

THE MILE HIGH CITY

# DENVER

COLORADO

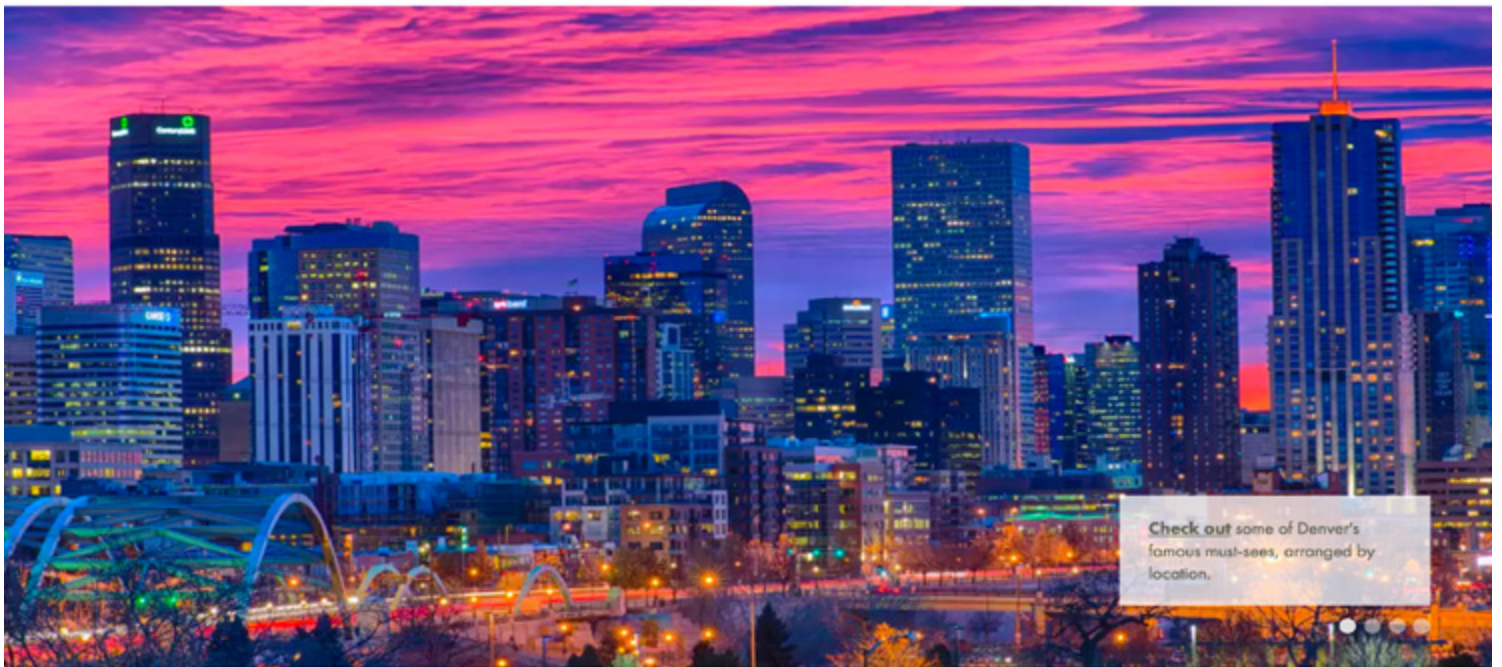
ADVERTISING  
OPPORTUNITIES



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

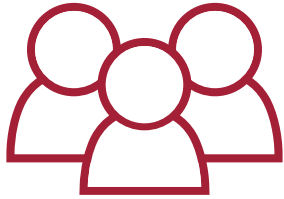


DENVER BEER TRAIL

To advertise:  
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[VISITDENVER.com](http://VISITDENVER.com)

