DENVER & THE MILE HIGH CITY
COLORADO

ADVERTISING OPPORTUNITIES

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.

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

- ACCOMMODATIONS: $1.94B
- TRANSPORTATION: $1.7B
- EATING / DRINKING: $1.15B
- RETAIL: $674M
- RECREATION: $537M

All stats from 2019 Longwoods Report

To advertise:
Katy Hoch • 817.734.1213 • khoch@visitdenver.com
VISITDENVER.com
VISIT DENVER’s
Official Visitors Guide
to Denver and Colorado (OVG)
425,000 COPIES ANNUALLY IN TWO EDITIONS

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

*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

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

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>RATES</th>
<th>OVG Advertisers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$5,000</td>
<td></td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$4,250</td>
<td></td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$4,500</td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>$4,000</td>
<td>$2,000*</td>
</tr>
<tr>
<td>Half Page</td>
<td>$2,000</td>
<td>$1,000*</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$1,000</td>
<td>$500*</td>
</tr>
</tbody>
</table>

* 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)
VISIT DENVER’s Map Pad

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.

**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

**METRO MAP SIDE**

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

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

**VISITDENVER.com**

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

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

#### ADVERTISING OPTION LOCATION RATE

**LEISURE SITE**

<table>
<thead>
<tr>
<th>ADVERTISING OPTION</th>
<th>LOCATION</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Feature Ad</td>
<td>Home Page</td>
<td>$35/CPM</td>
</tr>
</tbody>
</table>

#### ADVERTISING OPTION LOCATION 100% SOV 50% SOV 25% SOV

**LEISURE SITE**

<table>
<thead>
<tr>
<th>ADVERTISING OPTION</th>
<th>LOCATION</th>
<th>100% SOV</th>
<th>50% SOV</th>
<th>25% SOV</th>
</tr>
</thead>
<tbody>
<tr>
<td>E Header Ad</td>
<td>Things To Do page</td>
<td>$3,000/mo.</td>
<td>$1,500/mo.</td>
<td>$750/mo.</td>
</tr>
<tr>
<td></td>
<td>Arts &amp; Culture</td>
<td>$600/mo.</td>
<td>$300/mo.</td>
<td>$150/mo.</td>
</tr>
<tr>
<td></td>
<td>Attractions</td>
<td>$2,500/mo.</td>
<td>$1,245/mo.</td>
<td>$623/mo.</td>
</tr>
<tr>
<td></td>
<td>Day Trips &amp; Around Colorado</td>
<td>$2,200/mo.</td>
<td>$1,100/mo.</td>
<td>$550/mo.</td>
</tr>
<tr>
<td></td>
<td>Itineraries</td>
<td>$600/mo.</td>
<td>$300/mo.</td>
<td>$150/mo.</td>
</tr>
<tr>
<td></td>
<td>Book a Tour</td>
<td>$500/mo.</td>
<td>$250/mo.</td>
<td>$75/mo.</td>
</tr>
<tr>
<td></td>
<td>Music &amp; Nightlife</td>
<td>$600/mo.</td>
<td>$300/mo.</td>
<td>$150/mo.</td>
</tr>
<tr>
<td></td>
<td>Hotels</td>
<td>$500/mo.</td>
<td>$250/mo.</td>
<td>$125/mo.</td>
</tr>
<tr>
<td></td>
<td>Spring/Summer</td>
<td>$2,000/mo.</td>
<td>$1,000/mo.</td>
<td>$500/mo.</td>
</tr>
<tr>
<td></td>
<td>Family Friendly</td>
<td>$500/mo.</td>
<td>$250/mo.</td>
<td>$125/mo.</td>
</tr>
<tr>
<td></td>
<td>Shopping, Spas &amp; Beauty</td>
<td>$300/mo.</td>
<td>$150/mo.</td>
<td>$75/mo.</td>
</tr>
<tr>
<td></td>
<td>Sports &amp; Recreation</td>
<td>$330/mo.</td>
<td>$165/mo.</td>
<td>$82/mo.</td>
</tr>
<tr>
<td></td>
<td>Fall/Winter</td>
<td>$1,000/mo.</td>
<td>$500/mo.</td>
<td>$250/mo.</td>
</tr>
<tr>
<td></td>
<td>Restaurants/Denver Dining Pages</td>
<td>$1,000/mo.</td>
<td>$500/mo.</td>
<td>$250/mo.</td>
</tr>
</tbody>
</table>

#### ADVERTISING OPTION LOCATION RATE

**MEETINGS AND CONVENTIONS SITE**

<table>
<thead>
<tr>
<th>ADVERTISING OPTION</th>
<th>LOCATION</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>C Feature Ad</td>
<td>Meetings and Conventions/Weddings</td>
<td>$500/mo.</td>
</tr>
<tr>
<td></td>
<td>Virtual Denver Page</td>
<td>$500/mo.</td>
</tr>
<tr>
<td>ADVERTISING OPTION</td>
<td>LOCATION</td>
<td>RATE</td>
</tr>
<tr>
<td>----------------------------------</td>
<td>-----------------------------------------------</td>
<td>--------------------</td>
</tr>
<tr>
<td><strong>RUN OF SECTION PLACEMENTS</strong></td>
<td></td>
<td><strong>CPM RATE:</strong></td>
</tr>
<tr>
<td>A Feature Ad</td>
<td>Things to Do, Restaurants, About Denver</td>
<td>$20/CPM</td>
</tr>
<tr>
<td></td>
<td>Hotels</td>
<td>$30/CPM</td>
</tr>
<tr>
<td>B Feature Ad</td>
<td>Denver 365 Home Page</td>
<td>$25/CPM</td>
</tr>
<tr>
<td>C Featured Listing</td>
<td>Puts your partner listing at the top of any relevant searches</td>
<td><strong>MONTHLY FLAT RATE:</strong> $350/MONTH</td>
</tr>
</tbody>
</table>
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

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
- 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
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

*Rates are subject to change.
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

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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

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**Single Advertiser Dedicated e-blast sample**

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**Seasonal e-blast sample**
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
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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VISITDENVER.com
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 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.
DIGITAL SIGNAGE at Tourist Information Centers

COLORADO CONVENTION CENTER
TOURIST INFORMATION CENTER

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

DOWNTOWN TOURIST INFORMATION CENTER

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

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

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