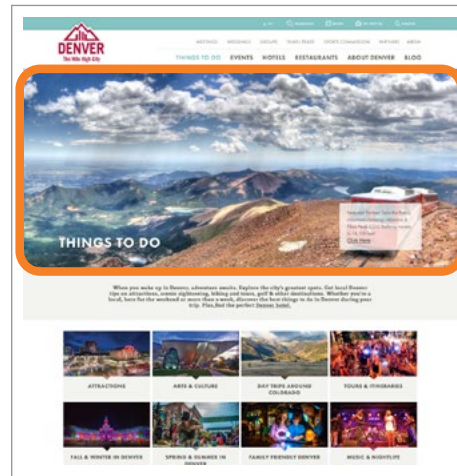
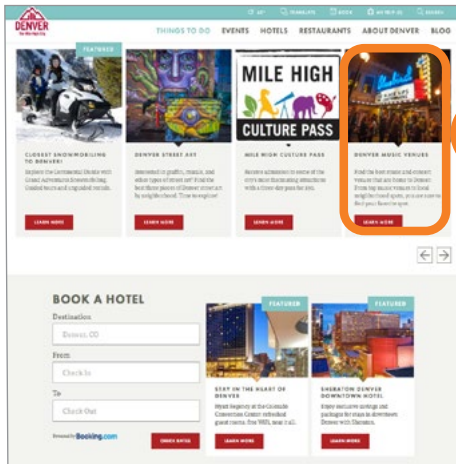


# VISITDENVER.com

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	PRICE
--------------------	----------	-------

**HOME PAGE**

<b>A</b> Feature	Home Page	\$35/CPM
------------------	-----------	----------

ADVERTISING OPTION	LOCATION	100% SOV	50% SOV	25% SOV
--------------------	----------	----------	---------	---------

<b>B</b> Image Header Page Sponsor	Things To Do page	\$3,000	1,500	750
	Arts & Culture	600	300	150
	Attractions	2,500	1,245	623
	Day Trips & Around Colorado	2,200	1,100	550
	Itineraries	600	300	150
	Book a Tour	500	250	75
	Music & Nightlife	600	300	150
	Spring/Summer	2,000	1,000	500
	Family Friendly	500	250	125
	Shopping	163	81	41
	Spas & Beauty	300	150	75
	Sports & Recreation	330	165	82
Fall/Winter	1,000	500	250	
Restaurants/Denver Dining Pages	1,000	500	250	

**MEETINGS AND CONVENTIONS/WEDDINGS**

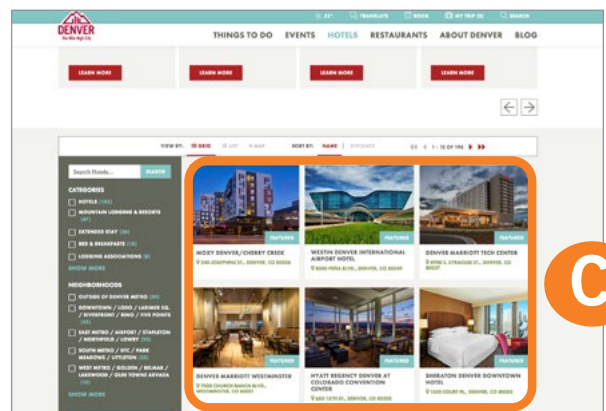
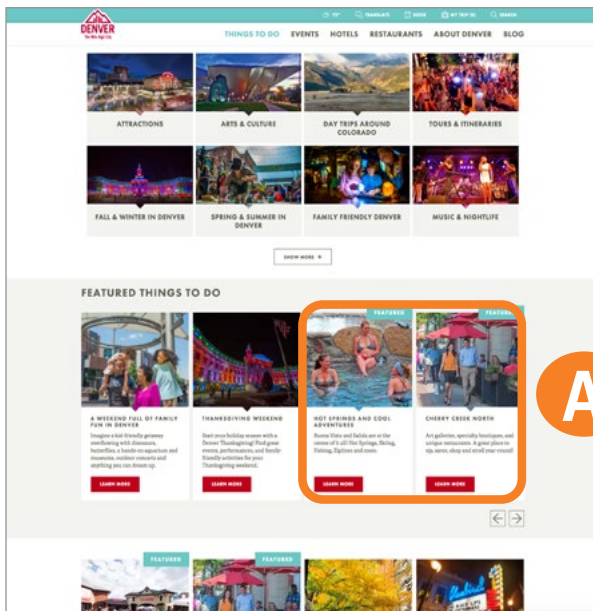
Feature	\$300/MONTH
---------	-------------