  
**VISIT DENVER**  
The Convention & Visitors Bureau

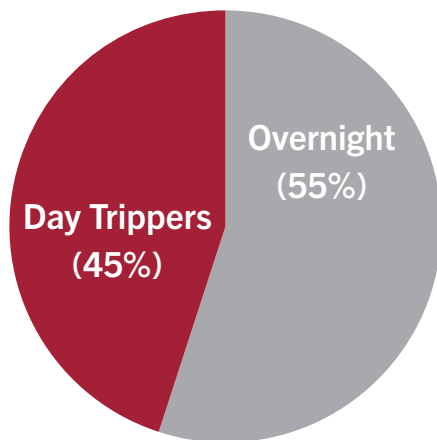
# Denver Visitor Insights



**31.9 MILLION**  
annual visitors

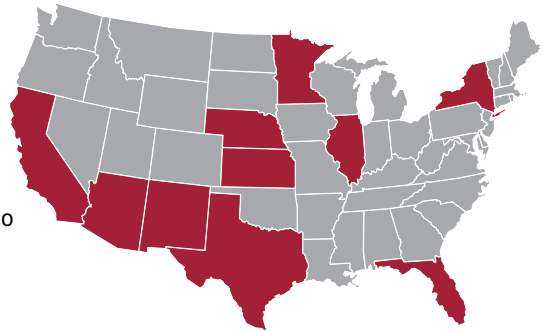


**\$7 BILLION**  
in spending



## TOP MARKETS

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

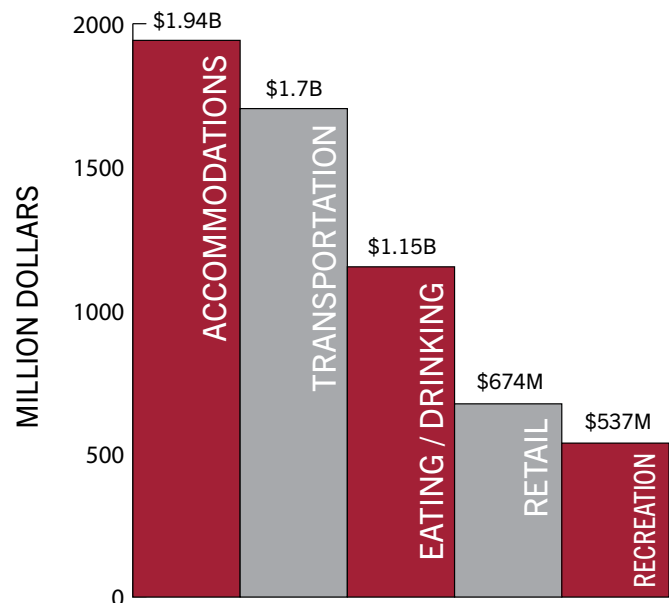


**3 NIGHTS**  
average overnight  
stay in Denver



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

## OVERNIGHT VISITOR SPENDING



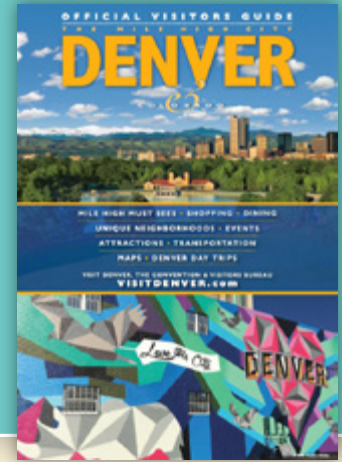
*All stats from 2019 Longwoods Report*

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[VISITDENVER.com](http://VISITDENVER.com)



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

300,000 COPIES DISTRIBUTED ANNUALLY



**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
- Visitor Centers Downtown, 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
Full page	\$13,500
2/3 page	\$10,500
1/2 page	\$8,100
1/3 page	\$6,900
1/4 page	Co-ops only
1/6 page	\$4,500
Premium Placement*	\$16,200
Inside Front	\$16,800
Back Cover	\$18,000
Inside Back Cover	\$15,300

