborhoods, and natural beauty combine for the world's most spectacular playground.



5 WAYS TO FALL IN
LOVE WITH RED
ROCKS



DENVER
NEIGHBORHOOD
GUIDE



DENVER UNION
STATION



DENVER'S 16TH
STREET MALL

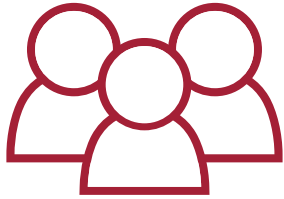


DENVER BEER TRAIL

To advertise:
Katy Hoch • 817.734.1213 • khoch@visitdenver.com
VISITDENVER.com


VISIT DENVER
The Convention & Visitors Bureau

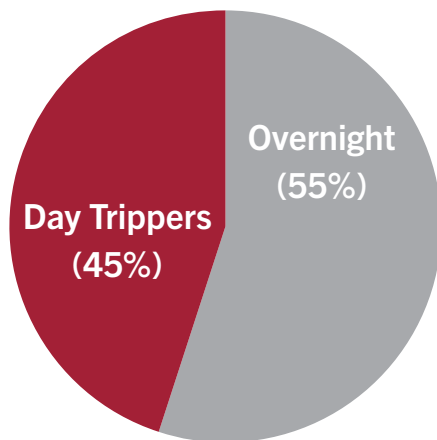
Denver Visitor Insights



31.9 MILLION
annual visitors

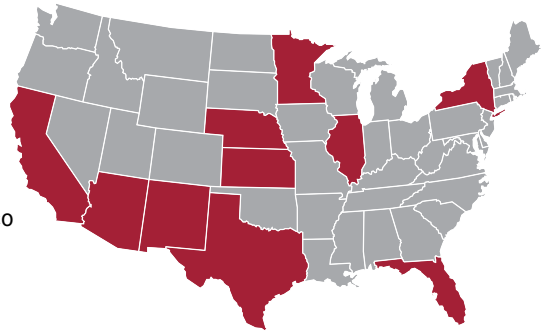


\$7 BILLION
in spending



TOP MARKETS

1. California
2. Texas
3. Florida
4. Illinois
5. Arizona
6. Nebraska
7. New Mexico
8. Kansas
9. Minnesota
10. New York

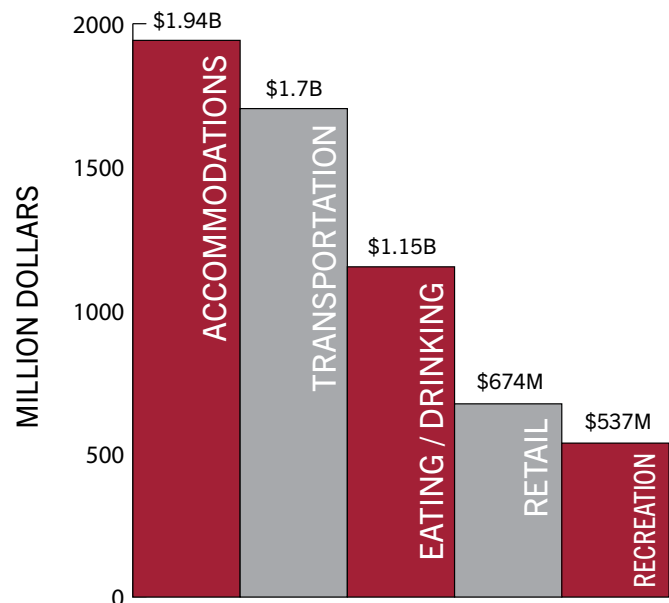


3 NIGHTS
average overnight
stay in Denver



\$166/PERSON
average dollars per day
spent by marketable visitors

OVERNIGHT VISITOR SPENDING



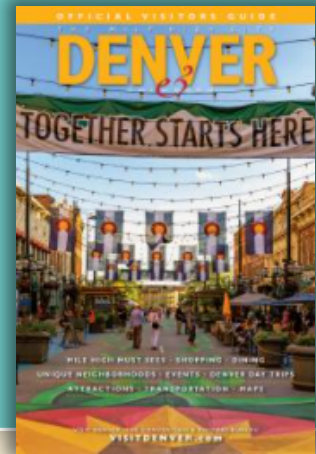
All stats from 2019 Longwoods Report

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VISITDENVER.com



VISIT DENVER's *Official Visitors Guide* to Denver and Colorado (OVG)

425,000 COPIES ANNUALLY IN TWO EDITIONS



RECYCLED PAPER STOCK.

