



VISIT DENVER

The Convention & Visitors Bureau

VISIT DENVER Media Kit

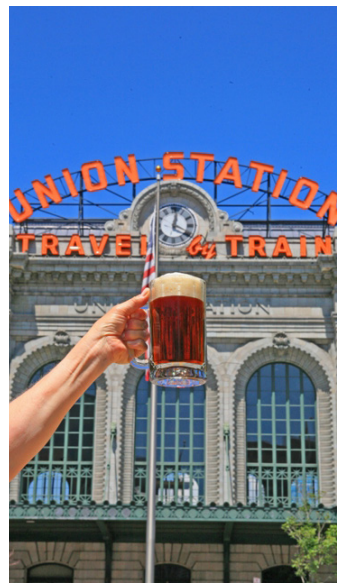




VISIT DENVER

The Convention & Visitors Bureau

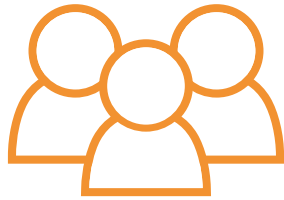
We are the official marketing organization for the city and county of Denver. Our mission is to bring conventions and leisure visitors to Denver for the economic benefit of the city, our partners and the community.



We know Denver. We market Denver.

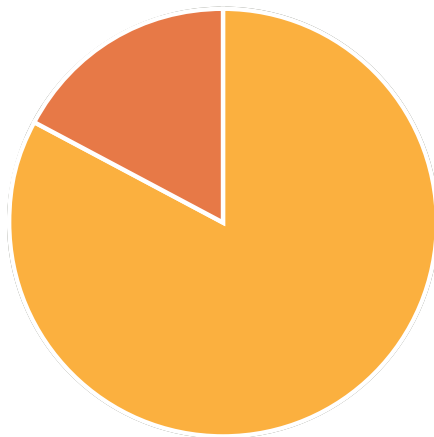
We can help tell your story and get you in front of the larger visitor and meeting planner audiences we serve.

The Power of Denver Tourism



36.3M
annual visitors

19.9M
overnight visitors



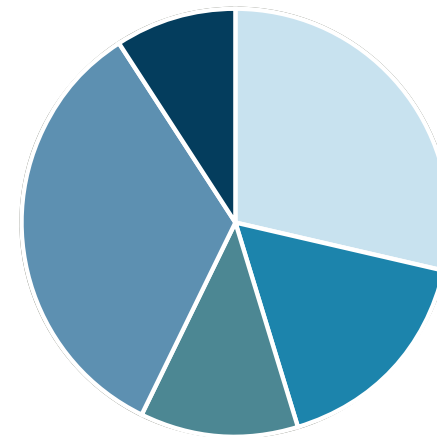
% of Total Spending

- Overnight (85%)
- Day Trippers (15%)



\$9.4B
total spending

\$8.0B
overnight spending

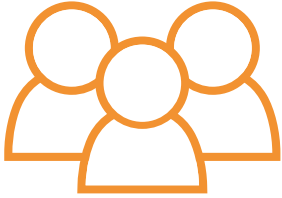


Overnight Spending

- Accommodations (\$2.30B)
- Eating/Drinking (\$1.35B)
- Retail (\$969M)
- Transportation (\$2.69B)
- Recreation (\$685M)

Source: Longwoods International Denver Visitor Profile Report 2022 Travel Year

Our Visitors



DEMOGRAPHICS

49% Female 51% Male

Age 18-24 (12%)

Age 25-34 (23%)

Age 35-44 (19%)

Age 45-54 (19%)

Age 55-64 (14%)

Age 65+ (14%)

HHI \$75k+ (41%)



3 NIGHTS

average overnight stay in Denver

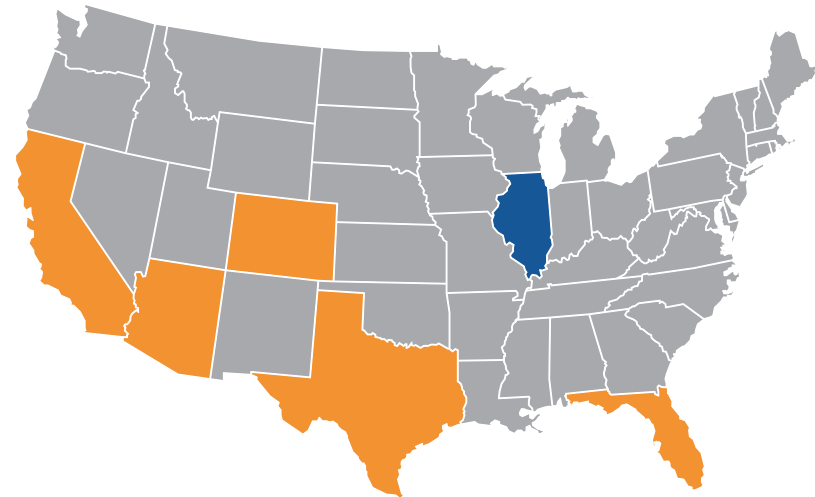


\$229/PERSON

average dollars per day spent by marketable visitors

TOP MARKETS

Colorado
California
Texas
Arizona
Florida



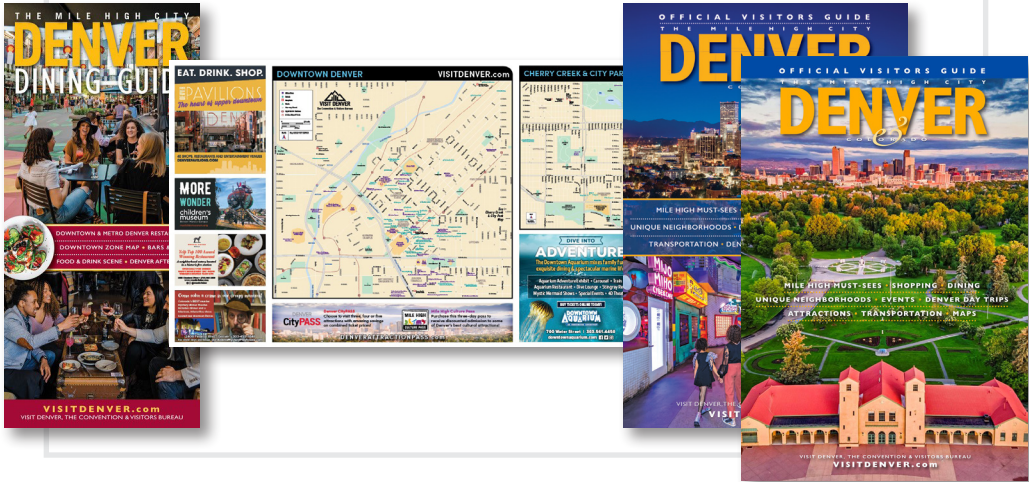
Source: Longwoods International Denver Visitor Profile Report 2022 Travel Year

To advertise, contact: Katy Hoch | 303.571.9432 | khoch@visitdenver.com | Partnership Sales Manager

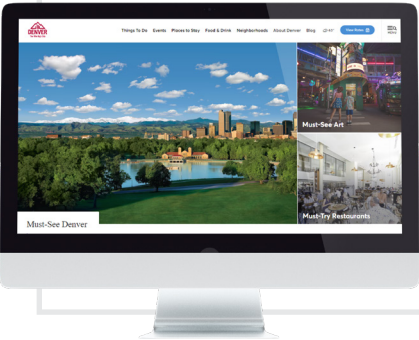
VISIT DENVER can help you engage with travelers at multiple touchpoints along their planning and booking journey.