**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.



# VISITDENVER.com



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

## 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.



# VISITDENVER.com

*Two ways to catch the weekend crowd*

## BLOG WEEKEND PREMIER AD

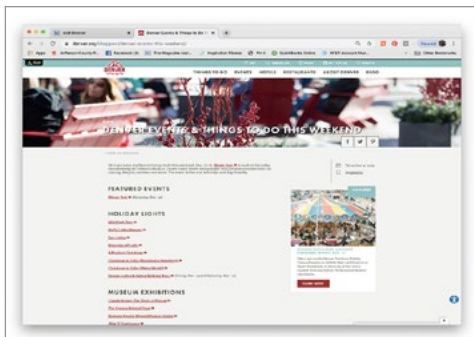
Weekly round up of events during the coming weekend in Denver. Lives in the Blog section of VISITDENVER.com and is heavily promoted through social media. Average 35,000 impressions/month. Average time on page between 5 and 10 minutes.

### 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, Lonetree, 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

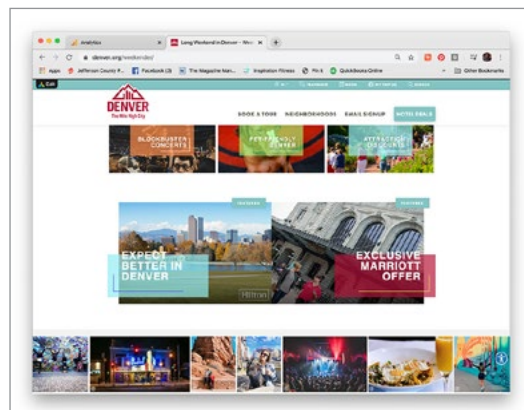
Landing page for the Tourism Improvement District campaign to promote weekend regional visits to Denver to fill room nights. Promoted by a \$3 million dollar campaign.

### 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*



## 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.



# 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

Discounts and first right of refusal for print advertisers.

**Average of 100 leads per week.**

The screenshot shows the VISIT DENVER website interface. At the top, there's a navigation menu with categories like 'MEETINGS', 'WEDDINGS', 'GROUPS', 'TRAVEL TRADE', 'SPORTS COMMISSION', and 'PARTNERS'. Below that, a secondary menu lists 'THINGS TO DO', 'EVENTS', 'HOTELS', 'RESTAURANTS', 'ABOUT DENVER', and 'BLOG'. The main content area features a 'THANK YOU!' message, a 'VISITORS GUIDE FOR IPAD' download link, and a list of travel-related ads. The first ad, for 'Mt. Princeton Hot Springs Resort', is highlighted with an orange box and a red checkmark. The ad list includes:

Send	Company	Description
<input checked="" type="checkbox"/>	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 summer.
<input type="checkbox"/>	Maribou 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.
<input type="checkbox"/>	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.
<input type="checkbox"/>	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.
<input type="checkbox"/>	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.
<input type="checkbox"/>	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.