DIRECT FULFILLMENT

- Mailed directly to visitors who are planning their trip to Denver

IN-MARKET DISTRIBUTION

Unsurpassed distribution includes:

- More than 140 Metro Area locations
- Front Range hotels (more than 19,000 in-room)
- Visitor Centers Downtown, Union Station and Colorado Convention Center
- State Welcome Centers
- Rental Car Companies
- In Yellow Cabs
- Domestic and international motorcoach groups
- Media press kits
- Convention attendees

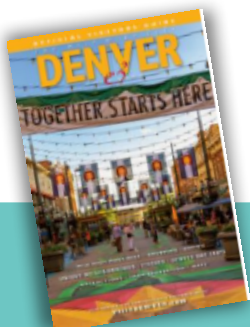
AD RATES

AD SIZE	1 TIME	2 TIMES
Full page	\$10,180	\$9,251
2/3 page	\$7,840	\$7,130
1/2 page	\$6,130	\$5,570
1/3 page	\$5,080	\$4,621
1/4 page	Co-ops only	Co-ops only
1/6 page	\$3,290	\$2,990
Premium Placement*	\$12,210	\$11,100
Inside Front	\$12,540	\$11,400
Back Cover	\$13,541	\$12,311
Inside Back Cover	\$11,377	\$10,343

**Premium placements sell out early and carry right of first refusal*

"Of all the advertising vehicles The Wild Animal Sanctuary has employed, by far the most successful has been the Denver OVG. We get calls daily from visitors who have seen our ad and want to come and see the 200+ captive exotic and endangered large carnivores we've rescued. We will continue to be a part of the OVG!"

—Pat Craig, The Wild Animal Sanctuary



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VISITDENVER.com



VISIT DENVER Dining Guide

ANNUAL CIRCULATION: 62,500



This slim book is pocket sized and easy to use. The dining guide features Denver's restaurants by neighborhood+ and includes helpful maps and cuisine index. Distributed directly to planners and their meeting attendees as well as the following Tourist Information Centers:

Colorado Convention Center
Union Station

PUBLICATION DATE

Published annually, approximate publication date: June 28

AD RATES

AD SIZE	RATES	OVG Advertisers
Back Cover	\$5,000	
Inside Back Cover	\$4,250	
Inside Front Cover	\$4,500	
Full Page	\$4,000	\$2,000*
Half Page	\$2,000	\$1,000*
1/4 page	\$1,000	\$500*

* Available rate for Official Visitors Guide advertisers

† Downtown (LoDo/Larimer Square/Riverfront/RiNo/Five Points)
South Broadway/Washington Park/South Pearl/South Gaylord
South Metro/Denver Tech Center/Park Meadows
Golden Triangle Museum District/Art District on Santa Fe
Capitol Hill/Uptown/Governor's Park
Cherry Creek/Colorado Blvd.
Highlands (Highlands Square/LoHi/Berkeley/Tennyson)
North Metro/Boulder
West Metro (Golden/Lakewood/Belmar)



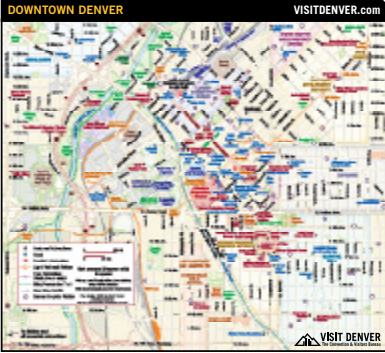
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VISITDENVER.com


VISIT DENVER
The Convention & Visitors Bureau

VISIT DENVER's Map Pad




This handy and portable map is distributed at 100+ locations around Denver including the Tourist Information Centers, hotels and the Colorado Convention Center.

100,000 COPIES OF THE MAP PAD ARE PRINTED ONE TIME PER YEAR.
CONCIERGES SAY IT IS THE PERFECT RESOURCE TO HELP VISITORS NAVIGATE THE AREA.

