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:
Amy Wrede • 720.261.6593 • awrede@visitdenver.com

To become a VISIT DENVER partner:
Katy Hoch • 817.734.1213 • khoch@visitdenver.com

VISITDENVER.com
**VISIT DENVER’s Official Visitors Guide to Denver and Colorado (OVG)**

535,000 COPIES ANNUALLY IN TWO EDITIONS

---

**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 (more than 19,000 in-room)
- Visitor Centers Downtown, Union Station and Colorado Convention Center
- State Welcome Centers
- Rental Car Companies
- In Yellow Cabs
- Domestic and international motorcoach groups
- Media press kits
- Convention attendees

**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

---

“Of all the advertising vehicles The Wild Animal Sanctuary has employed, by far the most successful has been the Denver OVG. We get calls daily from visitors who have seen our ad and want to come and see the 200+ captive exotic and endangered large carnivores we’ve rescued. We will continue to be a part of the OVG!”

—Pat Craig, The Wild Animal Sanctuary

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**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’s
Destination Planning Guide (DPG)
“The Meeting Planners Bible”

90% of meeting planners and travel professionals say that the DPG is useful in their job; nearly half (41%) of them use it at least once a month.†

ANNUAL CIRCULATION = 16,000

The DPG is the most comprehensive, best distributed and most respected source of information for any size meeting, large or small, in Denver & Colorado.

BE SEEN BY PROFESSIONALS PLANNING MEETINGS, CONVENTIONS, TOURS, REUNIONS AND WEDDINGS—BE PART OF VISIT DENVER’S DPG!

• Distribution to all Meeting Planners working with VISIT DENVER

• Distribution to hundreds of tour operators, travel agents, international travel packagers, motorcoach companies and group travel planners

• Handed out in person by VISIT DENVER staff to meeting planners at 32 convention industry and nine travel tradeshows

• Backed by VISIT DENVER’s campaign including ads in Convene, Meeting Professional, USAE, Successful Meetings and others

• Referrals—VISIT DENVER only makes referrals to businesses found in the DPG

• Sent directly to meeting planners for groups of all sizes via requests off VISITDENVER.com

AD RATES

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$6,989</td>
</tr>
<tr>
<td>Full page formatted</td>
<td>$5,500**</td>
</tr>
<tr>
<td>Full page formatted with full page display</td>
<td>$9,750**</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$6,436</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$4,612</td>
</tr>
<tr>
<td>1/2 page formatted</td>
<td>$3,500**</td>
</tr>
<tr>
<td>1/2 page formatted with 1/2 page display</td>
<td>$5,750**</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$3,859</td>
</tr>
<tr>
<td>1/4 page formatted</td>
<td>$2,000**</td>
</tr>
<tr>
<td>1/4 page formatted with 1/4 page display</td>
<td>$3,750**</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$2,718</td>
</tr>
<tr>
<td>Directory Services ad</td>
<td>$999 - $1,500</td>
</tr>
</tbody>
</table>

**Formatted ad options are for hotels only, and all rates are net

PREMIUM PLACEMENT RATES

<table>
<thead>
<tr>
<th>AD SIZE/LOCATION</th>
<th>RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page*</td>
<td>$8,583</td>
</tr>
<tr>
<td>Inside Front Cover*</td>
<td>$8,583</td>
</tr>
<tr>
<td>Back Cover*</td>
<td>$9,759</td>
</tr>
<tr>
<td>Inside Back Cover*</td>
<td>$8,112</td>
</tr>
</tbody>
</table>

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

† Source: A.J. Lerner Market Research, Inc.

BONUS DISTRIBUTION
In addition to the unprecedented distribution of the printed copy of the DPG it can also be found as a Virtual Guide on VISITDENVER.com with links to all advertisers!

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.
This slim book features Denver’s restaurants by neighborhood†, chock full of helpful maps. Distributed to visiting meeting and convention attendees as well as the following Tourist Information Centers:
California Street TIC
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>
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</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)

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’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 TWO TIMES PER YEAR. CONCIERGES SAY IT IS THE PERFECT RESOURCE TO HELP VISITORS NAVIGATE THE AREA.