Tap into \$9.4B in visitor spending with guaranteed exposure through VISIT DENVER's trusted channels.

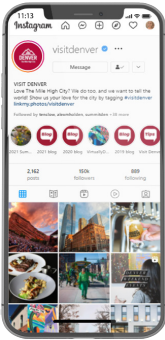
PRINT



WEBSITE



SOCIAL



E-NEWSLETTERS



DIGITAL DISPLAY & BROCHURE DISTRIBUTION



Official Visitors Guide to Denver & Colorado

Print visitor guides remain a powerful planning and booking resource for visitors. Our FREE visitors guide is a must have for travelers planning their Mile High City experience.

Printed Semi-annually

- Spring/Summer- 175,000 copies
- Fall/Winter- 175,000 copies
- Print & digital formats

Direct Fulfillment

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

In-market Distribution

- More than 140 Metro Area locations
- Front Range hotels
- Visitor Centers at Union Station and Colorado Convention Center
- State welcome centers
- Rental car companies
- Domestic and international motorcoach groups
- Media press kits
- Convention attendees
- Denver International Airport Information Desks



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

Denver Nuggets
1600 Chopper Cir.,
Denver, CO 80202, 303-465-1491.
A member franchise of the National Basketball Association, the Nuggets play their home games at Ball Arena. The Nuggets season runs October to April. Tickets are available through Ticketmaster or by calling 303-387-DUNN (3863).

SPORTS, MUSIC & EVENT VENUES
ISTBANK Center
1400 Wynkoop St.,
Boulder, CO 80501, 303-443-8799.
The premier mid-level arena in the Denver area for live music, family shows, sporting events, community functions and more.

ABC Presents at The Mission Ballroom
Colorado Music Hall, 412 Welton St.,
Denver, CO 80202, 726-831-8796.
This venue has a flexible capacity from 1,200 to 3,192 guests and offers the best value experience for concertgoers in Colorado.

Ball Arena
Ball Arena, 1600 Chopper Cir.,
Denver, CO 80202, 303-465-1106.
With more than 320 events each year, Ball Arena hosts concerts and family shows, and is home to the Colorado Avalanche, Denver Nuggets and Colorado Mammoth.

The Bluebird Theater
1600 Broadway, 3017 E. Colfax Ave., 3F,
Denver, CO 80202, 303-733-1164.
Named as one of the Best Clubs in America by Rolling Stone magazine, the Bluebird's 300-person capacity offers an intimate-but-never-with-a-strange-in-the-club atmosphere.

Crown Field - Home of the Colorado Rockies
Crown Field, 3001 Blake St.,
Denver, CO 80202, 303-539-6200.
Year-round venue provides a ballfield atmosphere in one of the premier ballparks in Major League Baseball. Complimentary hot tickets by appointment. Admission.

DICK'S Sporting Goods Park
10001 North Pecos, Commerce City, CO 80015,
303-372-8366.
Featuring the 18,000-seat home stadium of the Colorado Rapids FC, as well as 24, 24,000-seat capacity for an intimate-but-never-with-a-strange-in-the-club atmosphere. Admission.

Empower Field at Mile High
Empower Field at Mile High, 1785 Bryant St.,
Denver, CO 80202, 726-326-3667.
A year-round entertainment venue and a great backdrop for a premier event or an unforgettable sporting event. Private event space is available throughout the year.

EXDO Event Center
1299 31st St.,
Denver, CO 80202, 303-468-8445.
Open for public and private events and parties, there's always something exciting happening in the EXDO Event Center.

Field of Green Amphitheater
1400 Wynkoop St.,
Denver, CO 80202, 303-465-1106.
With a seating capacity of 17,000 people, an outdoor stage and sound and lighting systems, Field of Green is one of the best venues in Colorado for its outdoor amphitheater concert venue.

The Fillmore Auditorium
1318 Clarkson St.,
Denver, CO 80202, 303-733-8888.
As a live spot for concertgoers and performers alike, The Fillmore Auditorium has showcased a long list of all-stars from Green Day to Frank Zappa to Spring.

The Gothic Theatre
1301 13th St. S.,
Englewood, CO 80110, 303-769-9206.
Historic great rock and roll theater that hosts concerts and live entertainment from a well-established touring band.

The Historic Denver Coliseum
1500 W. Alameda St.,
Denver, CO 80202, 303-733-8888.
Opened in 1911, home of the National Western Stock Show and several events. New renovation features the addition of vintage glass, mahogany doors, mosaic floor tiling and public art.

Infinity Park Event Center
1400 Wynkoop St.,
Denver, CO 80202, 303-465-1106.
Our dynamic complex plays host to live, family, community, trade shows, rallies, banquets, dinners, corporate parties, camping and more.

Jiffy Events & Venue
1520 W. Alameda St.,
Denver, CO 80202, 303-465-1106.
Our dynamic complex plays host to live, family, community, trade shows, rallies, banquets, dinners, corporate parties, camping and more.

LeVine Pavilion Denver
1400 Wynkoop St.,
Denver, CO 80202, 303-465-1106.
Colorado's premier venue for cultural events and non-sports events. In March, the site is open to the public year-round.

The Historic Denver Coliseum
1500 W. Alameda St.,
Denver, CO 80202, 303-733-8888.
Opened in 1911, home of the National Western Stock Show and several events. New renovation features the addition of vintage glass, mahogany doors, mosaic floor tiling and public art.

Margie Theater
1400 Wynkoop St.,
Denver, CO 80202, 303-465-1106.
Award-winning sound system, steady rock music, top local acts performing nightly. Margie is your next stop for live music.

The Ogden Theater
1400 Wynkoop St.,
Denver, CO 80202, 303-465-1106.
Premier concert venue in Capitol Hill area of downtown Denver featuring more than 150 shows a year of the highest quality live music in the country. Maximum capacity of 1,200.

Paramount Theater
1421 Glenview Pl.,
Denver, CO 80202, 303-423-8196.
From rock concerts to dance performances, comedy to lectures and movies to Westward origin performances, Theatre Paramount Denver remains a top choice in Denver's entertainment scene.

Planet Fitness International Raceway
1400 Wynkoop St.,
Denver, CO 80202, 303-465-1106.
Planet Fitness International Raceway is Colorado's premier venue for cultural events and non-sports events. In March, the site is open to the public year-round.

Red Rocks Amphitheatre
1400 Wynkoop St.,
Denver, CO 80202, 303-465-1106.
Red Rocks is the world's best concert venue. With its natural theater and sound system, Red Rocks is the world's best concert venue. With its natural theater and sound system, Red Rocks is the world's best concert venue.

Summit
1400 Wynkoop St.,
Denver, CO 80202, 303-465-1106.
High quality entertainment venue. Perfect for night-time events and day-time events. Perfect for night-time events and day-time events.

1/2 Page Ad

To advertise, contact: Katy Hoch | 303.571.9432 | khoch@visitdenver.com | Partnership Sales Manager

VISIT DENVER Dining Guide

Pocket sized and easy to use. This 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 Tourist Information Centers at Union Station and Colorado Convention Center.