A1	DENVER BANNER SPACE AVAILABLE	B1	B2
A2	 DOWNTOWN DENVER VISITDENVER.com		B3
A3			B4
A4			B5
A5			B6

DOWNTOWN MAP SIDE

- 1 space: \$1,399
- Space B1 has Premium Pricing. See your account executive for details.
- Denver banner space available for \$3,000

C1	C2	 GREATER METRO DENVER VISITDENVER.com	 RTD RAIL SYSTEM
C3	C4		
 DENVER & THE WEST			

METRO MAP SIDE

- 1 space: \$999
- Discount for 2 or more spaces

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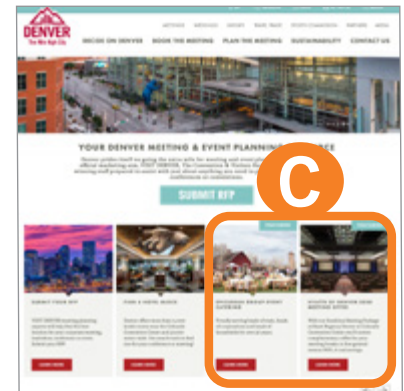
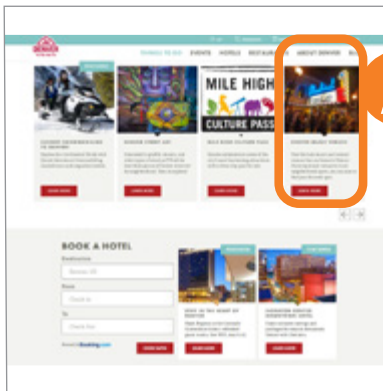
Top position on Google and Bing for
3,200+ tourism keyword phrases with
70% of visits coming from search.

In 2019:

Page views: 22,633,357

Sessions: 10,610,250

Users: 7,870,045



ADVERTISING OPTION

LOCATION

RATE

LEISURE SITE

A Feature Ad

Home Page

\$35/CPM

ADVERTISING OPTION

LOCATION

100% SOV

50% SOV

25% SOV

LEISURE SITE

B Header Ad

Things To Do page

\$3,000/mo.

\$1,500/mo.

\$750/mo.

Arts & Culture

\$600/mo.

\$300/mo.

\$150/mo.

Attractions

\$2,500/mo.

\$1,245/mo.

\$623/mo.

Day Trips & Around Colorado

\$2,200/mo.

\$1,100/mo.

\$550/mo.

Itineraries

\$600/mo.

\$300/mo.

\$150/mo.

Book a Tour

\$500/mo.

\$250/mo.

\$75/mo.

Music & Nightlife

\$600/mo.

\$300/mo.

\$150/mo.

Hotels

\$500/mo.

\$250/mo.

\$125/mo.

Spring/Summer

\$2,000/mo.

\$1,000/mo.

\$500/mo.

Family Friendly

\$500/mo.

\$250/mo.

\$125/mo.

Shopping, Spas & Beauty

\$300/mo.

\$150/mo.

\$75/mo.

Sports & Recreation

\$330/mo.

\$165/mo.

\$82/mo.

Fall/Winter

\$1,000/mo.

\$500/mo.

\$250/mo.

Restaurants/Denver Dining Pages

\$1,000/mo.

\$500/mo.

\$250/mo.

ADVERTISING OPTION

LOCATION

RATE

MEETINGS AND CONVENTIONS SITE

C Feature Ad

Meetings and Conventions/Weddings

\$500/mo.