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

## BONUS AD DOLLARS\*

SPEND	RECEIVE AN ADDITIONAL VALUE OF
\$10,000	\$2,000
\$15,000	\$3,000
\$20,000	\$4,000
\$25,000	\$5,000
\$30,000	\$6,000
\$40,000	\$8,000
\$50,000	\$10,000

\*Bonus ad dollars can be used on any VISIT DENVER advertising products



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# 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)



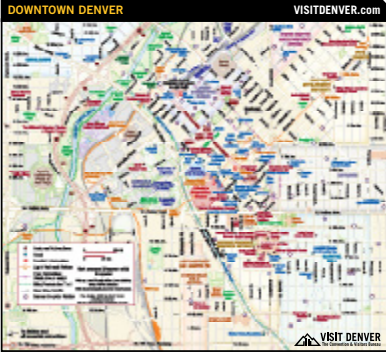
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[VISITDENVER.com](http://VISITDENVER.com)

  
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# 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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[VISITDENVER.com](http://VISITDENVER.com)



# VISITDENVER.com

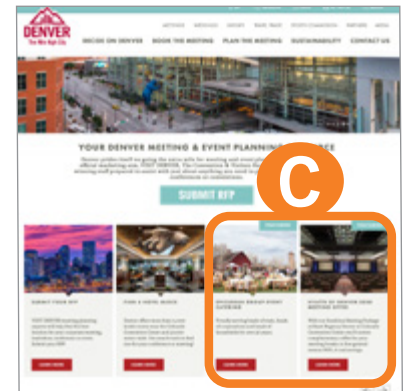
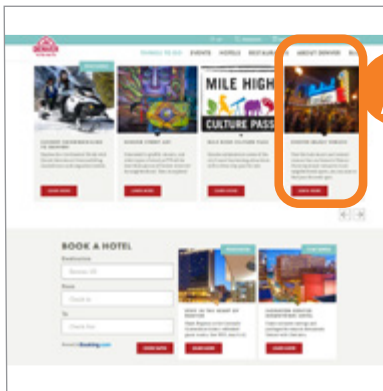
Top position on Google and Bing for  
3,200+ tourism keyword phrases with  
70% of visits coming from search.

In 2019:

Page views: 22,633,357

Sessions: 10,610,250

Users: 7,870,045



## 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

\$300/mo.

Virtual Denver Page

\$300/mo.

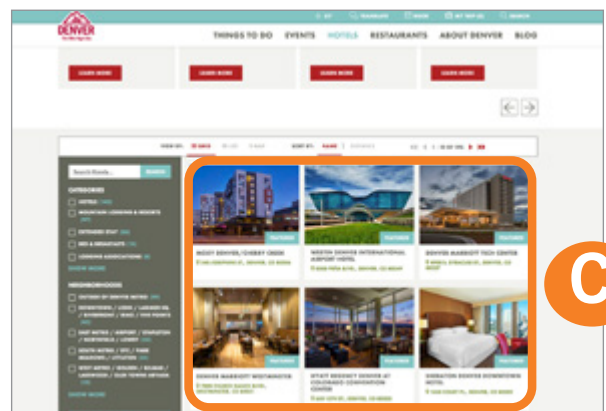
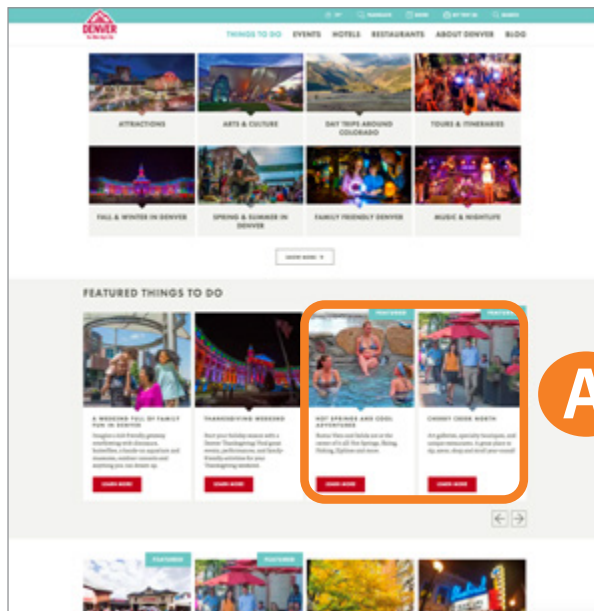
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VISITDENVER.com