Annual Distribution

- 50,000 Copies

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

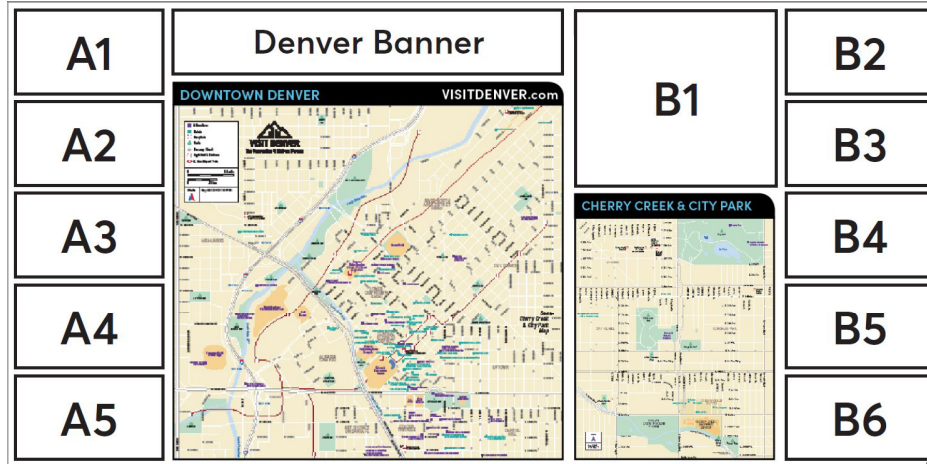
† Downtown (LoDo/Larimer Square/Riverfront/RiNo/Five Points)
 South Broadway/Washington Park/South Pearl/South Gaylord
 South Metro/Denver Tech Center/Park Meadows
 Golden Triangle Museum District/Art District on Santa Fe
 Capitol Hill/Uptown/Governor's Park
 Cherry Creek/Colorado Blvd.
 Highlands (Highlands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



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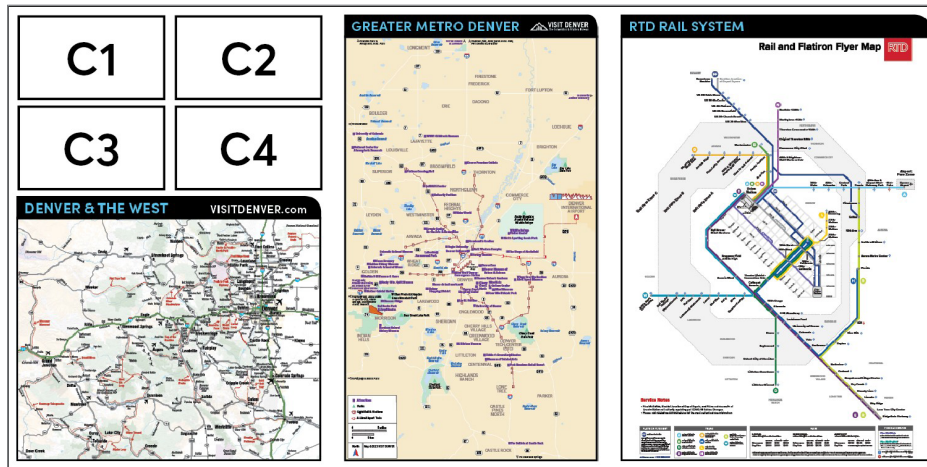
VISIT DENVER Map Pad

This handy and portable map is distributed at 100+ locations around Denver including hotels and the Tourist Information Centers at Union Station and Colorado Convention Center. **100,000 copies of the map pad are printed two times per year.** Concierges say it is the perfect resource to help visitors navigate the area!



Downtown Map Side

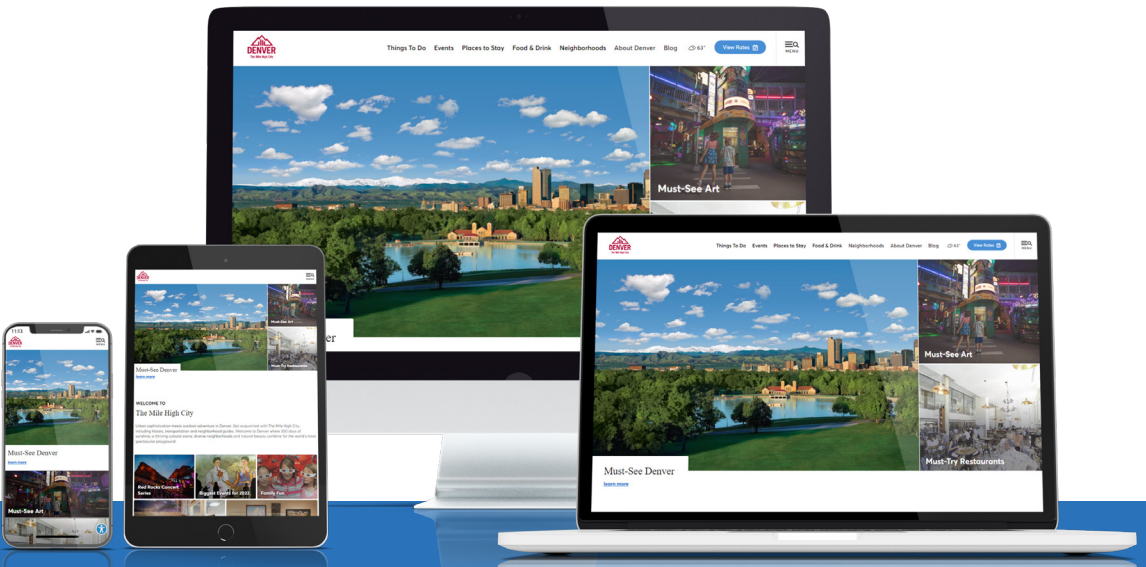
- 1 space: \$1,399
- Premium B1 space: \$2,700
- Denver banner space: \$3,000
- Discount for 2 or more spaces



Metro Map Side

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

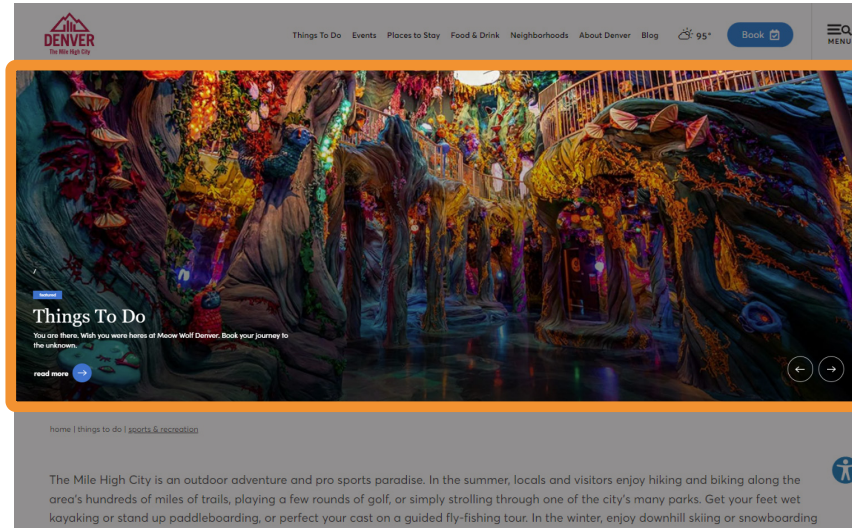
Users are looking for help as they plan their stay, and our highly engaging website provides them all the things to see & do, where to stay, places to dine and more.



VISITDENVER.com 2023 Stats:

- 13M+ visits
- #1 site for visitor info!
- 70%+ of traffic to site is mobile
- #1 on Google and Bing for over 6,000 tourism & meeting keyword phrases

VISITDENVER.com – Header Ads



Advertising Option	Location	100% SOV	50% SOV	25% SOV
HEADER AD (RATE PER MONTH)	Things To Do	\$1,800	\$900	\$450
	Day Trips	\$750	\$375	\$188
	Arts & Culture	\$600	\$300	\$150
	Outdoor Activities	\$600	\$300	\$150
	Tours	\$500	\$250	\$125
	Family Friendly	\$500	\$250	\$125
	Fall & Winter Activities	\$350	\$175	\$100
	Sports & Recreation	\$330	\$165	\$83
	Shopping	\$330	\$165	\$83
	Food & Drink	\$330	\$165	\$83
	Attractions – Must See & Do	\$1,000	\$500	\$250
	Attractions – Homepage	\$800	\$400	\$200
	Places To Stay	\$500	\$250	\$125
	Meetings/hotels-venues/find-a-hotel-block	\$500	\$250	\$125

VISITDENVER.com – Header Ads (cont.)