Virtual Denver Page

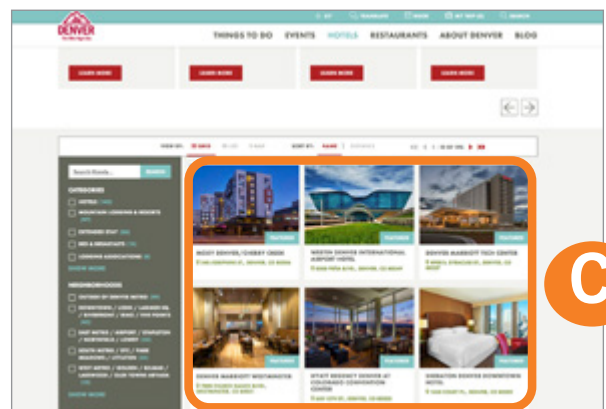
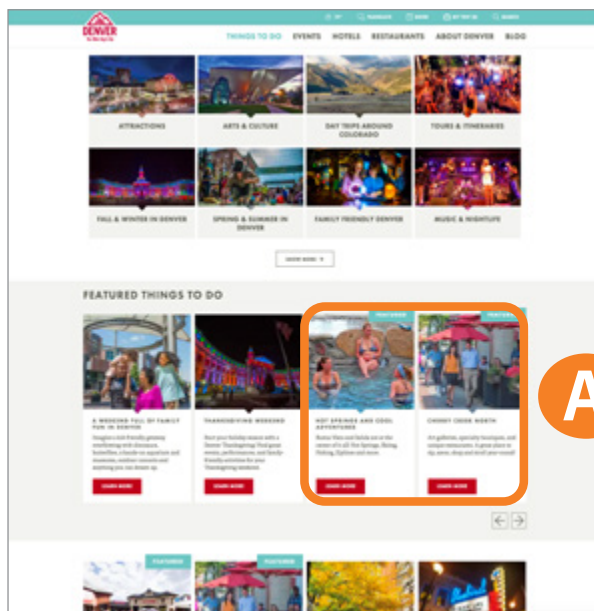
\$500/mo.

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VISITDENVER.com



ADVERTISING OPTION	LOCATION	RATE
RUN OF SECTION PLACEMENTS		CPM RATE:
A Feature Ad	Things to Do, Restaurants, About Denver	\$20/CPM
	Hotels	\$30/CPM
B Feature Ad	Denver 365 Home Page	\$25/CPM
		MONTHLY FLAT RATE:
C Featured Listing	Puts your partner listing at the top of any relevant searches	\$350/MONTH

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VISITDENVER.com



VISITDENVER.com

Two ways to catch the weekend crowd

BLOG WEEKEND PREMIER AD

Weekly round up of events during the coming weekend in Denver. Lives in the Blog section of VISITDENVER.com and is heavily promoted through social media. Average 35,000 impressions/month. Average time on page between 5 and 10 minutes.

RATE

• \$1,000/month

Markets visiting this page: 45% local. 55% regional

- Local: *Denver, Aurora, Lakewood, Arvada, Centennial, Westminster, Highlands Ranch, Parker, Thornton, Ken Caryl, Boulder, Littleton, Greenwood Village, Commerce City, Castle Rock, Englewood, Greeley, Loveland, Lone Tree, Longmont, Louisville, Golden, Superior, Lafayette, Erie, Evergreen, Wheat Ridge, Brighton, Castle Pines, Pueblo, Roxborough Park, Glendale, Fort Morgan, Johnstown, Wiggins, Firestone, Windsor, Northglenn, Cherry Hills Village*
- Regional/National: *Dallas, Chicago, Fort Collins, Minneapolis, New York, Houston, San Francisco, Cheyenne, Omaha, Los Angeles, Austin, Sherrelwood, Washington, Kansas City, Nashville, Salt Lake City, Fort Worth, Albuquerque, Breckenridge, Phoenix, Boston, San Antonio, West Pleasant View, Orlando, Charlotte, Estes Park, Coffeyville, Detroit, Columbus, Atlanta, Wichita, San Diego, Seattle, Tampa, Bloomington, Irving, Miami, Indianapolis, Philadelphia, Winter Park, Papillion, Scottsdale, Steamboat Springs, Vail, Cedar Rapids, Cleveland, Ashburn, Keystone, Towson, Parsippany-Troy Hills, Flower Mound, Chantilly, Casper, Woodmoor, Meridian, Missoula*



TID "RECLAIM THE WEEKEND" AD

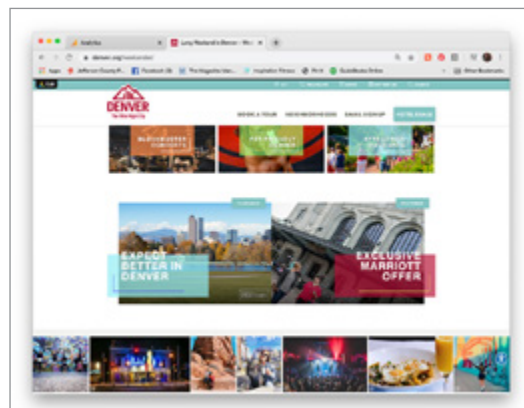
Landing page for the Tourism Improvement District campaign to promote weekend regional visits to Denver to fill room nights. Promoted by a \$3 million dollar campaign.

