We are the official marketing organization for the city and county of Denver. Our mission is to bring conventions and leisure visitors to Denver for the economic benefit of the city, our partners and the community.

We know Denver. We market Denver.

We can help tell your story and get you in front of the larger visitor and meeting planner audiences we serve.
The Power of Denver Tourism

31.7M annual visitors
16.6M overnight visitors

$6.6B total spending
$5.5B overnight spending

Source: Longwoods International Denver Visitor Profile Report 2021 Travel Year

% of Total Spending
- Overnight (83%)
- Day Trippers (17%)

Overnight Spending
- Accommodations ($1.53B)
- Eating/Drinking ($974M)
- Retail ($700M)
- Transportation ($1.82B)
- Recreation ($497M)
Our Visitors

 DEMOGRAPHICS

50% Female  50% Male

Age 18-24 (11%)
Age 25-44 (39%)
Age 45-64 (33%)
Age 65+ (16%)
HHI $75k+ (37%)

3 NIGHTS
average overnight stay in Denver

$158/PERSON
average dollars per day spent by marketable visitors

TOP MARKETS

1. Colorado
2. Texas
3. California
4. Florida
5. Arizona

Source: Longwoods International Denver Visitor Profile Report 2021 Travel Year
VISIT DENVER can help you engage with travelers at multiple touchpoints along their planning and booking journey.

Tap into $6.6B in visitor spending with guaranteed exposure through VISIT DENVER's trusted channels.
Official Visitors Guide to Denver & Colorado

Print visitor guides remain a powerful planning and booking resource for visitors. Our FREE visitors guide is a must have for travelers planning their Mile High City experience.

**Annual Distribution - 425,000 Copies**
- Printed Semi-annually
  - Spring/Summer and Fall/Winter
  - Print & digital formats

**In-Market Distribution**
- More than 140 Metro Area locations
- Front Range hotels
- Visitor Centers at 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**

<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
VISIT DENVER Dining Guide

Pocket sized and easy to use. This 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 Tourist Information Centers at Union Station and Colorado Convention Center.

Annual Distribution
- 50,000 Copies

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/Loh/Bekeley/Tennyson)
North Metro/Boulder
West Metro (Golden/Lakewood/Belmar)

To advertise, contact: Katy Hoch | 817.734.1213 | khoch@visitdenver.com | Partnership Sales Manager
VISIT DENVER Map Pad

This handy and portable map is distributed at 100+ locations around Denver including hotels and the Tourist Information Centers at Union Station and 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
- 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
Users are looking for help as they plan their stay, and our highly engaging website provides them all the things to see & do, where to stay, places to dine and more.

VISITDENVER.com 2021 Stats:

#1 site for visitor info!

60% of traffic to site is mobile

#1 on Google and Bing for over 3,200 tourism keyword phrases

7.8M+ visits

15M+ page views
<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>HEADER AD</td>
<td>Things to Do</td>
<td>$1,800</td>
<td>$900</td>
<td>$450</td>
</tr>
<tr>
<td>(RATE PER MONTH)</td>
<td>Attraction</td>
<td>$800</td>
<td>$400</td>
<td>$200</td>
</tr>
<tr>
<td></td>
<td>Day Trips</td>
<td>$750</td>
<td>$375</td>
<td>$188</td>
</tr>
<tr>
<td></td>
<td>Arts &amp; Culture</td>
<td>$600</td>
<td>$300</td>
<td>$150</td>
</tr>
<tr>
<td></td>
<td>Fall &amp; Winter</td>
<td>$500</td>
<td>$250</td>
<td>$125</td>
</tr>
<tr>
<td></td>
<td>Tours</td>
<td>$500</td>
<td>$250</td>
<td>$125</td>
</tr>
<tr>
<td></td>
<td>Family Friendly</td>
<td>$500</td>
<td>$250</td>
<td>$125</td>
</tr>
<tr>
<td></td>
<td>Sports &amp; Recreation</td>
<td>$330</td>
<td>$165</td>
<td>$83</td>
</tr>
<tr>
<td></td>
<td>Shopping</td>
<td>$330</td>
<td>$165</td>
<td>$83</td>
</tr>
<tr>
<td></td>
<td>Nightlife</td>
<td>$330</td>
<td>$165</td>
<td>$83</td>
</tr>
<tr>
<td></td>
<td>Itineraries - Homepage</td>
<td>$330</td>
<td>$165</td>
<td>$83</td>
</tr>
<tr>
<td></td>
<td>Itineraries - Denver in 3 Days</td>
<td>$330</td>
<td>$165</td>
<td>$83</td>
</tr>
<tr>
<td></td>
<td>Food &amp; Drink</td>
<td>$330</td>
<td>$165</td>
<td>$83</td>
</tr>
<tr>
<td></td>
<td>Health &amp; Wellness</td>
<td>$330</td>
<td>$165</td>
<td>$83</td>
</tr>
<tr>
<td></td>
<td>Neighborhoods</td>
<td>$330</td>
<td>$165</td>
<td>$83</td>
</tr>
<tr>
<td></td>
<td>Places to Stay</td>
<td>$500</td>
<td>$250</td>
<td>$125</td>
</tr>
<tr>
<td></td>
<td>Meetings/hotels-venues/find-a-hotel-block</td>
<td>$500</td>
<td>$250</td>
<td>$125</td>
</tr>
</tbody>
</table>
Web advertising allows your business to target the most qualified audience of visitors - those actively engaged in trip planning. Featured ads look like editorial and, because they look like editorial, they get a great click through rate.