# VISITDENVER.com



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

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

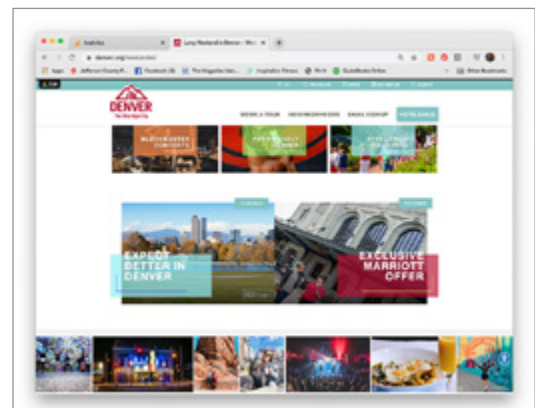
Landing page for the Tourism Improvement District campaign to promote weekend regional visits to Denver to fill room nights. Promoted by a \$3 million dollar campaign.

### 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

THANK YOU!

Your request has been successfully submitted.

Request more information about Denver attractions, events, hotels and restaurants for your trip to the Mile High City. Send the partners you want to receive information from. Then click "Send" to submit your request.

Visit DENVER LEADS (2015-2016)

View My Company

Company	Description
Mt. Princeton Hot Springs Resort	This Colorado hot springs resort is the perfect family or romantic getaway. Surrounded by world-class snowmobiling, skiing and whitewater rafting in the mountains.
Marble and Pikes Peak Railway	Highest train in the U.S. Breathtaking panoramas, wildlife viewing and hiking trails along the route. Open year-round. Reservations needed.
Capitol Hill Mansion B and B	A gorgeous, romantic Bed & Breakfast on the edge of downtown Denver, is a short walk to the State Capitol, gourmet restaurants, theaters, museums, shopping and more.
Hot Springs & Cool Adventures	Buena Vista & Salida, Colorado is in the center of it all! Hot Springs, Skiing, Fishing, Ziplines and more! Chaffee County Visitor's Bureau.
Colorado Parks & Wildlife	Enjoy spectacular Colorado scenery and outdoor recreation in any of Colorado's 42 state parks - hike, bike, boat, fish, camp and more! Affordable and close - there are seven state parks within an hour's drive of Denver.
Downtown Boulder	At the heart of an energetic city is beautiful Downtown Boulder featuring the world-famous Pearl Street Mall. Enjoy amazing dining, shopping and the best people watching in the state!

☐ Send information from all companies.

Ad samples on Website Leads Program page

\*Rates are subject to change.