RATE

• \$2,000/month

Markets visiting this page: 25% local, 75% regional

- Local: *Denver, Colorado Springs, Aurora, Pueblo, Fort Collins, Lakewood, Greeley, Glendale, Arvada, Westminster, Loveland, Boulder, Parker, Highlands Ranch, Centennial, Thornton, Broomfield, Longmont*
- Regional/National: *Phoenix, Albuquerque, Kansas City, Coffeyville, Omaha, Salt Lake City, Chicago, Dallas, Wichita, Los Angeles, New York, Mesa, Oklahoma City, Rio Rancho, San Angelo, West Jordan, Lincoln, Overland Park, Flint, Gilbert, Chandler, Scottsdale, West Valley City, Houston, South Jordan, St. Louis, Tempe, St. George, Santa Fe, Kansas City, Peoria, Sandy, Cheyenne, Tucson, Sioux Falls, Souest, Washington, San Francisco, Seattle, Independence, Rock Springs, Atlanta*



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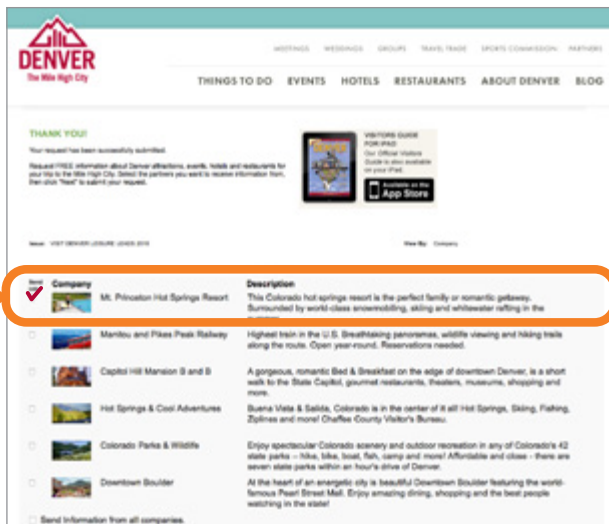
VISITDENVER.com Website Leads Program

WEBSITE LEADS PROGRAM

Our Website Leads Program puts the leads into your hands!
Ads allow readers to request information directly from you.
Leads sent straight from VISITDENVER.com to you!

RATES

- \$1,000 for three months*
- \$1,800 for six months
- \$3,200 for twelve months



Ad samples on Website Leads Program page

*Rates are subject to change.

To advertise:
Katy Hoch • 817.734.1213 • khoch@visitdenver.com
VISITDENVER.com



VISITDENVER.com E-Newsletter Opportunities

DISCOVER DENVER

A monthly e-newsletter that goes to our 136,000+ opt in leisure travel subscribers. Four ad spots each month. Peak month newsletters sell out quickly!