Advertising Option

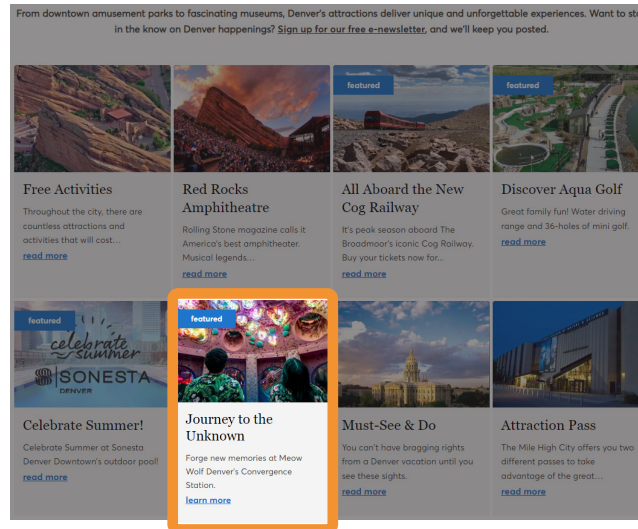
HEADER AD

(RATE PER MONTH)

Location	100% SOV	50% SOV	25% SOV
Blog – Events & Things To Do This Weekend	\$1,500	\$750	\$375
Blog – Denver's Biggest Events	\$1,400	\$700	\$350
Events – Homepage	\$1,000	\$500	\$250
Events – Music	\$350	\$175	\$100
Events – Concerts & Live Music/ Outdoor Summer Concert Season	\$300	\$150	\$75
Nightlife	\$330	\$165	\$83
Health & Wellness	\$330	\$165	\$83
Itineraries – Homepage	\$330	\$165	\$83
Itineraries – Denver in 3 Days	\$330	\$165	\$83

VISITDENVER.com – Featured Ads

Web advertising allows your business to target the most qualified audience of visitors – those actively engaged in trip planning. Featured ads look like editorial and, therefore, they get a great clickthrough rate.



Advertising Option	Location	Rate
FEATURED AD	Things To Do Homepage	\$600
(RATE PER MONTH)	Attractions	\$320
	Arts & Culture	\$300
	Family Friendly (Run of Section = Family + Teens + Kids)	\$475
	Basecamp	\$350
	Day Trips Around Colorado	\$260
	Health & Wellness	\$250
	Food & Drink	\$250
	Make A Night of It (Run of Site)	\$750
	Places To Stay (Run of Section = Homepage + Deals + Hotels)	\$500

VISITDENVER.com – Featured Listings

Stand out among other business listings on VISITDENVER.com with a featured business listing. Our featured business listings place you at the top of a relevant category search, ensuring you are top of mind when visitors are looking and planning.

The screenshot shows a search results page on VISITDENVER.com. At the top, there are filters for 'View: Grid', 'Sort: Recommended', and 'Near Me'. A search bar contains the text 'keyword...'. On the left, there are sections for 'Where' (listing various Denver neighborhoods) and 'Categories' (listing various activity types). The main content area displays a grid of business listings. The 'Delicious Denver Food Tours' listing is highlighted with an orange border. It features a 'featured' badge, a photo of people eating, and buttons for 'quickview', 'book now', and 'visit website'. Other listings include 'Mile High Bike Tours', 'Explorer Tours', '2 Below Zero Dinner Sleigh Rides and Chuckwagon', '5280 Angler', and 'A1 Wildwater, Inc.'.

Advertising Option

**FEATURED LISTING
(RATE PER MONTH)**

Location

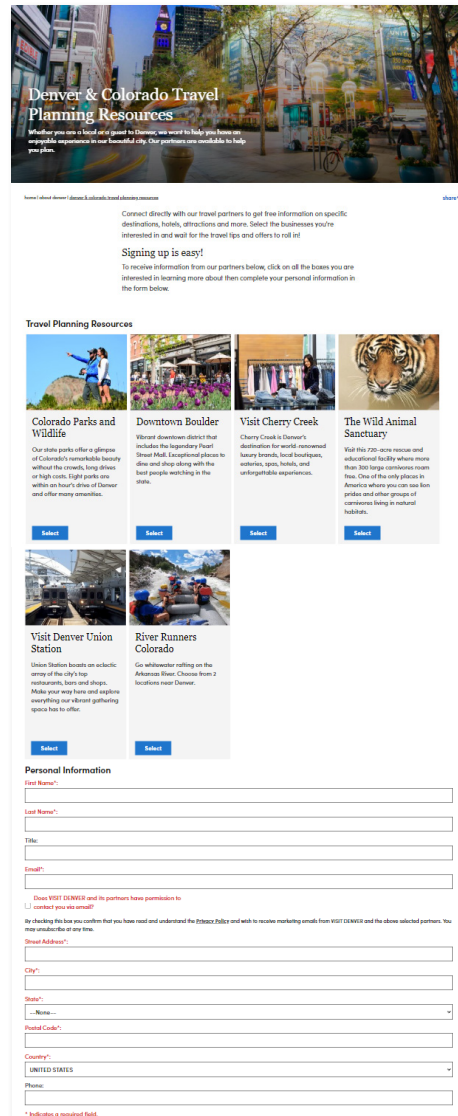
Puts your partner listing to the top of one major category or sub-category

Rate

\$350

VISITDENVER.com – Website Leads Program

Our website leads program puts the leads into your hands! Gain exposure and grow your opt-in database. When visitors sign up to receive the *Official Visitors Guide* or subscribe to our monthly eNewsletter, they can request information about your business. Those leads are then sent to you to reach out to the visitor directly.



Denver & Colorado Travel Planning Resources

When you see a lead at a point to Denver, we want to help you have an enjoyable experience in our beautiful city. Our partners are available to help you plan.

Connect directly with our travel partners to get free information on specific destinations, hotels, attractions and more. Select the businesses you're interested in and wait for the travel tips and offers to roll in!

Signing up is easy!

To receive information from our partners below, click on all the boxes you are interested in learning more about then complete your personal information in the form below.

Travel Planning Resources

- Colorado Parks and Wildlife**
Our state parks offer a glimpse of Colorado's remarkable beauty without the crowds, long drives or high costs. Eight parks are within an hour's drive of Denver and offer many amenities.
- Downtown Boulder**
Vibrant downtown district that includes the legendary Pearl Street Mall. Exceptional places to dine and shop along with the best people watching in the state.
- Visit Cherry Creek**
Cherry Creek is Denver's destination for world renowned luxury brands, local boutiques, galleries, spas, hotels, and unforgettable experiences.
- The Wild Animal Sanctuary**
Visit this 750-acre rescue and educational facility where more than 300 large animals receive free care. One of the only places in America where you can see lion prides and other groups of carnivores living in natural habitats.
- Visit Denver Union Station**
Union Station boasts an eclectic array of the city's top restaurants, bars and shops. Make your next here and explore everything our vibrant gathering space has to offer.
- River Runners Colorado**
Go whitewater rafting on the Arkansas River. Choose from 2 locations near Denver.

Personal Information

First Name*

Last Name*

Title

Email*

Does VISIT DENVER and its partners have permission to contact you via email?