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VISITDENVER.com



# VISITDENVER.com

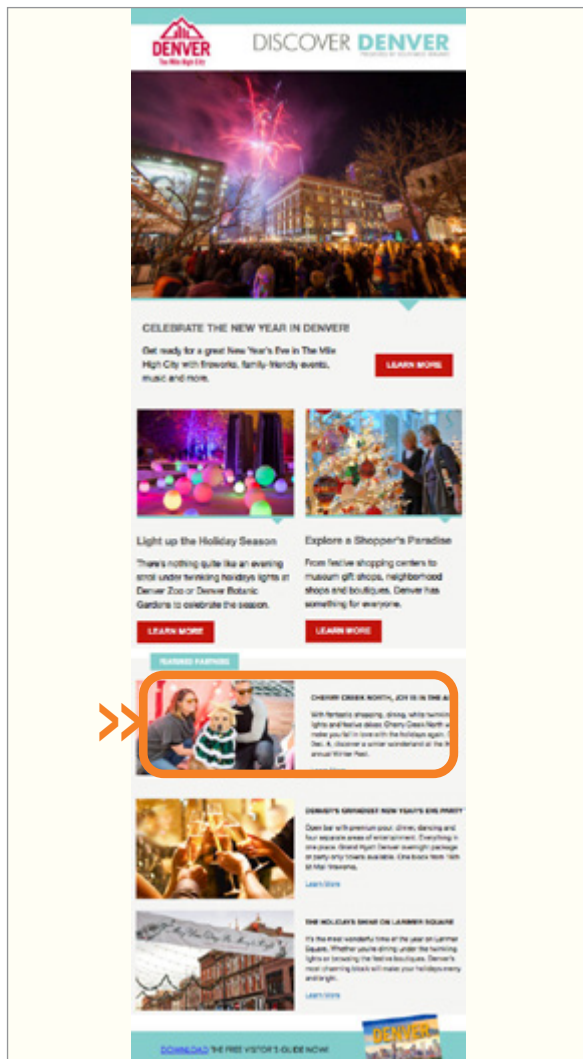
## Four E-Newsletter Opportunities

### 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



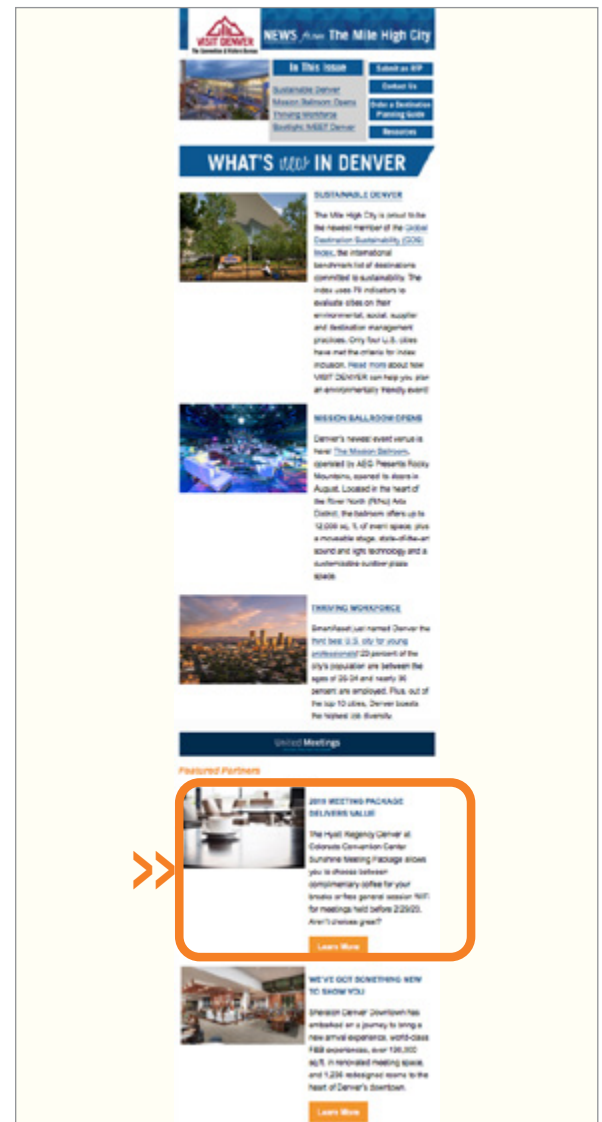
Discover Denver e-newsletter sample

### 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



News from the Mile High City e-newsletter sample

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



# VISITDENVER.com

## Four 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



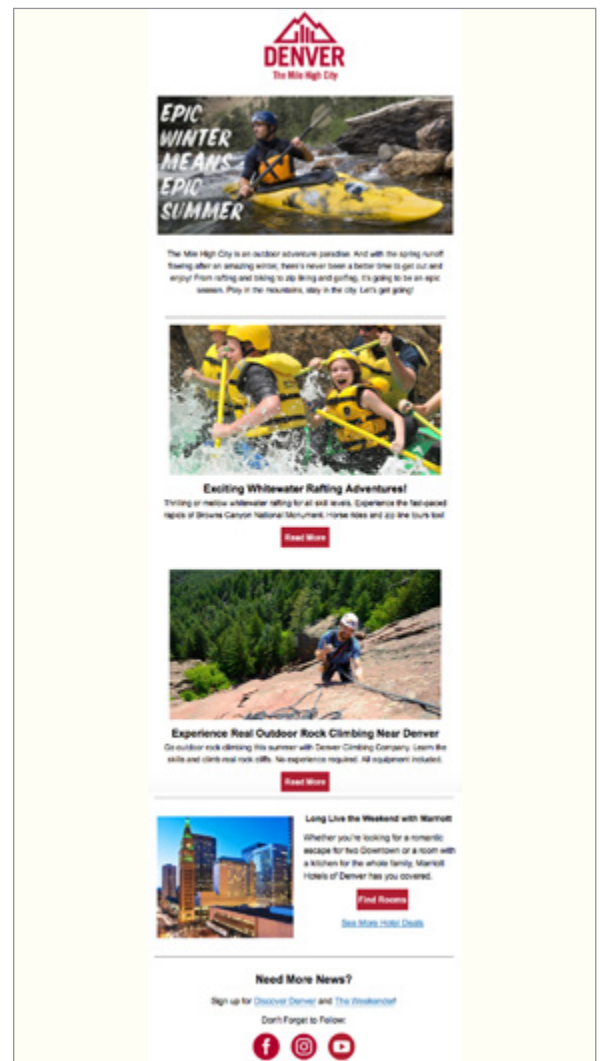
Single Advertiser Dedicated e-blast sample

### SEASONAL E-BLAST

Whether it's summer adventures or holiday attractions our seasonal e-blasts get the word out!

### RATE

- \$1,000/blast, up to four advertisers



Seasonal e-blast sample

To advertise:  
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[VISITDENVER.com](http://VISITDENVER.com)

  
**VISIT DENVER**  
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# 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

- \$5,000/blast
- \*12 month run*



Destination Services e-blast sample

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**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 + RUN OF SITE AD