RATE

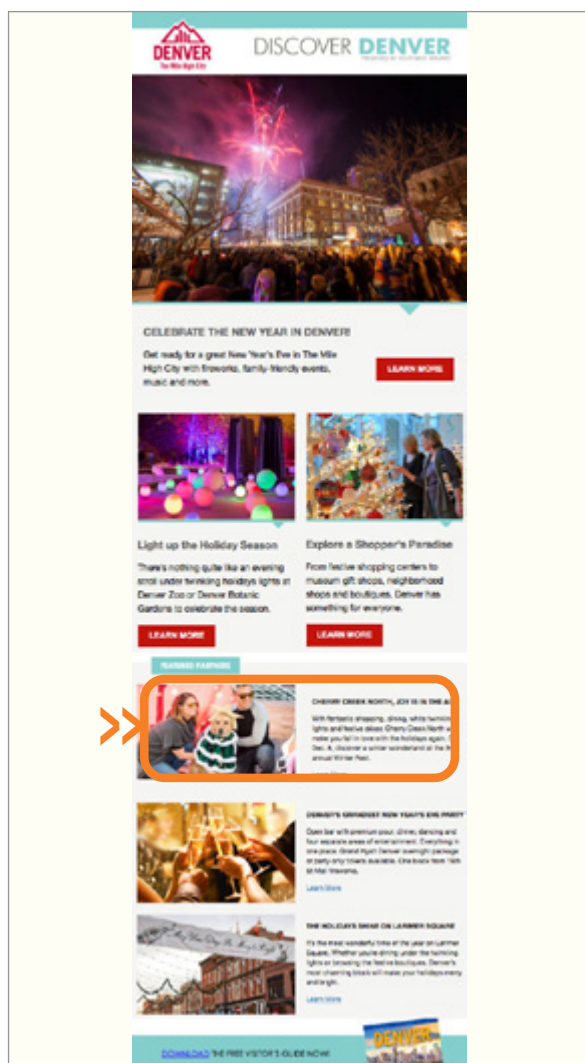
• \$1,000/e-Newsletter

NEWS FROM THE MILE HIGH CITY

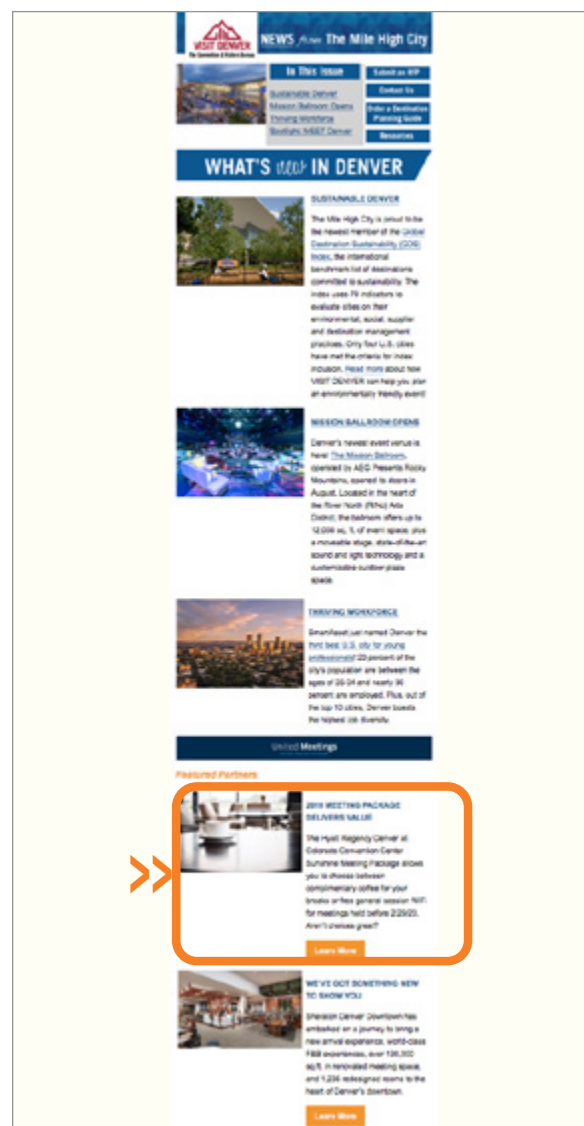
A quarterly e-newsletter that goes to a curated meeting and event planners list.

RATE

• \$1,000/e-Newsletter



Discover Denver e-newsletter sample



News from the Mile High City e-newsletter sample

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VISITDENVER.com



VISITDENVER.com E-Newsletter Opportunities

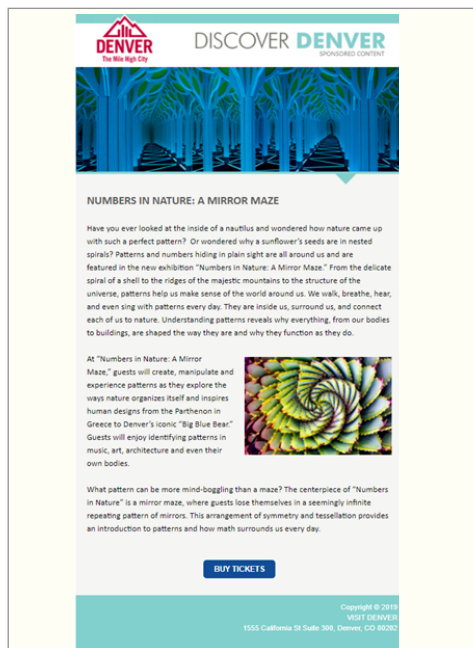
SINGLE ADVERTISER DEDICATED E-BLAST

It's all about you, and whatever you want to promote. Sent to our 136,000+ opt-in subscribers.