We thank you for confirming that you have read and understood the [Privacy Policy](#) and wish to receive marketing emails from VISIT DENVER and the above selected partners. You may unsubscribe at any time.

Street Address*

City*

State*

Postal Code*

Country*

Phone

* Indicate a required field.

Rates

- \$1,000 for three months
- \$1,800 for six months
- \$3,200 for 12 months

*Rates are subject to change.

VISIT DENVER Blog – Sponsored Blog Post

Tell your unique story on our Blog! In Feedspot's Top 50 Denver Blogs and a 2.5-minute average time on page.

Featured Partner: Exciting Events Happening in Cherry Creek This Summer

BY SPONSORED CONTENT | MAY 24, 2022

From world-renowned luxury brands to one-of-a-kind local boutiques and eateries, **Cherry Creek** is where Denverites go for fashion finds, exceptional dining and unforgettable experiences. And through a special series of events this summer, you can experience the best of what the neighborhood has to offer.

Conveniently located just three miles from downtown Denver, Cherry Creek is a Mile High City hot spot you don't want to miss. Cherry Creek North is a walkable outdoor shopping and dining district spanning 16 blocks where you'll find ample outdoor dining options and locally owned businesses on every corner. Just across the street, Cherry Creek Shopping Center is home to the largest collection of luxury retail in the Rocky Mountain region including Zara, Neiman Marcus, Tiffany & Co., Louis Vuitton, Tory Burch and Burberry.

Cherry Creek is also a great place for a getaway. When you check in at one of **five hotels** in Cherry Creek North, you get much more than a room key. Each hotel has its own unique personality with amenities to match, ranging from swanky rooftop pools to stocked gear garages ready to equip your Colorado adventure.

Cherry Creek North Summer Events

Discover Denver's most vibrant neighborhood for a summer in full bloom! From extraordinary dining experiences to charming local boutiques, **Cherry Creek North** offers an authentic Denver experience for your next getaway. Mark your calendar for these can't-miss summer events.

Sidewalk Sale

July 14-17, 2022

Start the summer season in style with the year's best sales from Denver's favorite local fashion boutiques, home furnishing stores and gift shops. Look for the signature red balloons at participating locations!

Sponsored Blog Post

- We can work with you to develop a story that is useful and entertaining to visitors.
- Your story will live on the blog for six months.
- VISIT DENVER will promote the post via an organic Facebook Post that links to the sponsored blog post.
- The Facebook Post will be boosted for two days.

Rate

- \$2,500/post

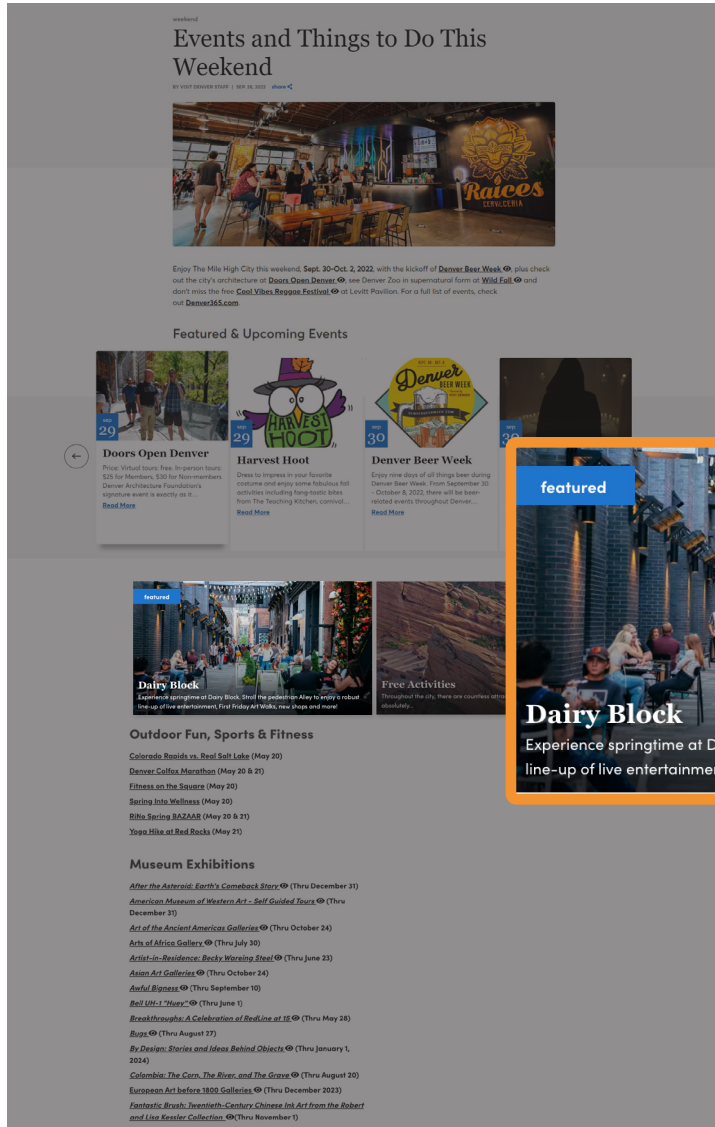
VISIT DENVER
May 25

Discover Denver's most vibrant neighborhood for a summer in full bloom! Mark your calendar for these can't-miss summer events happening in Cherry Creek. Click the link for more information: <https://bit.ly/3IDujgc>

Like Comment Share

VISIT DENVER Blog – Featured Ads

Catch visitors and a lot of locals with a premiere ad on our blog. The “Events and Things to Do This Weekend” and “Denver’s Biggest Events” blog posts are highly popular and heavily promoted through social media.



Weekend Blog

- Average impressions per month- 58,000
- Audience- 45% local; 55% regional
- Average time on page- 2:40

Rate

- \$500/month

Leisure eNewsletter – Featured Ad

Our monthly eNewsletter, "Discover Denver," is received by nearly 100,000 opt-in subscribers with an average 36% open rate and reaches an engaged and active travel audience.

Featured Ad

.....
Gives exposure to your business and content. As one of up to four featured content units in the email, your content gets attention and helps tell your story to consumers.

Rate

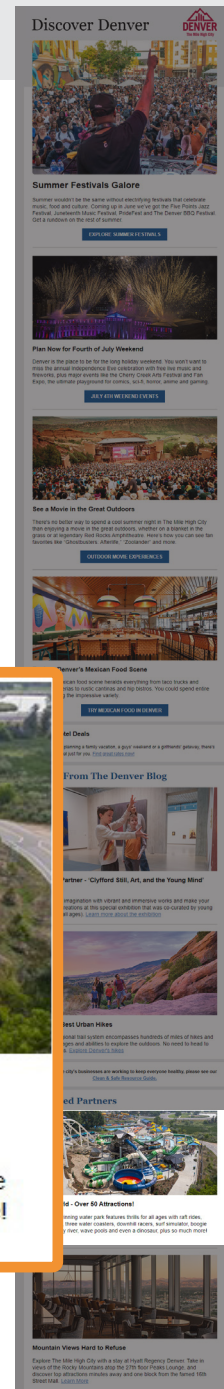
- \$1,000/eNewsletter



Water World - Over 50 Attractions!

The award-winning water park features thrills for all ages with raft rides, speed slides, three water coasters, downhill racers, surf simulator, boogie boarding, lazy river, wave pools and even a dinosaur, plus so much more!

[Learn More](#)



Leisure eNewsletter – Dedicated eNewsletter

It's all about you, and whatever you want to promote. Received by nearly 100,000 opt-in subscribers, the "Discover Denver" eNewsletter reaches an engaged and active travel audience.



