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

**CONTACT INFORMATION:**
For more information call Amy Wrede at Point of Contact Media, Advertising Agents for VISIT DENVER, 720.261.6593 or awrede@visitdenver.com.

<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><strong>HOME PAGE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A Feature</td>
<td>Home Page</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>$35/CPM</td>
<td></td>
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</tr>
<tr>
<td><strong>ADVERTISING OPTION</strong></td>
<td><strong>LOCATION</strong></td>
<td><strong>PRICE</strong></td>
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<tr>
<td>B Image Header Page Sponsor</td>
<td>Things To Do page</td>
<td>$3,000</td>
<td>1,500</td>
<td>750</td>
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<tr>
<td></td>
<td>Arts &amp; Culture</td>
<td>600</td>
<td>300</td>
<td>150</td>
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<tr>
<td></td>
<td>Attractions</td>
<td>2,500</td>
<td>1,245</td>
<td>623</td>
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<tr>
<td></td>
<td>Day Trips &amp; Around Colorado</td>
<td>2,200</td>
<td>1,100</td>
<td>550</td>
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<tr>
<td></td>
<td>Itineraries</td>
<td>600</td>
<td>300</td>
<td>150</td>
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<tr>
<td></td>
<td>Book a Tour</td>
<td>500</td>
<td>250</td>
<td>75</td>
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<tr>
<td></td>
<td>Music &amp; Nightlife</td>
<td>600</td>
<td>300</td>
<td>150</td>
</tr>
<tr>
<td></td>
<td>Spring/Summer</td>
<td>2,000</td>
<td>1,000</td>
<td>500</td>
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<tr>
<td></td>
<td>Family Friendly</td>
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<td>250</td>
<td>125</td>
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<tr>
<td></td>
<td>Shopping</td>
<td>163</td>
<td>81</td>
<td>41</td>
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<td></td>
<td>Spas &amp; Beauty</td>
<td>300</td>
<td>150</td>
<td>75</td>
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<td></td>
<td>Sports &amp; Recreation</td>
<td>330</td>
<td>165</td>
<td>82</td>
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<tr>
<td></td>
<td>Fall/Winter</td>
<td>1,000</td>
<td>500</td>
<td>250</td>
</tr>
<tr>
<td></td>
<td>Restaurants/Denver Dining Pages</td>
<td>1,000</td>
<td>500</td>
<td>250</td>
</tr>
</tbody>
</table>

**MEETINGS AND CONVENTIONS/WEDDINGS**
- Feature
  - **PRICE**: $300/MONTH

**ADVERTISING OPTION LOCATION PRICE**

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### ADVERTISING OPTION

<table>
<thead>
<tr>
<th>ADVERTISING OPTION</th>
<th>LOCATION</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RUN OF SECTION PLACEMENTS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A Feature</td>
<td>Things to Do, Restaurants, About Denver</td>
<td><strong>CPM RATE:</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>$20/CPM</td>
</tr>
<tr>
<td></td>
<td>Hotels</td>
<td>$30/CPM</td>
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<tr>
<td></td>
<td>Run of Entire Site</td>
<td>$15/CPM</td>
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<tr>
<td>B Denver 365</td>
<td>Feature Ad on Home Page</td>
<td><strong>$25/CPM</strong></td>
</tr>
<tr>
<td>C Featured Listing</td>
<td>Puts your partner listing at the top of any relevant searches</td>
<td><strong>MONTHLY FLAT RATE:</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>$350/MONTH</td>
</tr>
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</table>

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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

TID “RECLAIM THE WEEKEND” AD
Landing page for the Tourism Improvement District campaign to promote weekend regional visits to Denver to fill room nights. Promoted by a $3 million dollar campaign.