- Delivered the second, third or fourth week of the month
- Labeled "Sponsored Content"
- Advertisers may purchase up to two dedicated e-blasts per year

RATE

- \$2,500/blast



Single Advertiser Dedicated e-blast sample

Seasonal e-blast sample

To advertise:
Katy Hoch • 817.734.1213 • khoch@visitdenver.com
VISITDENVER.com



VISIT DENVER

Destination Services E-Blast Opportunities

DEFINITE GROUPS E-BLASTS

As VISIT DENVER prepares for upcoming meetings, our Destination Services team sends a series of five themed emails to meeting planners who have booked Denver.

This is an opportunity to directly market your business to meeting planners in one or more of these e-blasts.

Meeting planners receive information about how to plan their meeting in Denver, off-site event venues and vendors as well as promoting attractions to their attendees.

Five E-Blasts Available:

1. INTRODUCTION TO VISIT DENVER DESTINATION SERVICES
 2. LET US HELP: Promote Your Meeting
 3. LET US HELP: Off-Site Planning
 4. LET US HELP: Last Minute Details
 5. LET US HELP: Promote Denver to Your Attendees
- Each email sent to 600-800 planners of single-hotel meetings throughout the 12 month run.

RATE

- \$2,500/blast
- *12 month run



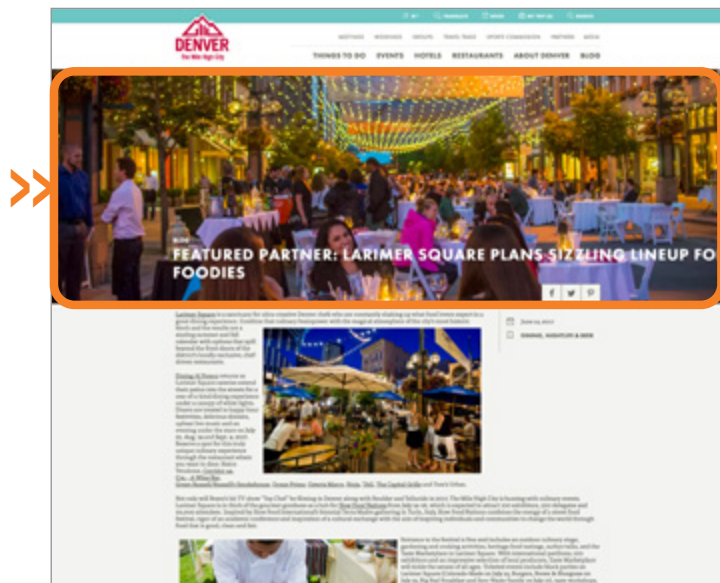
Destination Services e-blast sample

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VISITDENVER.com


VISIT DENVER
The Convention & Visitors Bureau

VISITDENVER.com Blog Products

Visit Denver Blog ranked #1
in Feedspot's Top 50
Denver Blogs.



Blog Post



Supporting Facebook Post

SPONSORED CONTENT + PROMOTED FACEBOOK POST

Sponsored content is tailored content located on the VISIT DENVER Blog that is sponsored by a single advertiser. Time on Page for the VISIT DENVER Blog is over 4 minutes average. Some have been closer to 10!

Sponsored content should be:

- Useful or entertaining
- Great story telling about a subject that intersects with the advertiser's brand and is not explicitly promotional (e.g. Top 10 reasons . . . Insider Tips. . .)

Includes:

- One Sponsored Content Article with photos (up to 400 words). VISIT DENVER can assist with creating content.
- One Social Media Post boosted for 2 days to promote article. Links to story on VISIT DENVER Blog.

RATE

- \$2,500

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VISIT DENVER

Social Media Products

FACEBOOK ADS

Facebook ads are sponsored ads that appear on the news feeds of readers. They look like a post and denote “Sponsored” directly underneath the company’s name on the post. VISIT DENVER will boost the Facebook ad and post on Instagram.