Dedicated eNewsletter

- Delivered the third week of the month.
- Labeled "Sponsored Content."
- Advertisers may purchase up to two dedicated eNewsletters per year.

Rate

- \$2,500/eNewsletter

Discover Denver
Sponsored Content




Travel to the Converged Worlds 🌟🚀

People of Earth!

Finally, interdimensional travel enthusiasts everywhere are welcome to explore unknown worlds from Meow Wolf Denver's first earthbound transit stop, *Convergence Station*.



Enjoy full commuter service connecting several unearthly worlds to our own, where you're invited to uncover the epic story of four worlds joined together through a rare cosmic event. Explore the 70+ art installations, rooms and portals within this mind-bending, 4-story immersive exhibit at your leisure. Or, for a deeper dive, purchase a QPASS upon entry to unlock hidden memories, alien technologies and secrets of the unknown worlds. Fun for all ages, join us in the wonderment of quantum entanglement next time you're in Denver!



While you're mapping out your cosmic journey, be sure to look into the many metaphysical memories ready to be made at Meow Wolf Denver's venue, The Perplexplex. When your travel with us concludes, check out the wide array of concerts, events and other earthly happenings.

[LEARN MORE](#)


Discover Denver
Sponsored Content



A Whiskey Lover's Paradise, Right in Denver

Stranahan's distillery tour ranks on Yelp and TripAdvisor as a top activity in Denver because their guides are great at breaking down the fascinating process of whiskey distilling and aging as they lead you through their live production space and barrel rackhouse. Or maybe it's because you get to taste a selection of whiskeys during the tour.

[Explore Stranahan's Distillery Experiences](#)



Stranahan's boasts an impressive lineup of award-winning whiskeys. They also produce limited releases like their [Distillery Exclusives](#) and [Distiller's Experimentals](#) throughout the year like their Extra Añejo Tequila Cask, which are only available at the distillery shop and cocktail lounge.

Explore their introductory [American Single Malt Tour](#) and their more advanced [Top Shelf Tour](#), which includes a tasting straight from the barrel. They also offer food & whiskey pairings, cocktail classes and a selection of guided whiskey tastings where you'll learn how to properly nose and taste their wide selection of whiskeys.

See why the Stranahan's distillery is a Denver bucket list stop.

[Explore Stranahan's Distillery Experiences](#)

VISIT DENVER Social Media – Facebook

VISIT DENVER Facebook- 363,000+ followers

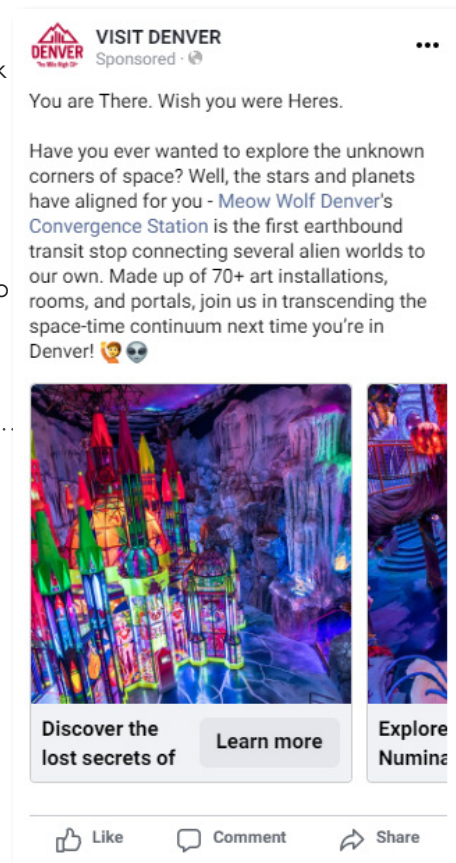
Facebook Ad

Facebook ads are sponsored ads that appear on the newsfeeds of your target audience. They look like a post and denote “Sponsored.” VISIT DENVER will put funds behind the Facebook ad.

- Great for branding and generating likes for your business, and perfect to promote events.
- For companies that want to:
 - » Reach a highly targeted audience
 - » Partner with reputable brands
 - » Target outside existing followers
- Ad will run for three days and will link back to the advertiser’s site.
- Sponsored Facebook ads will not appear in the VISIT DENVER newsfeed.
- Advertiser will choose target audience. (We encourage partners to choose VISIT DENVER’s regional and national markets.)

Rate

- \$1,500/ad



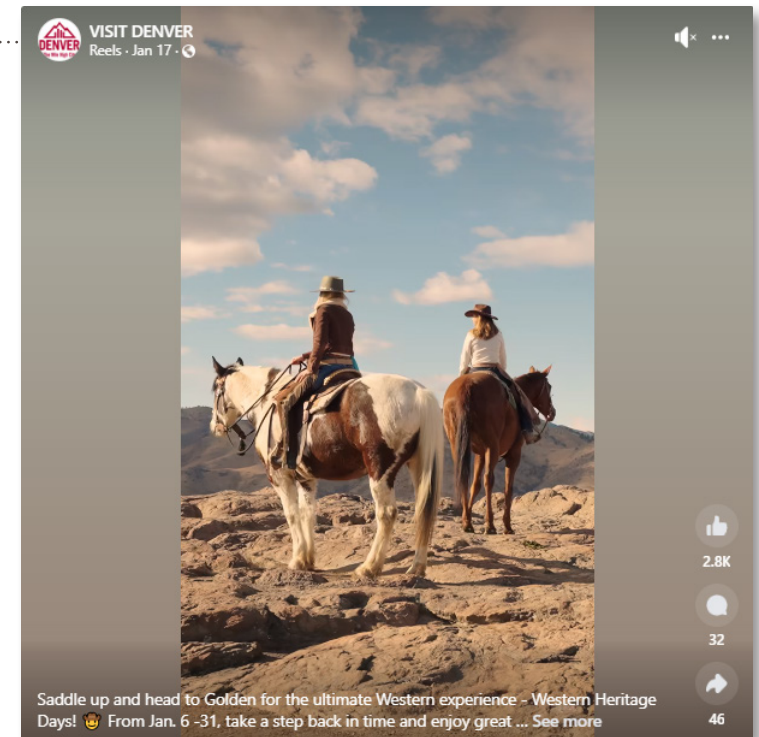
Facebook "Boosted" Post or Reel

Facebook Boosted Posts are posts that you pay to promote so they appear higher on newsfeeds, giving a post a better chance to reach existing fans and followers. The post appears in followers' newsfeeds organically – without the “Sponsored” tag.

- Great for promotions, launches, and events.
- Reaches audience that follows or has liked the VISIT DENVER page.
- Lives on the VISIT DENVER newsfeed.
- Links back to advertiser site.
- VISIT DENVER will boost the post or reel.

Rate

- \$1,750/post
- \$2,000/Reel



VISIT DENVER Social Media – Instagram

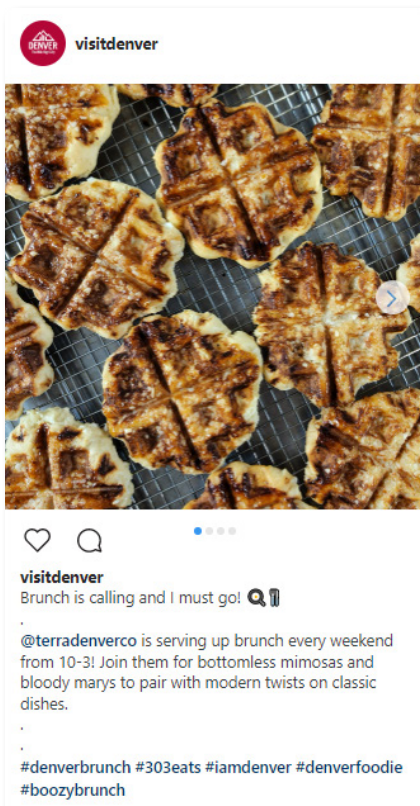
VISIT DENVER Instagram- 165,000+ followers

Instagram Post

- Your photo
- Your copy
- Your hashtag
- VISIT DENVER will boost the Instagram Post.