RATE
$2,000/month

Markets visiting this page: 25% local, 75% regional
- Regional/National: Phoenix, Albuquerque, Kansas City, Coffeyville, Omaha, Salt Lake City, Chicago, Dallas, Wichita, Los Angeles, New York, Mesa, Oklahoma City, Rio Rancho, San Angelo, West Jordan, Lincoln, Overland Park, Flint, Gilbert, Chandler, Scottsdale, West Valley City, Houston, South Jordan, St. Louis, Tempe, St. George, Santa Fe, Kansas City, Peoria, Sandy, Cheyenne, Tucson, Sioux Falls, Souest, Washington, San Francisco, Seattle, Independence, Rock Springs, Atlanta

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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

Discounts and first right of refusal for print advertisers.

Average of 100 leads per week.

*Rates are subject to change.
VISITDENVER.com
Four E-Newsletter Opportunities

DISCOVER DENVER
A monthly e-newsletter that goes to our 100,000+ opt in leisure travel subscribers. Four ad spots each month. Peak month newsletters sell out quickly!

RATE
• $750/month

NEWS FROM THE MILE HIGH CITY
A quarterly e-newsletter that goes to a curated meeting and event planners list.

RATE
• $750/quarterly for two ad spots

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Discover Denver e-newsletter sample

News from the Mile High City e-newsletter sample
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 100,000+ opt-in subscribers.

• Delivered the third 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

• $750/each, up to four advertisers

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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.
- Run of Site ad run one week after post (50,000 impressions)

RATE
- $2,500
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:
  - Reach a highly targeted audience
  - Partner with reputable brands
  - Target outside existing followers

- Ad will run for an agreed upon amount of time and will link back to the advertiser’s site
- VISIT DENVER will boost the Facebook ad
- Sponsored Facebook ads will not appear in the VISIT DENVER News 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 in fans’ news feeds organically – without the “Sponsored” tag.

- 300,000+ 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 News Feed
  - Links back to advertiser site

RATE

- $1,000 per post
VISIT DENVER
Social Media Products

INSTAGRAM STORIES
VISIT DENVER Instagram: 99,000 followers
Includes:
• 1 Instagram Story (10-15 photos/video)
• Will link to partner website
• Hashtags included
• Location tagging opens maps
• 1 Instagram Post to promote story

RATE
• $1,500 per story

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
• $1,000 per contest
• $2,500 both story and contest

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EVENT LISTING ON FACEBOOK - One month prior to event

- One month prior to event VISIT DENVER creates the event, advertiser accepts to be co-host. (If advertiser wants to set up the event and have VISIT DENVER co-host that is also possible, but then doesn’t live on the VISIT DENVER Feed).
- Event Post appears in two places:
  1. VISIT DENVER Facebook Feed as event listing
  2. Events section of the VISIT DENVER Facebook account

VISIT DENVER Facebook Feed: 300,000+ followers

PREMIER AD ON DENVER EVENTS & THINGS TO DO THIS WEEKEND (BLOG) - The week prior to event

Premier Ad may link to one of three choices:

- Link to advertiser website
- Premier Ad on Denver Events & Things to Do (Blog)
- Link to Denver365 listing

Event will also be featured as a link on the Denver Events & Things To Do This Weekend page

FACEBOOK BOOSTED POST

VISIT DENVER will create and boost a post to drive traffic to the Premier Ad on Denver Events & Things To Do This Weekend page

RATE

- $2,500
DIGITAL SIGNAGE at Tourist Information Centers

COLORADO CONVENTION CENTER TOURIST INFORMATION CENTER
- High visibility, high traffic
- Tourist and local market reach
- Information and dining reservations made at the desk

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

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DUOTWN 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

Getting in front of nearly a million convention attendees, concert goers, and public show visitors has never been so easy.
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>Rate</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>30-second spot</td>
<td>$550/month</td>
<td>$2,200</td>
</tr>
<tr>
<td>30-second spot</td>
<td>$500/month</td>
<td>$4,000</td>
</tr>
<tr>
<td>30-second spot</td>
<td>$450/month</td>
<td>$5,400</td>
</tr>
</tbody>
</table>

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.

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