## 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.



# VISITDENVER.com

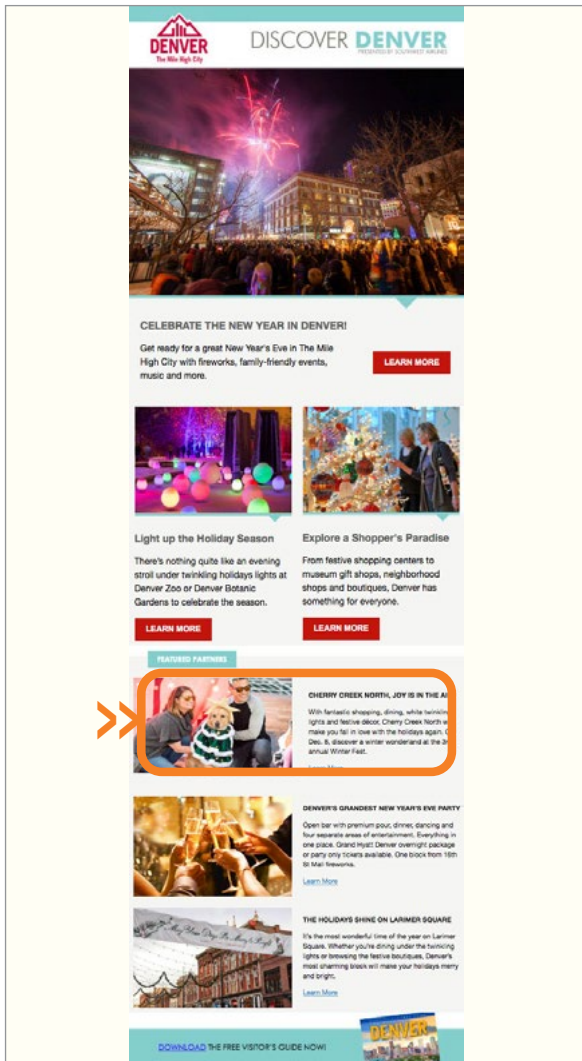
## Four E-Newsletter Opportunities

### 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



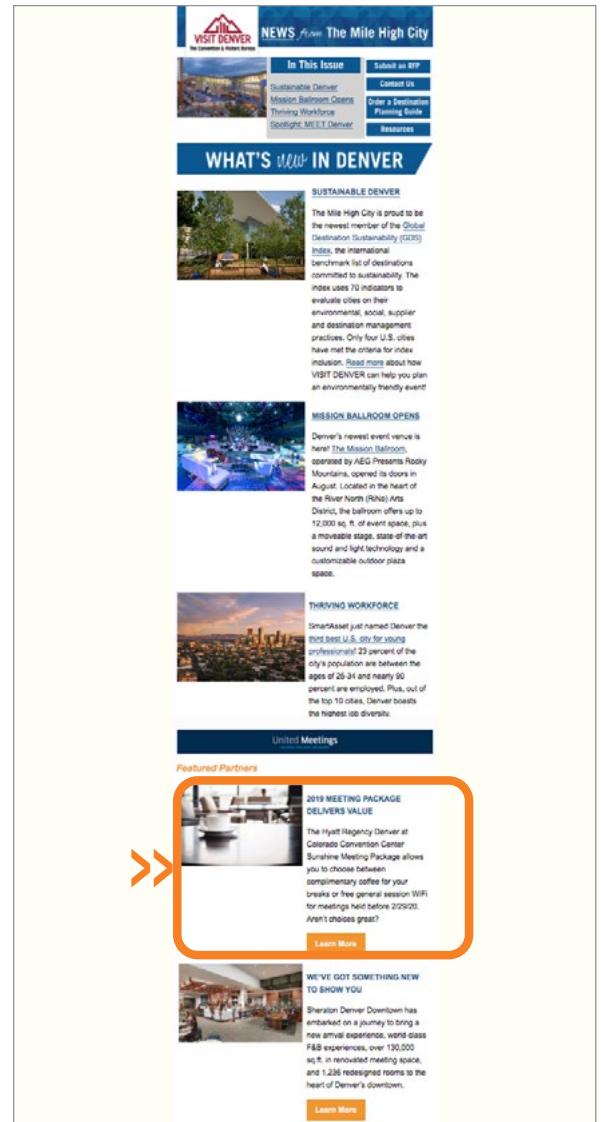
Discover Denver e-newsletter sample

### NEWS FROM THE MILE HIGH CITY

A quarterly e-newsletter that goes to a curated meeting and event planners list.