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](http://VISITDENVER.com)



# 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 not 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

- \$1,500 per run



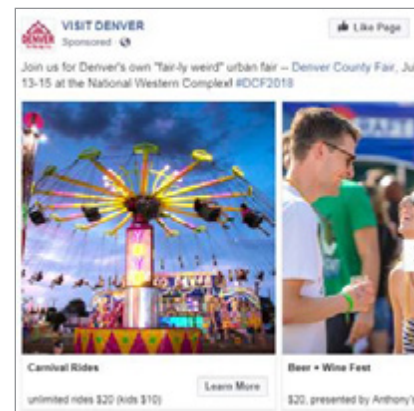
### FACEBOOK PROMOTED (“boosted”) POSTS

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

- 350,000+ people like and follow VISIT DENVER Facebook page
- Boosted Posts:
  - *Great for promotions, launches, and events*
  - *Reaches audience that has liked the VISIT DENVER page*
  - *Lives on the VISIT DENVER feed*
  - *Links back to advertiser site*

### RATE

- \$1,750 per post



To advertise:  
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[VISITDENVER.com](http://VISITDENVER.com)





# 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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[VISITDENVER.com](http://VISITDENVER.com)

  
**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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[VISITDENVER.com](http://VISITDENVER.com)

  
**VISIT DENVER**  
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# VISIT DENVER TV

Get in front of visitors  
as they make decisions  
about what to do and  
see in Denver.