Rate

- \$1,000/Post



Instagram Reel

- Your Video
- Will link to your website.
- May include tagging & hashtag.
- Reel lives on VISIT DENVER Instagram Feed.

Rate

- \$1,250/Reel

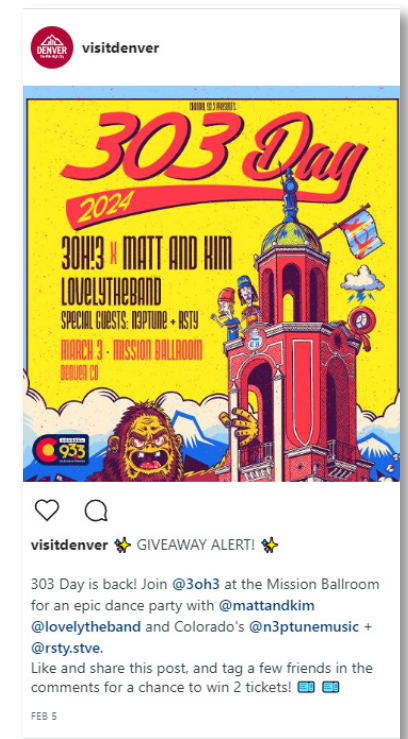


Instagram Contest

- Prize to be provided and fulfilled by advertiser.
- Post lives on VISIT DENVER Instagram Feed.
- Great for events & openings, attractions, adventure companies and hotels.
- Ideal to reach millennial audience.
- VISIT DENVER will boost the Instagram Contest.

Rate

- \$1,500/contest



VISIT DENVER Social Media – LinkedIn

Generate leads, drive website traffic and build brand awareness with LinkedIn ads. Target professionals by job title, function, industry and more.

VISIT DENVER, The Convention & Visitors Bureau
7,081 followers
Promoted

Your favorite airport is hiring! And working at an airport involves a lot more than just airplanes. There are roles in information technology, accounting, engineering, HVAC maintenance, dining, retail and so much more. With a workforce of approximately 35,000 people, DEN is one of the largest job generators in the state of Colorado and offers opportunities at all different levels and in all kinds of industries.

Denver International Airport (DEN) [Learn more](#)
jobs.flydenver.com

Like Comment Share

LinkedIn Ad

- For companies that want to:
 - » Reach a highly targeted audience
 - » Partner with reputable brands
 - » Target outside existing followers
- Ad will run for three days and will link back to the advertiser's site.
- LinkedIn ads will not appear in the VISIT DENVER feed.
- Advertiser will choose target audience.

Rate

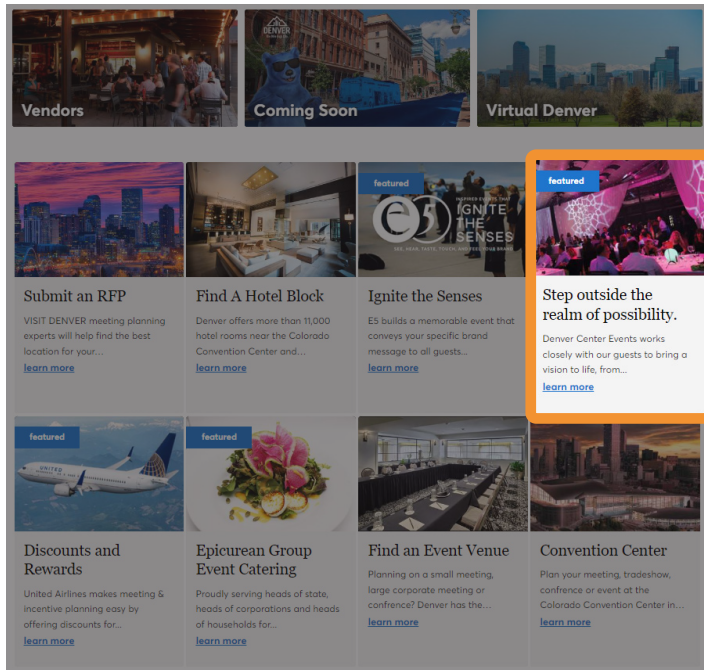
- \$1,000/ad

VISITDENVER.com – Meetings

Get in front of meeting planners!

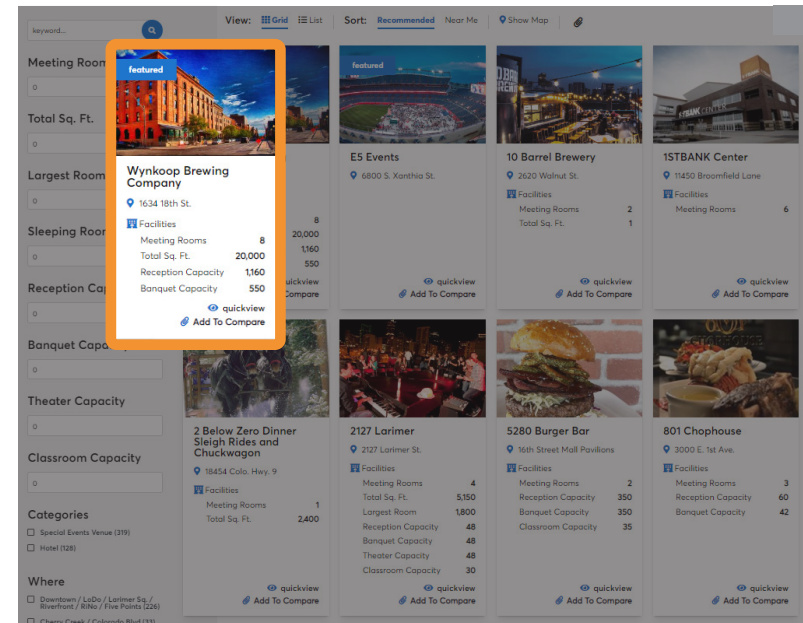
Featured Ads

Our meetings website is a powerful resource. It houses an array of organic content and information relevant to planners no matter where they are in the cycle.



Featured Listings

Stand out among other business listings on VISITDENVER.com with a featured business listing. Our featured business listings place you at the top of a relevant category search.



Advertising Option

FEATURED AD
(RATE PER MONTH)

FEATURED LISTING
(RATE PER MONTH)

Location

Meetings Homepage
Hotels & Venues
Meeting Services
Denver Info
Weddings

Puts your partner listing to the top of one major category or sub-category

Rate

\$500
\$500
\$500
\$500
\$500
\$350

Convention eNewsletter – Featured Ad

Our quarterly eNewsletter, "News from The Mile High City," delivers highlights of all the exciting things taking place in Denver.