#### RATE

- \$750/quarterly for two ad spots



News from the Mile High City e-newsletter sample

### 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.



# VISITDENVER.com

## Four E-Newsletter Opportunities

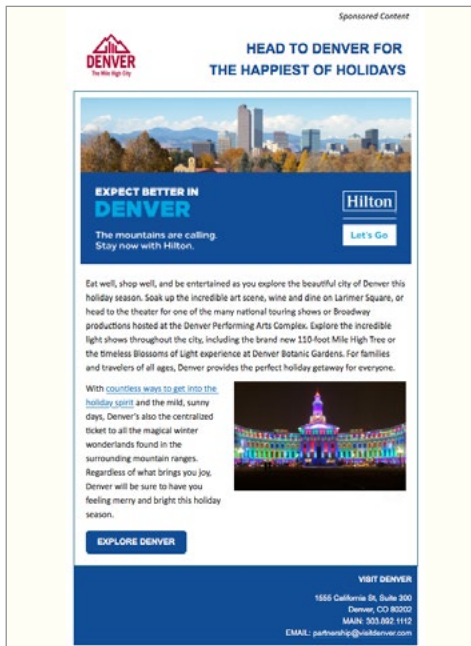
### SINGLE ADVERTISER DEDICATED E-BLAST

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



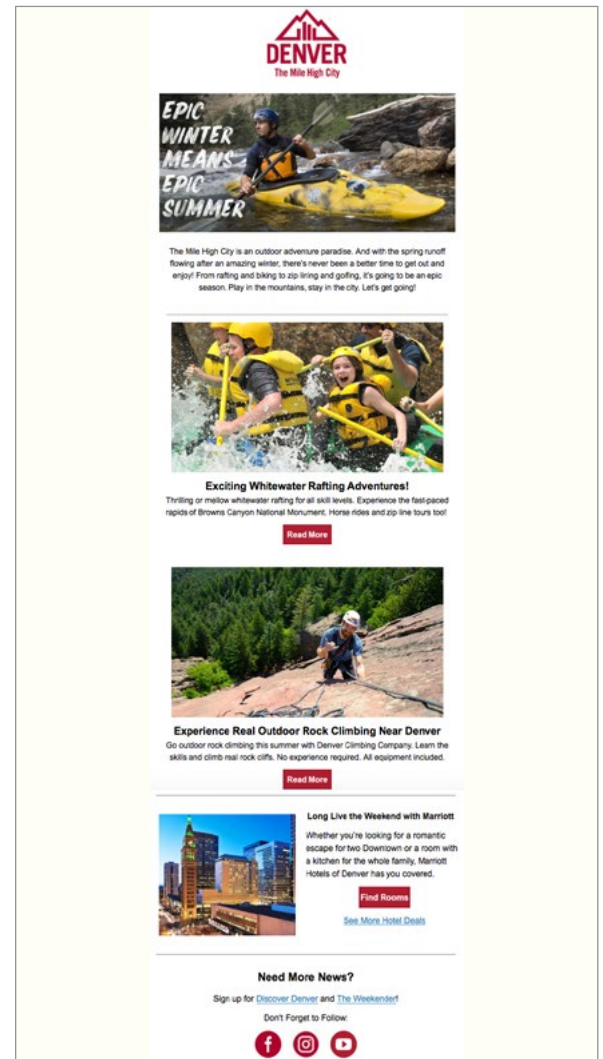
Single Advertiser Dedicated e-blast sample

### SEASONAL E-BLAST

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

### RATE

- \$750/each, up to four advertisers



Seasonal e-blast sample

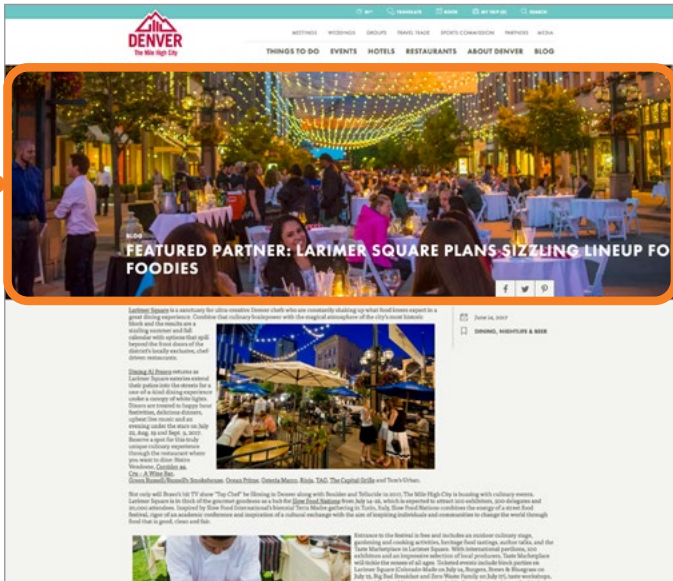
### CONTACT INFORMATION:

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



# VISITDENVER.com Blog Products

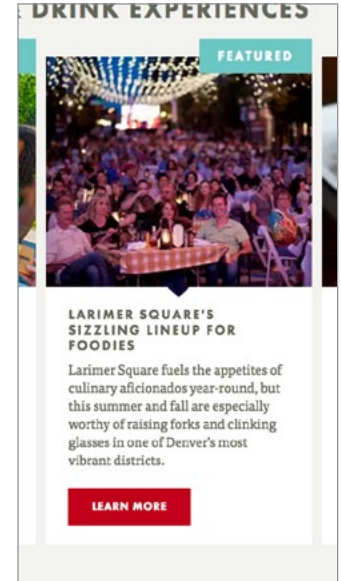
Visit Denver Blog ranked #1  
in Feedspot's Top 50  
Denver Blogs.