<table>
<thead>
<tr>
<th>Advertising Option</th>
<th>Location</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEATURED AD (RATE PER MONTH)</td>
<td>Things To Do Homepage</td>
<td>$600</td>
</tr>
<tr>
<td></td>
<td>Attractions</td>
<td>$320</td>
</tr>
<tr>
<td></td>
<td>Arts &amp; Culture</td>
<td>$300</td>
</tr>
<tr>
<td></td>
<td>Family Friendly (Run of Section = Family + Teens + Kids)</td>
<td>$475</td>
</tr>
<tr>
<td></td>
<td>Basecamp</td>
<td>$350</td>
</tr>
<tr>
<td></td>
<td>Day Trips Around Colorado</td>
<td>$260</td>
</tr>
<tr>
<td></td>
<td>Health &amp; Wellness</td>
<td>$250</td>
</tr>
<tr>
<td></td>
<td>Food &amp; Drink</td>
<td>$250</td>
</tr>
<tr>
<td></td>
<td>Make A Night of It (Run of Site)</td>
<td>$750</td>
</tr>
<tr>
<td></td>
<td>Places To Stay (Run of Section = Homepage + Deals + Hotels)</td>
<td>$500</td>
</tr>
</tbody>
</table>
VISITDENVER.com – Featured Listings

Stand out among other business listings on VISITDENVER.com with a featured business listing. Our featured business listings place you at the top of a relevant category search, ensuring you are top of mind when visitors are looking and planning.

<table>
<thead>
<tr>
<th>Advertising Option</th>
<th>Location</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEATURED LISTING</td>
<td>Puts your partner listing to the top of one major category or sub-category</td>
<td>$350</td>
</tr>
</tbody>
</table>
VISITDENVER.com – Website Leads Program

Our website leads program puts the leads into your hands! Gain exposure and grow your opt-in database. When visitors sign up to receive the *Official Visitors Guide* or subscribe to our monthly eNewsletter, they can request information about your business. Those leads are then 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.*
Visit Denver Blog – Weekend Blog Ad

Catch the weekend crowd with a placement on our highly popular “Events and Things to Do This Weekend” blog post. This weekly roundup of events taking place the coming weekend in Denver is heavily promoted through social media.

Weekend Blog

- Average impressions per month: 45,000
- Average time on page: 5-10 min.

Rate

- $1,000/month

Markets Visiting This Page

- 45% local; 55% regional
VISIT DENVER Blog – Sponsored Blog Post

Tell your unique story on our Blog! #1 in Feedspot’s Top 50 Denver Blogs and a 4-minute average time on page.

Sponsored Blog Post

- We can work with you to develop a story that is useful and entertaining to visitors.
- Your story will live on the blog for 6 months.
- VISIT DENVER will promote the post via an organic Facebook Post that links to the sponsored blog post.
- The Facebook Post will be boosted for 2 days.

Rate

- $2,500/post
Leisure eNewsletter – Featured Ad

Our monthly eNewsletter, “Discover Denver,” is received by nearly 100,000 opt-in subscribers with an average 30% open rate and reaches an engaged and active travel audience.

**Featured Ad**

Gives exposure to your business and content. As one of up to four featured content units in the email, your content gets attention and helps tell your story to consumers.

**Rate**

- $1,000/eNewsletter

**Water World - Over 50 Attractions!**

The award-winning water park features thrills for all ages with raft rides, speed slides, three water coasters, downhill racers, surf simulator, boogie boarding, lazy river, wave pools and even a dinosaur, plus so much more!