Great for branding and generating likes for your business, and are perfect to promote events.

- For companies that want to:
 - *Target VISIT DENVER’s followers or local-like audience*
 - *Reach a highly targeted audience*
 - *Partner with reputable brands*
 - *Target outside existing followers*
- Ad will run for an agreed upon amount of time, or up to a month, and will link back to the advertiser’s site
- VISIT DENVER will run the ad through Ads Manager
- Sponsored Facebook ads will appear as a post in the VISIT DENVER feed
- Advertiser will choose target audience (We encourage partners to choose VISIT DENVER’s regional and national markets)

RATE

- \$1,750 per post

VISIT DENVER
Sponsored · 🌐

Enjoy a collection of elevated and immersive culinary experiences over 4 days at this... See More

CCNFOODANDWINE.COM
Cherry Creek North Food & Wine
Tickets start at \$45

You and 10 others

Like Comment

VISIT DENVER
Sponsored · 🌐

The Oxford Hotel. Come for the experience, stay for the story.

THEOXFORDHOTEL.COM
The Oxford Hotel | An icon among Denver hotels

Book Now

You and 8 others

Like Comment Share

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VISITDENVER.com


VISIT DENVER
The Convention & Visitors Bureau

VISIT DENVER

Social Media Products

INSTAGRAM POST

VISIT DENVER Instagram: 119,000 followers

Includes:

- Your photo
- Your copy
- Your hashtag

RATE

- \$1,000 per post

INSTAGRAM STORIES

VISIT DENVER Instagram: 119,000 followers

Includes:

- 1 Instagram Story (5-10 photos/video)
- 1 Instagram Post to promote
- Will link to partner website
- May include tagging, hashtags and location

RATE

- \$1,500 per story
- \$250 to pin your Instagram Story to Highlights for up to 6 months

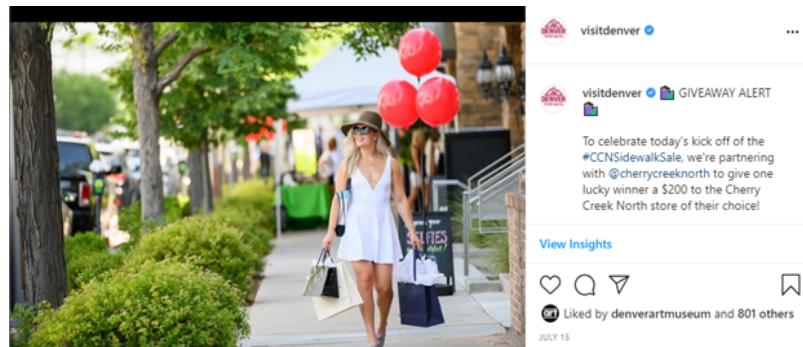
INSTAGRAM CONTEST

- 1 Instagram Contest (prize to be provided by advertiser):

- Post lives on VISIT DENVER Instagram Feed
- Great for events & openings, attractions, adventure companies, and hotels
- Ideal to reach millennial audience

RATE

- \$1,500 per contest
- \$3,000 both story and contest



Disclaimer: All content subject to approval.

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VISIT DENVER
The Convention & Visitors Bureau

DIGITAL SIGNAGE at Tourist Information Centers

Getting in front of nearly a million convention attendees, concert goers, and public show visitors has never been so easy.

COLORADO CONVENTION CENTER TOURIST INFORMATION CENTER

- High visibility, high traffic
- Tourist and local market reach
- Information and dining reservations made at the desk



RATE

24 SCREENS, ADS ROTATE THROUGH ALL SCREENS, FRONT AND BACK.

Cost: \$400/month



RATE

BROCHURE DISTRIBUTION

Cost: \$500/year (annual commitment)

FREE brochure distribution with sign purchase

DOWNTOWN TOURIST INFORMATION CENTER



RATE

DIGITAL SIGNS

Static images run on five screens: three inside, two facing California Street.

Cost: \$300/month, ads rotate on all five screens.



RATE

LARGE DISPLAYS

Video or static image which runs on four screens—68" wide by 44" high.

Cost: \$500/month for each wall

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