Blog Post



Supporting Facebook Post



Feature Ad

## 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

### 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.





# 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:
  - *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



## 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.



# 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

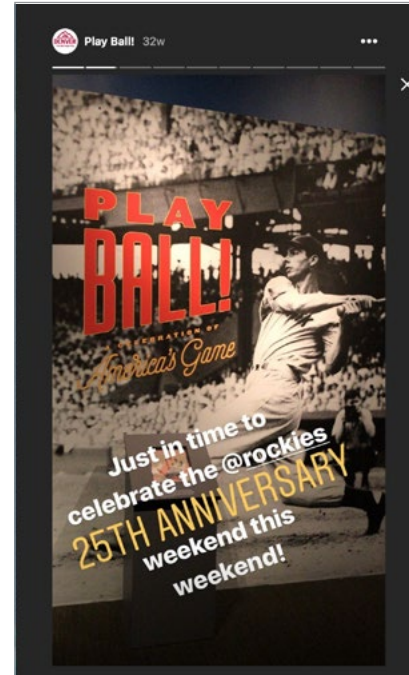
- \$1,500 per story

### 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



### 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](mailto:awrede@visitdenver.com).

# VISIT DENVER Events Promotion Package

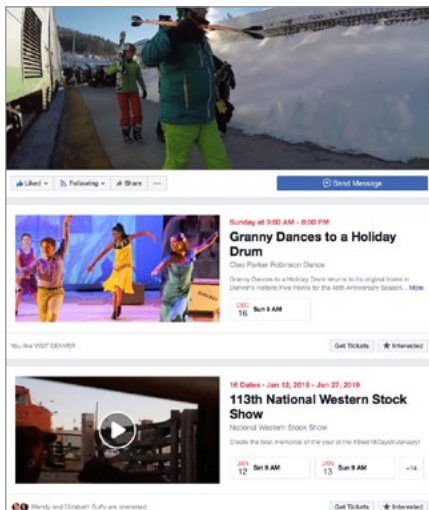
## EVENT LISTING ON FACEBOOK - One month prior to event

- 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



1. Facebook Event Listing



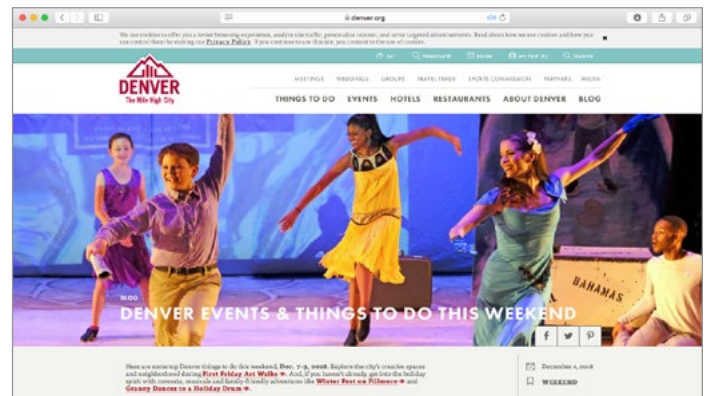
2. Events Section of VISIT DENVER Facebook page

## 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

## 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.



# 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

## 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.





# VISIT DENVER TV

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

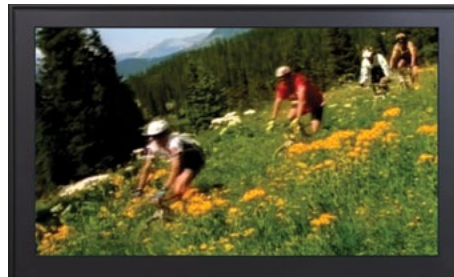
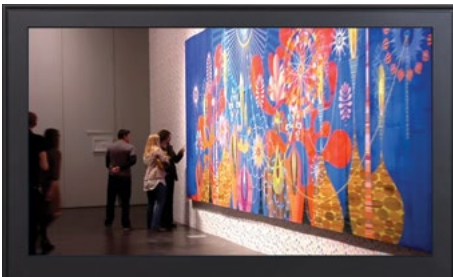
**VIEWERS WHO TUNE INTO VISIT DENVER'S DEDICATED PROGRAMMING IN THEIR HOTEL ROOM WILL BE MAKING PLANS—BE PART OF THEIR PLANS WITH ADVERTISING ON VISIT DENVER TV.**

- 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.



## 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](mailto:awrede@visitdenver.com).

