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

ALL STATS FROM 2019 LONGWOODS REPORT
VISIT DENVER’s Official Visitors Guide to Denver and Colorado (OVG)
300,000 COPIES DISTRIBUTED ANNUALLY

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
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/ Berkley/Tennyson)
North Metro/Boulder
West Metro (Golden/Lakewood/Belmar)
To advertise:
Katy Hoch • 817.734.1213 • khoch@visitdenver.com
VISITDENVER.com

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.

TO ADVERTISE:

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
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

<table>
<thead>
<tr>
<th>ADVERTISING OPTION</th>
<th>LOCATION</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LEISURE SITE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A Feature Ad</td>
<td>Home Page</td>
<td>$35/CPM</td>
</tr>
<tr>
<td><strong>ADVERTISING OPTION</strong></td>
<td>LOCATION</td>
<td><strong>100% SOV</strong></td>
</tr>
<tr>
<td><strong>LEISURE SITE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E Header Ad</td>
<td>Things To Do page</td>
<td>$3,000/mo.</td>
</tr>
<tr>
<td></td>
<td>Arts &amp; Culture</td>
<td>$600/mo.</td>
</tr>
<tr>
<td></td>
<td>Attractions</td>
<td>$2,500/mo.</td>
</tr>
<tr>
<td></td>
<td>Day Trips &amp; Around Colorado</td>
<td>$2,200/mo.</td>
</tr>
<tr>
<td></td>
<td>Itineraries</td>
<td>$600/mo.</td>
</tr>
<tr>
<td></td>
<td>Book a Tour</td>
<td>$500/mo.</td>
</tr>
<tr>
<td></td>
<td>Music &amp; Nightlife</td>
<td>$600/mo.</td>
</tr>
<tr>
<td></td>
<td>Hotels</td>
<td>$500/mo.</td>
</tr>
<tr>
<td></td>
<td>Spring/Summer</td>
<td>$2,000/mo.</td>
</tr>
<tr>
<td></td>
<td>Family Friendly</td>
<td>$500/mo.</td>
</tr>
<tr>
<td></td>
<td>Shopping, Spas &amp; Beauty</td>
<td>$300/mo.</td>
</tr>
<tr>
<td></td>
<td>Sports &amp; Recreation</td>
<td>$330/mo.</td>
</tr>
<tr>
<td></td>
<td>Fall/Winter</td>
<td>$1,000/mo.</td>
</tr>
<tr>
<td></td>
<td>Restaurants/Denver Dining Pages</td>
<td>$1,000/mo.</td>
</tr>
<tr>
<td><strong>MEETINGS AND CONVENTIONS SITE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C Feature Ad</td>
<td>Meetings and Conventions/Weddings</td>
<td>$300/mo.</td>
</tr>
<tr>
<td></td>
<td>Virtual Denver Page</td>
<td>$300/mo.</td>
</tr>
</tbody>
</table>
### ADVERTISING OPTION

<table>
<thead>
<tr>
<th>ADVERTISING OPTION</th>
<th>LOCATION</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RUN OF SECTION PLACEMENTS</strong></td>
<td></td>
<td>CPM RATE:</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 Denver 365</td>
<td>Feature Ad on 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>$350/MONTH</td>
</tr>
</tbody>
</table>

**MONTHLY FLAT RATE:**

- **C** Featured Listing: $350/MONTH
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
• 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, Papillon, 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

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

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

Single Advertiser Dedicated e-blast sample

Seasonal e-blast sample
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
• $5,000/blast

*12 month run
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
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:
Katy Hoch • 817.734.1213 • khoch@visitdenver.com
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.

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

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

<table>
<thead>
<tr>
<th>Duration</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>30-second spot</td>
<td>$550/month for 4 months=$2,200</td>
</tr>
<tr>
<td>30-second spot</td>
<td>$500/month for 8 months=$4,000</td>
</tr>
<tr>
<td>30-second spot</td>
<td>$450/month for 12 months=$5,400</td>
</tr>
</tbody>
</table>

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

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.
# VISIT DENVER 2021 Dates To Know

<table>
<thead>
<tr>
<th>Publication/Product</th>
<th>Space Closes</th>
<th>Art Due</th>
<th>Publication Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021 Official Visitors Guide</td>
<td>Feb. 1</td>
<td>Feb. 19</td>
<td>April 1</td>
</tr>
<tr>
<td>Spring/Summer Map Pad</td>
<td>March 20</td>
<td>April 9</td>
<td>April 20</td>
</tr>
<tr>
<td>Denver Dining Guide</td>
<td>May 22</td>
<td>May 29</td>
<td>June 28</td>
</tr>
<tr>
<td>Fall/Winter Map Pad</td>
<td>Sept. 23</td>
<td>Oct. 7</td>
<td>Oct. 14</td>
</tr>
</tbody>
</table>

| Visit Denver in-room TV:                        |              |           |                 |
| May-Aug.                                        | April 7      | April 14  | May 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 | Previous Monday | Quarterly |
| Sponsored Blog Post                             | Weekly | Monday |
| Single Advertiser Dedicated E-Blast             | Second Wednesday of the month | Second Friday of the month | Third Wednesday of the month |