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

$9.4B total spending
$8.0B overnight spending

% of Total Spending
- Overnight (85%)
- Day Trippers (15%)

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

Our Visitors Source: Longwoods International Denver Visitor Profile Report 2022 Travel Year

**DEMOGRAPHICS**

- 49% Female  
  - 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%)
- 51% Male

**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
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.
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**

<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
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
<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 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**

<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>HEADER AD (RATE PER MONTH)</td>
<td>Things To Do</td>
<td>$1,800</td>
<td>$900</td>
<td>$450</td>
</tr>
<tr>
<td></td>
<td>Day Trips</td>
<td>$750</td>
<td>$375</td>
<td>$188</td>
</tr>
<tr>
<td></td>
<td>Arts &amp; Culture</td>
<td>$600</td>
<td>$300</td>
<td>$150</td>
</tr>
<tr>
<td></td>
<td>Outdoor Activities</td>
<td>$600</td>
<td>$300</td>
<td>$150</td>
</tr>
<tr>
<td></td>
<td>Tours</td>
<td>$500</td>
<td>$250</td>
<td>$125</td>
</tr>
<tr>
<td></td>
<td>Family Friendly</td>
<td>$500</td>
<td>$250</td>
<td>$125</td>
</tr>
<tr>
<td></td>
<td>Fall &amp; Winter Activities</td>
<td>$350</td>
<td>$175</td>
<td>$100</td>
</tr>
<tr>
<td></td>
<td>Sports &amp; Recreation</td>
<td>$330</td>
<td>$165</td>
<td>$83</td>
</tr>
<tr>
<td></td>
<td>Shopping</td>
<td>$330</td>
<td>$165</td>
<td>$83</td>
</tr>
<tr>
<td></td>
<td>Food &amp; Drink</td>
<td>$330</td>
<td>$165</td>
<td>$83</td>
</tr>
<tr>
<td></td>
<td>Attractions – Must See &amp; Do</td>
<td>$1,000</td>
<td>$500</td>
<td>$250</td>
</tr>
<tr>
<td></td>
<td>Attractions – Homepage</td>
<td>$800</td>
<td>$400</td>
<td>$200</td>
</tr>
<tr>
<td></td>
<td>Places To Stay</td>
<td>$500</td>
<td>$250</td>
<td>$125</td>
</tr>
<tr>
<td></td>
<td>Meetings/hotels-venues/find-a-hotel-block</td>
<td>$500</td>
<td>$250</td>
<td>$125</td>
</tr>
<tr>
<td>Advertising Option</td>
<td>Location</td>
<td>100% SOV</td>
<td>50% SOV</td>
<td>25% SOV</td>
</tr>
<tr>
<td>----------------------------------------</td>
<td>-----------------------------------------------</td>
<td>----------</td>
<td>---------</td>
<td>---------</td>
</tr>
<tr>
<td>HEADER AD (RATE PER MONTH)</td>
<td>Blog – Events &amp; Things To Do This Weekend</td>
<td>$1,500</td>
<td>$750</td>
<td>$375</td>
</tr>
<tr>
<td></td>
<td>Blog – Denver's Biggest Events</td>
<td>$1,400</td>
<td>$700</td>
<td>$350</td>
</tr>
<tr>
<td></td>
<td>Events – Homepage</td>
<td>$1,000</td>
<td>$500</td>
<td>$250</td>
</tr>
<tr>
<td></td>
<td>Events – Music</td>
<td>$350</td>
<td>$175</td>
<td>$100</td>
</tr>
<tr>
<td></td>
<td>Events – Concerts &amp; Live Music/Outdoor Summer Concert Season</td>
<td>$300</td>
<td>$150</td>
<td>$75</td>
</tr>
<tr>
<td></td>
<td>Nightlife</td>
<td>$330</td>
<td>$165</td>
<td>$83</td>
</tr>
<tr>
<td></td>
<td>Health &amp; Wellness</td>
<td>$330</td>
<td>$165</td>
<td>$83</td>
</tr>
<tr>
<td></td>
<td>Itineraries – Homepage</td>
<td>$330</td>
<td>$165</td>
<td>$83</td>
</tr>
<tr>
<td></td>
<td>Itineraries – Denver in 3 Days</td>
<td>$330</td>
<td>$165</td>
<td>$83</td>
</tr>
</tbody>
</table>
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.

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

<table>
<thead>
<tr>
<th>Advertising Option</th>
<th>Location</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEATURED LISTING</td>
<td>Puts your partner listing to the top of one major category or sub-category</td>
<td>$350</td>
</tr>
</tbody>
</table>
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.

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.

**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

---

**Featured Partner: Exciting Events Happening in Cherry Creek This Summer**

![Image of Cherry Creek event]

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 set 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 won’t want to miss. Cherry Creek North is a walkable outdoor shopping and dining district spanning 16 blocks where you’ll find unique 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 gateway. When you check in at one of our **Fire Hotels** in Cherry Creek, you get much more than a room key. Each hotel has its own unique personality with amenities to match, ranging from the trendiest rooftop pool to stocked garage garages ready to equip your Colorado adventure.

**Cherry Creek North Summer Events**

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/3DuJgc](https://bit.ly/3DuJgc)

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**Sidewalk Sale**

July 14-15, 2023

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!
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
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**

<table>
<thead>
<tr>
<th>Instagram Post</th>
<th>Instagram Reel</th>
<th>Instagram Contest</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Your photo</td>
<td>• Your Video</td>
<td>• Prize to be provided and fulfilled by advertiser.</td>
</tr>
<tr>
<td>• Your copy</td>
<td>• Will link to your website.</td>
<td>• Post lives on VISIT DENVER Instagram Feed.</td>
</tr>
<tr>
<td>• Your hashtag</td>
<td>• May include tagging &amp; hashtag.</td>
<td>• Great for events &amp; openings, attractions, adventure companies and hotels.</td>
</tr>
<tr>
<td>• VISIT DENVER will boost the Instagram Post.</td>
<td>• Reel lives on VISIT DENVER Instagram Feed.</td>
<td>• Ideal to reach millennial audience.</td>
</tr>
</tbody>
</table>

**Rate**

- $1,000/Post
- $1,250/Reel
- $1,500/contest

---

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

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

<table>
<thead>
<tr>
<th>Location</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meetings Homepage</td>
<td>$500</td>
</tr>
<tr>
<td>Hotels &amp; Venues</td>
<td>$500</td>
</tr>
<tr>
<td>Meeting Services</td>
<td>$500</td>
</tr>
<tr>
<td>Denver Info</td>
<td>$500</td>
</tr>
<tr>
<td>Weddings</td>
<td>$500</td>
</tr>
</tbody>
</table>

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

Rate: $350

---

To advertise, contact: Katy Hoch | 303.571.9432 | k hoch@visitdenver.com | Partnership Sales Manager
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
Tourist Information Center – Colorado Convention Center

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

**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.

**Brochure Distribution at CCC**
- FREE brochure distribution with digital sign purchase.

**Rate**
- $500/year