[Learn More](#)
Leisure eNewsletter – Dedicated eNewsletter

It’s all about you, and whatever you want to promote. Received by nearly 100,000 opt-in subscribers, the “Discover Denver” eNewsletter reaches an engaged and active travel audience.

Dedicated eNewsletter
• Delivered the third week of the month.
• Labeled “Sponsored Content.”
• Advertisers may purchase up to two dedicated eNewsletters per year.

Rate
• $2,500/eNewsletter
VISIT DENVER Social Media – Facebook

VISIT DENVER Facebook – 354,000+ followers

**Facebook Ad**
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 3 days 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 newsfeed
- Advertiser will choose target audience (We encourage partners to choose VISIT DENVER’s regional and national markets)

**Rate**
- $1,500/ad

**Facebook “Boosted” Post**
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.

- Great for promotions, launches, and events
- Reaches audience that has liked the VISIT DENVER page
- Lives on the VISIT DENVER newsfeed
- Links back to advertiser site

**Rate**
- $1,750/post

---

To advertise, contact: Katy Hoch | 817.734.1213 | khoch@visitdenver.com | Partnership Sales Manager
VISIT DENVER Social Media – Instagram

VISIT DENVER Instagram - 154,000 followers

Instagram Post
- Post includes:
  » Your photo
  » Your copy
  » Your hashtag

Rate
- $1,000/Post

Instagram Story
- Story includes:
  » 1 instance of Instagram Stories (5 photos and/or videos)
  » 1 Instagram Post to promote
  » Will link to partner website
  » May include tagging, hashtags and location

Rate
- $1,500/Story

Instagram Contest
- Prize to be provided and fulfilled 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/contest
- $3,000 for both a Story and contest
VISITDENVER.com – Meetings

Get in front of meeting planners!

**Featured Ads**
Our meetings website is a powerful resource. It houses an array of organic content and information relevant to planners no matter where they are in the cycle.

**Featured Listings**
Stand out among other business listings on VISITDENVER.com with a featured business listing. Our featured business listings place you at the top of a relevant category search.

---

**Advertising Option** | **Location** | **Rate**
---|---|---
**FEATURED AD** (RATE PER MONTH) | Meetings Homepage | $500
| Hotels & Venues | $500
| Meeting Services | $500
| Denver Info | $500
| Weddings | $500

**FEATURED LISTING** (RATE PER MONTH) | Puts your partner listing to the top of one major category or sub-category | $350

---

To advertise, contact: Katy Hoch | 817.734.1213 | khoch@visitdenver.com | Partnership Sales Manager
Our quarterly eNewsletter, "News From The Mile High City," delivers highlights of all the exciting things taking place in Denver.

**Featured Ad**
- Curated list of 2,500+ meeting planners

**Rate**
- $1,000/eNewsletter

**Featured Partners**

*Your Private Event Venue Solution*

Host your next event at one of our epic Denver venues! The Marquis Theater, Summit and The Fillmore Auditorium are the perfect venues to host your corporate event, product launch, fundraiser or holiday party.

[Learn More]
Destination Services eBlast – Featured Ad

A can’t miss product if you’re looking to get in front of active buyers!

Featured Ad
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 eblasts.

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 eBlasts Available to Choose From:
- Each email is sent to 400 planners of single-hotel meetings throughout the 12-month run.
- 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

Rate
- $1,500/12-month run

Featured: Events That Thrill Happen Here
Ellitch Gardens is Colorado’s ONLY theme & water park and is Denver’s most unique venue. Hosting groups from 10-10,000. Customized for you. Learn More
eTarget Media Eblast – Featured Ad

Reach national meeting planners via eTarget Media eblasts.

**Featured Ad**
- Each eTarget Media eblast is sent to a list of 260,000 meeting planners based on job titles
- Each eblast features up to 8 advertisers; ad links back to advertiser website
- Eblasts are sent quarterly (February, May, August, November)

**Rate**
- $2,500/eblast
Tourist Information Center – Colorado Convention Center

**Backlist Displays & Brochures** – High visibility! High traffic! Get in front of convention goers.

- **Digital Signage at the CCC**
  - Your ad will rotate among 24 screens, back and front, located in the main Lobby/Atrium of the CCC.
  - **Rate**
    - $400/month

- **Brochure Distribution at CCC**
  - FREE brochure distribution with digital sign purchase.
  - **Rate**
    - $500/year

To advertise, contact: Katy Hoch | 817.734.1213 | khoch@visitdenver.com | Partnership Sales Manager