

THE MILE HIGH CITY

DENVER

COLORADO

ADVERTISING OPPORTUNITIES



49° TRANSLATE BOOK MY TRIP (0) SEARCH

MEETINGS WEDDINGS GROUPS TRAVEL TRADE SPORTS COMMISSION PARTNERS MEDIA

THINGS TO DO EVENTS HOTELS RESTAURANTS ABOUT DENVER BLOG



Check out some of Denver's famous must-sees, arranged by location.

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:

Amy Wrede • 720.261.6593 • awrede@visitdenver.com

To become a VISIT DENVER partner:

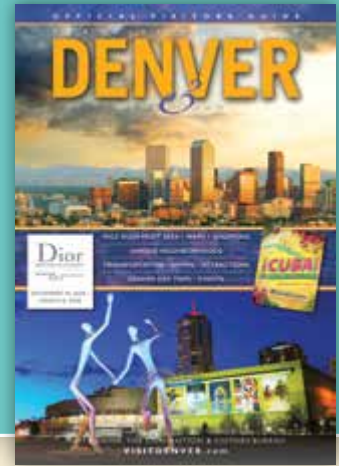
Katy Hoch • 817.734.1213 • khoch@visitdenver.com

VISITDENVER.com



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

535,000 COPIES ANNUALLY IN TWO EDITIONS



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 (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

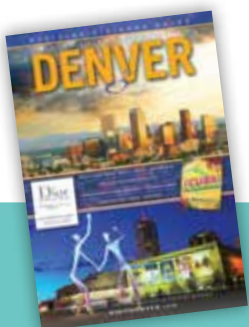
AD RATES

AD SIZE	1 TIME	2 TIMES
Full page	\$10,180	\$9,251
2/3 page	\$7,840	\$7,130
1/2 page	\$6,130	\$5,570
1/3 page	\$5,080	\$4,621
1/4 page	Co-ops only	Co-ops only
1/6 page	\$3,290	\$2,990
Premium Placement*	\$12,210	\$11,100
Inside Front	\$12,540	\$11,400
Back Cover	\$13,541	\$12,311
Inside Back Cover	\$11,377	\$10,343

*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



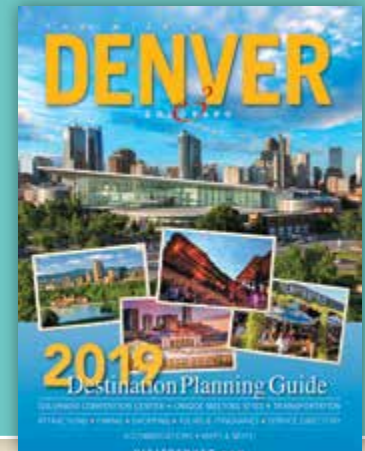
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VISIT DENVER's Destination Planning Guide (DPG) "The Meeting Planners Bible"

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

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

AD RATES

AD SIZE	RATES
Full page	\$6,989
Full page formatted	\$5,500**
Full page formatted with full page display	\$9,750**
2/3 page	\$6,436
1/2 page	\$4,612
1/2 page formatted	\$3,500**
1/2 page formatted with 1/2 page display	\$5,750**
1/3 page	\$3,859
1/4 page formatted	\$2,000**
1/4 page formatted with 1/4 page display	\$3,750**
1/6 page	\$2,718
Directory Services ad	\$999 - \$1,500

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

PREMIUM PLACEMENT RATES

AD SIZE/LOCATION	RATES
Full Page*	\$8,583
Inside Front Cover*	\$8,583
Back Cover*	\$9,759
Inside Back Cover*	\$8,112

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

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!

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VISIT DENVER Dining Guide

ANNUAL CIRCULATION: 62,500



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

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)



CONTACT INFORMATION:

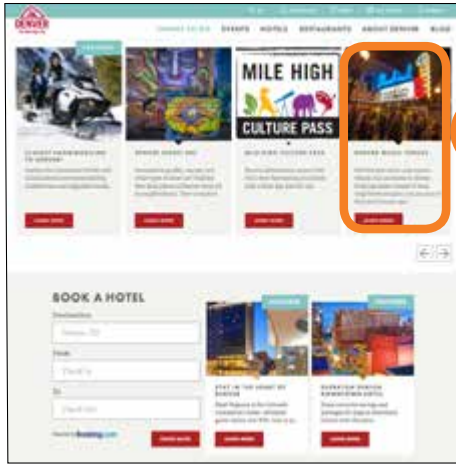
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VISITDENVER.com