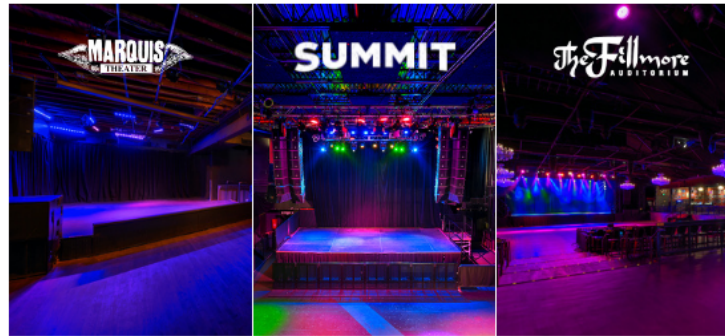
Featured Ad

- Curated list of 2,500+ meeting planners

Rate

- \$1,000/eNewsletter

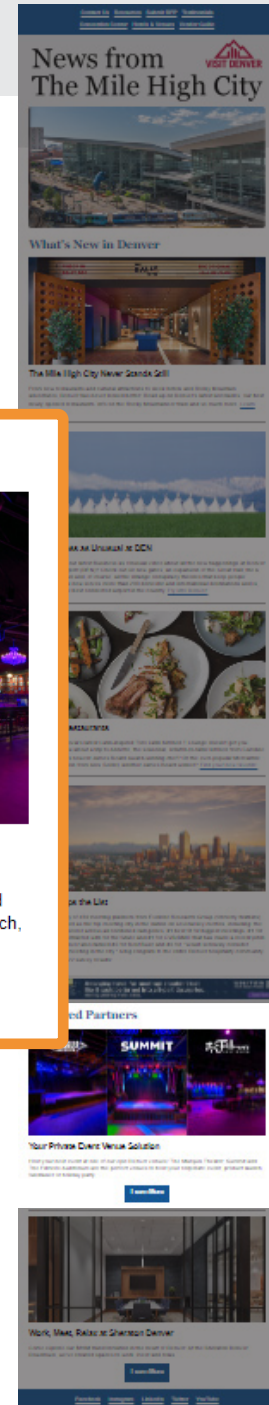
Featured Partners



Your Private Event Venue Solution

Host your next event at one of our epic Denver venues! The Marquis Theater, Summit and The Fillmore Auditorium are the perfect venues to host your corporate event, product launch, fundraiser or holiday party.

[Learn More](#)



Destination Services eBlast – Featured Ad

A can't miss product if you're looking to get in front of active buyers!

Featured Ad

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 eblasts.

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 eBlasts Available to Choose From:

- This eblast series is sent to planners of single-hotel meetings. Each eblast is sent at different timeframes before the meeting planner arrives.
 - Partners can choose to be featured in one of the five eblasts. The featured ad will appear in the eblast for 12 months.
- 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

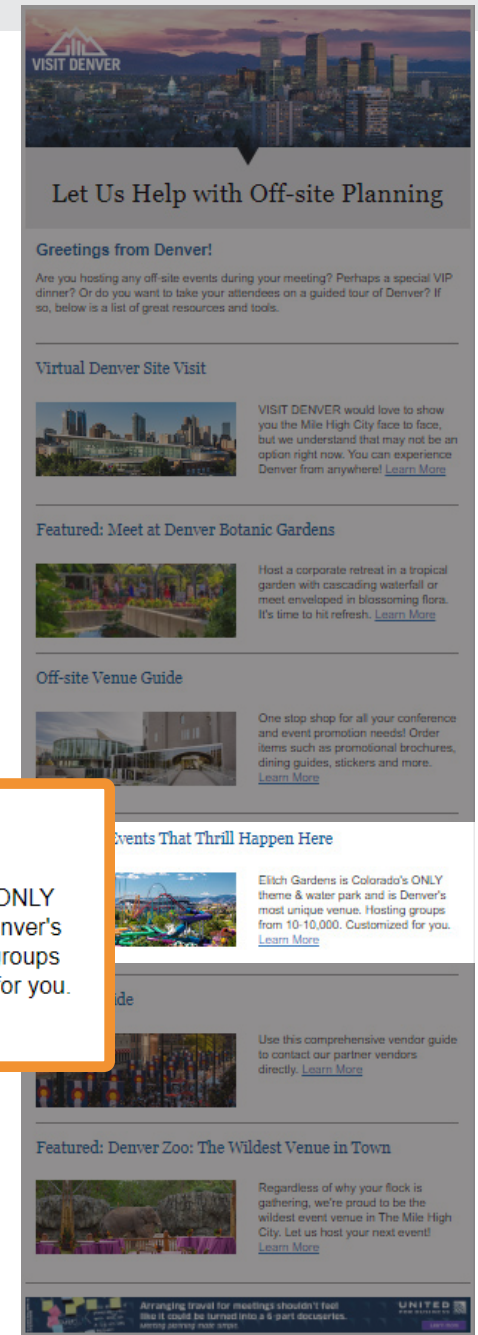
Rate

- \$1,500

Featured: Events That Thrill Happen Here



Elitch Gardens is Colorado's ONLY theme & water park and is Denver's most unique venue. Hosting groups from 10-10,000. Customized for you. [Learn More](#)



Hotels eBlast

A high-performing B2B product for hotels to reach national meeting planners.

Featured Ad

- Distribution: 100,000 meeting planners
- Two-touch approach: The first eblast is sent to 50,000 opt-in recipients. 7-10 days later a second deployment is sent to another 50,000 recipients, including email addresses that did not open the first send.
- Each eblast features up to four advertisers.
- Ad links back to advertiser website.


Rate

- \$2,500/eblast

Award-Winning Space

Experience **HGI Denver Union Station** - a 233-room hotel with 10,000 sq.ft. of multifunctional event space and natural light; including a pillar-less ballroom, 10 breakout rooms & an outdoor deck. Amazing LoDo location just blocks from I-25, Coors Field & Union Station.

[Book Now →](#)



Choose Denver for Your Next Meeting

Take Your Meeting a Mile High

Host your next event in a city that has it all: 12,000 rooms across a walkable downtown, creative off-site venues, delicious dining and craft beverages, an accessible airport with fares below the U.S. average and a train straight to downtown. Come see why meeting planners are choosing Denver!

[Start Exploring →](#)

Work. Meet. Relax

From large conferences to intimate gatherings and everything in between, allow **Sheraton Denver Downtown Hotel** to bring your group together. Come explore our \$80M renovation with reimagined spaces to work, meet, and relax.

[Book Now →](#)

Award-Winning Space

Experience **HGI Denver Union Station** - a 233-room hotel with 10,000 sq.ft. of multifunctional event space and natural light; including a pillar-less ballroom, 10 breakout rooms & an outdoor deck. Amazing LoDo location just blocks from I-25, Coors Field & Union Station.

[Book Now →](#)

Work and Play, All in one Stay.

Host an event that will never be forgotten. **St Julien Hotel & Spa** offers a perfect balance of simplicity and style with world-class service and both indoor and outdoor event space boasting views of the Flatiron Mountain Range.


[Book Now →](#)

Centrally Located in Downtown Denver

Le Meridien Downtown Denver offers the perfect setting for groups of any size with more than 12,000 square feet of flexible meeting space. We are home to Denver's highest open air rooftop bar. Book a meeting in August & receive a complimentary welcome reception.

[Book Now →](#)

DENVER
The Mile High City



Tourist Information Center – Colorado Convention Center

Digital Displays & Brochures – High visibility! High traffic! Get in front of convention goers.



Brochure Distribution at CCC

- FREE brochure distribution with digital sign purchase.

Rate

- \$500/year



Premium Digital Display - Large Format LED Screens

- Placement includes 15 seconds of run time on two large format LED screens.
- Screens are an eye-catching 18' wide by 6.5' tall.
- Located in the main Lobby/Atrium of the CCC.

Rate

- \$400/month

Best Practices:

- Video ads are the most attention-grabbing format, but not required.
- QR codes are recommended if possible, as convention attendees can quickly navigate to your link, and this leads to a higher response.
- Special offers are recommended to attract visitors.