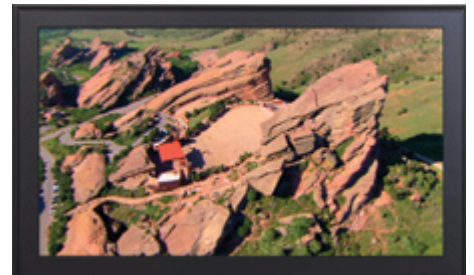
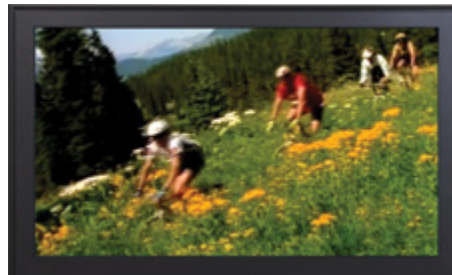
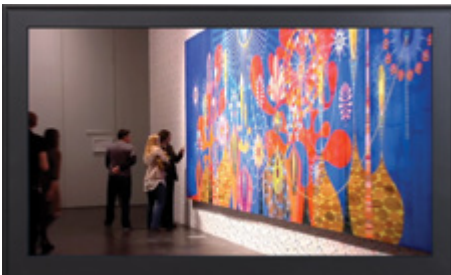
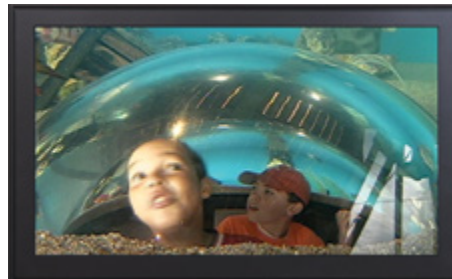
**VIEWERS WHO TUNE INTO VISIT DENVER'S DEDICATED PROGRAMMING IN THEIR HOTEL ROOM WILL BE MAKING PLANS—BE PART OF THEIR PLANS WITH ADVERTISING ON VISIT DENVER TV.**

- 34 downtown and metro area properties, more than 11,000 rooms
- Seasonal content—ads run for 4 month increments

## RATES

30-second spot	\$550/month for 4 months=\$2,200
30-second spot	\$500/month for 8 months=\$4,000
30-second spot	\$450/month for 12 months=\$5,400

Even if you don't have a commercial on hand, you can still get in. Ask for our preferred vendor list for affordable video production.



To advertise:  
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**VISIT DENVER**  
The Convention & Visitors Bureau



# VISIT DENVER

## 2021 Dates To Know

PUBLICATION/ PRODUCT	SPACE CLOSES	ART DUE	PUBLICATION DATE
2021 <i>Official Visitors Guide</i>	Feb. 1	Feb. 19	April 1
Spring/Summer Map Pad	March 20	April 9	April 20
<i>Denver Dining Guide</i>	May 22	May 29	June 28
Fall/Winter Map Pad	Sept. 23	Oct. 7	Oct. 14
Visit Denver in-room TV:			
Jan.-April	Dec. 12, 2020	Dec. 15, 2020	Jan. 5
May-Aug.	April 7	April 14	May 5
Sept.-Dec.	Aug. 11	Aug. 18	Sept. 5
Signage at: Downtown's Tourist Information Center and The Colorado Convention Center	Monthly	Monthly	Monthly
VISITDENVER.com	Continuous	Continuous	Continuous
Leisure e-Newsletter Discover Denver	Monthly blast date last Saturday of the month	One week before the last Saturday of the month	Monthly
Conventions e-Newsletter	Quarterly		Quarterly
Sponsored Blog Post	Weekly	Previous Monday	Monday
Single Advertiser Dedicated E-Blast	Second Wednesday of the month	Second Friday of the month	Third Wednesday of the month

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