*First on the web
for information about Denver*

In 2018:
Page views: 23,761,919
Sessions: 10,173,967
Users: 7,245,237



ADVERTISING OPTION

LOCATION

PRICE

HOME PAGE

A Feature	Home Page	\$35/CPM
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ADVERTISING OPTION

LOCATION

100% SOV

50% SOV

25% SOV

B Image Header Page Sponsor		100% SOV	50% SOV	25% SOV
	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

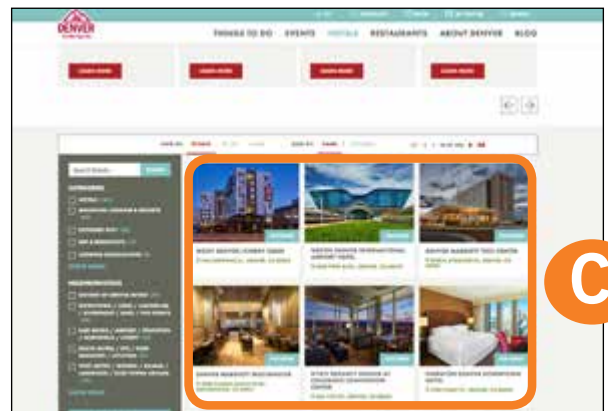
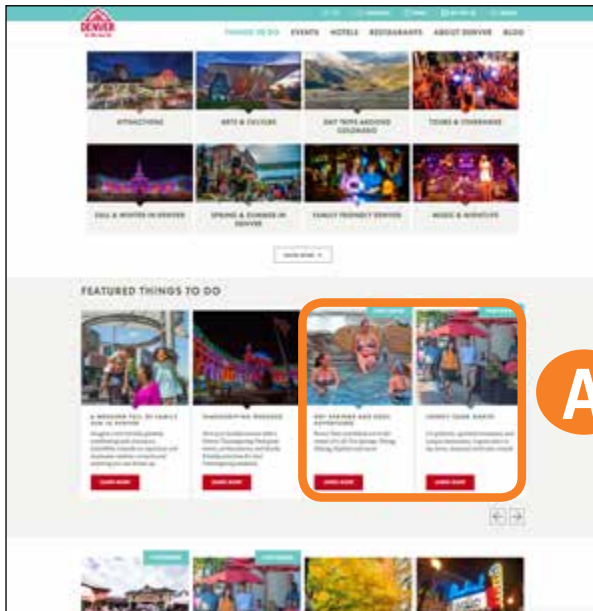
Feature	\$300/MONTH
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VISITDENVER.com



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

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More opportunities on 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.



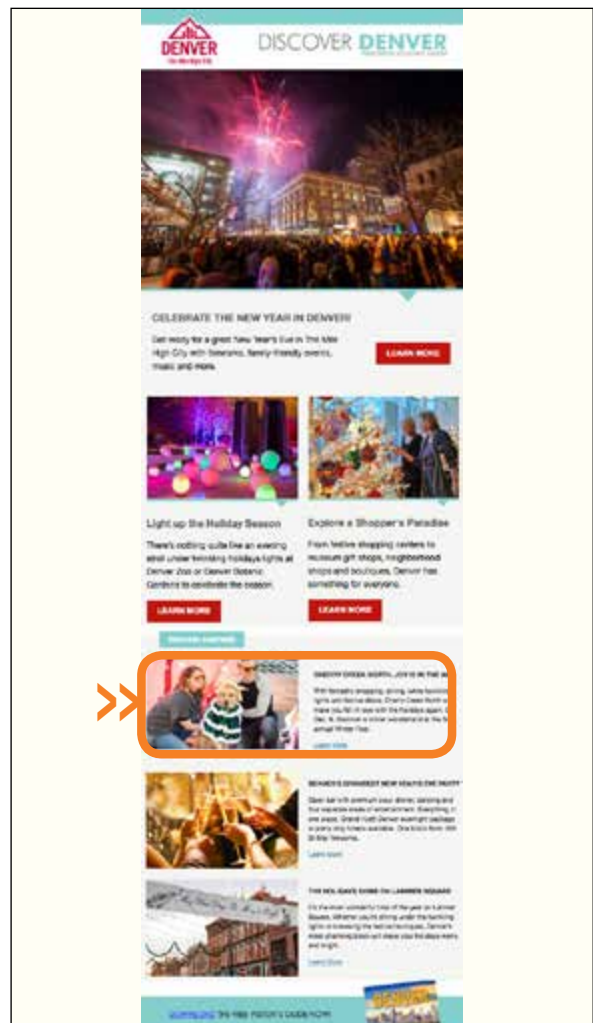
Ad samples on Website Leads Program page

E-NEWSLETTER

VISIT DENVER has two email newsletter products – a monthly e-newsletter which goes to opt-in subscribers who are leisure visitors to our city, and a quarterly e-newsletter which goes to convention and meetings markets.