DOWNTOWN MAP SIDE

- 1 space: $1,399
- Discount for 2 or more spaces
- 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

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
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>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOME PAGE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A Feature</td>
<td>Home Page</td>
<td>$35/CPM</td>
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</tbody>
</table>

<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>B Image Header Page Sponsor</td>
<td>Things To Do page</td>
<td>$3,000</td>
<td>1,500</td>
<td>750</td>
</tr>
<tr>
<td></td>
<td>Arts &amp; Culture</td>
<td>600</td>
<td>300</td>
<td>150</td>
</tr>
<tr>
<td></td>
<td>Attractions</td>
<td>2,500</td>
<td>1,245</td>
<td>623</td>
</tr>
<tr>
<td></td>
<td>Day Trips &amp; Around Colorado</td>
<td>2,200</td>
<td>1,100</td>
<td>550</td>
</tr>
<tr>
<td></td>
<td>Itineraries</td>
<td>600</td>
<td>300</td>
<td>150</td>
</tr>
<tr>
<td></td>
<td>Book a Tour</td>
<td>500</td>
<td>250</td>
<td>75</td>
</tr>
<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>
</tr>
<tr>
<td></td>
<td>Family Friendly</td>
<td>500</td>
<td>250</td>
<td>125</td>
</tr>
<tr>
<td></td>
<td>Shopping</td>
<td>163</td>
<td>81</td>
<td>41</td>
</tr>
<tr>
<td></td>
<td>Spas &amp; Beauty</td>
<td>300</td>
<td>150</td>
<td>75</td>
</tr>
<tr>
<td></td>
<td>Sports &amp; Recreation</td>
<td>330</td>
<td>165</td>
<td>82</td>
</tr>
<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 $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.

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**ADVERTISING OPTION** | **LOCATION** | **PRICE**
--- | --- | ---

**RUN OF SECTION PLACEMENTS**

A Feature | Things to Do, Restaurants, About Denver | CPM Rate: $20/CPM

Hotels | $30/CPM

Run of Entire Site | $15/CPM

B Denver 365 | Feature Ad on Home Page | $25/CPM

C Featured Listing | Puts your partner listing at the top of any relevant searches | MONTHLY FLAT RATE: $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

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.
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.

Ad samples on Website Leads Program page
**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

---

**VISITDENVER.com**

Four E-Newsletter Opportunities

---

**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.

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Discover Denver e-newsletter sample

News from the Mile High City e-newsletter sample
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
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.
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

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

COLORADO CONVENTION CENTER TOURIST INFORMATION CENTER

- High visibility, high traffic
- Tourist and local market reach
- Information and dining reservations made at the desk

DOWNTOWN TOURIST INFORMATION CENTER

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

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.
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 (Month)</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>

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.
### VISIT DENVER 2020 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>Spring/Summer Official Visitors Guide</td>
<td>Feb. 7</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 Official Visitors Guide</td>
<td>July 22</td>
<td>Aug. 17</td>
<td>Oct. 1</td>
</tr>
<tr>
<td>Fall/Winter Map Pad</td>
<td>Sept. 23</td>
<td>Oct. 7</td>
<td>Oct. 14</td>
</tr>
<tr>
<td>Visit Denver in-room TV:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jan.-April</td>
<td>Dec. 12, 2019</td>
<td>Dec. 15, 2019</td>
<td>Jan. 5</td>
</tr>
<tr>
<td>May-Aug.</td>
<td>April 7</td>
<td>April 14</td>
<td>May 5</td>
</tr>
<tr>
<td>Signage at: Downtown’s Tourist Information Center</td>
<td>Monthly</td>
<td>Monthly</td>
<td>Monthly</td>
</tr>
<tr>
<td>VISITDENVER.com</td>
<td>Continuous</td>
<td>Continuous</td>
<td>Continuous</td>
</tr>
<tr>
<td>Leisure e-Newsletter Discover Denver</td>
<td>Monthly blast date last Saturday of the month</td>
<td>One week before the last Saturday of the month</td>
<td>Monthly</td>
</tr>
<tr>
<td>Conventions e-Newsletter</td>
<td>Quarterly</td>
<td></td>
<td>Quarterly</td>
</tr>
<tr>
<td>Sponsored Blog Post</td>
<td>Weekly</td>
<td>Previous Monday</td>
<td>Monday</td>
</tr>
<tr>
<td>Single Advertiser Dedicated E-Blast</td>
<td>Second Wednesday of the month</td>
<td>Second Friday of the month</td>
<td>Third Wednesday of the month</td>
</tr>
</tbody>
</table>

**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.