RATE

- **\$500/month**



E-newsletter sample

*Rates are subject to change.

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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

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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



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VISIT DENVER

Social Media Products

INSTAGRAM STORIES

VISIT DENVER Instagram: 77,000 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

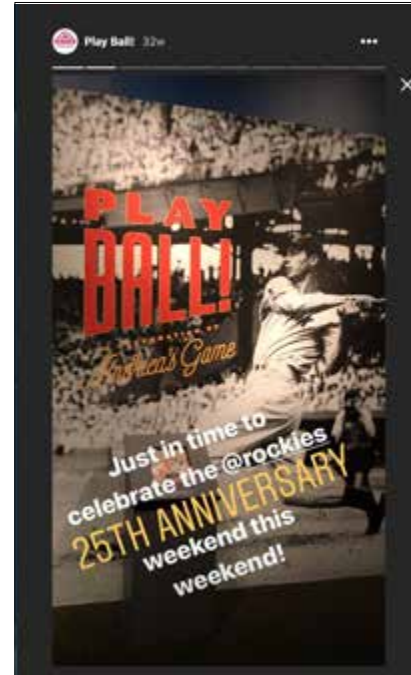
- **\$1,500** per story

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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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

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

Header Ad may link to one of three choices:

- Link to advertiser website
- Link to VISIT DENVER Facebook page (Events Section)
- 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 Header Ad on Denver Events & Things to Do This Weekend page



RATE

- \$2,500

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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:

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VISIT DENVER TV

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

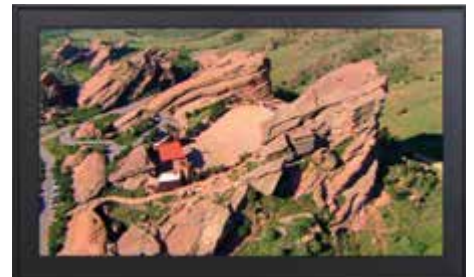
VIEWERS WHO TUNE INTO VISIT DENVER'S DEDICATED PROGRAMMING IN THEIR HOTEL ROOM WILL BE MAKING PLANS—BE PART OF THEIR PLANS WITH ADVERTISING ON VISIT DENVER TV.

- 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.



CONTACT INFORMATION:

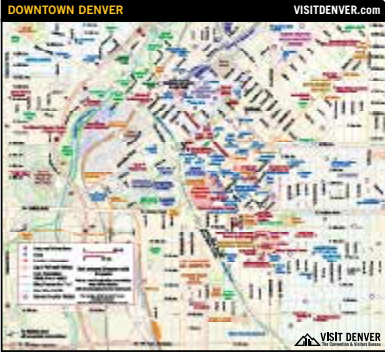

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VISIT DENVER's Map Pad



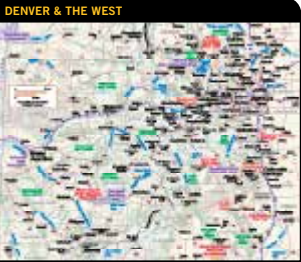
This handy and portable map is distributed at 100+ locations around Denver including the Tourist Information Centers, hotels and the Colorado Convention Center.

100,000 COPIES OF THE MAP PAD ARE PRINTED TWO TIMES 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	CHERRY CREEK & CITY PARK 		B4
A4			B5
A5			B6

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

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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VISIT DENVER 2019 Dates To Know

PUBLICATION/ PRODUCT	SPACE CLOSES	ART DUE	PUBLICATION DATE
2020 <i>Destination Planning Guide</i>	Oct. 30, 2019	Nov. 6, 2019	Jan. 11
Spring/Summer <i>Official Visitors Guide</i>	Feb. 4	Feb. 18	April 1
Spring/Summer Map Pad	March 20	April 9	April 20
<i>Denver Dining Guide</i>	May 20	May 31	June 28
Fall/Winter <i>Official Visitors Guide</i>	July 22	Aug. 16	Oct. 1
Fall/Winter Map Pad	Sept. 23	Oct. 7	Oct. 14
Visit Denver in-room TV:			
Jan.-April	Dec. 12, 2019	Dec. 15, 2019	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

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