

THE MILE HIGH CITY

# DENVER

COLORADO

ADVERTISING OPPORTUNITIES



69° 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:  
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

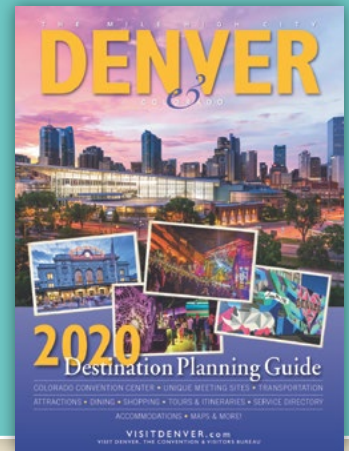


To advertise:  
Katy Hoch • 817.734.1213 • [khoch@visitdenver.com](mailto:khoch@visitdenver.com)  
[VISITDENVER.com](http://VISITDENVER.com)

# 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

† 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!



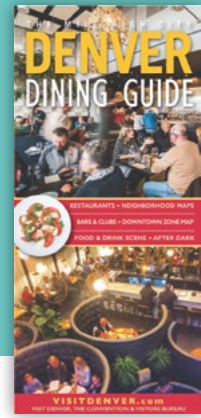
To advertise:  
Katy Hoch • 817.734.1213 • khoch@visitdenver.com  
**VISITDENVER.com**





# VISIT DENVER Dining Guide

ANNUAL CIRCULATION: 62,500



This slim book features Denver's restaurants by neighborhood<sup>†</sup>, 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

<sup>†</sup> 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)



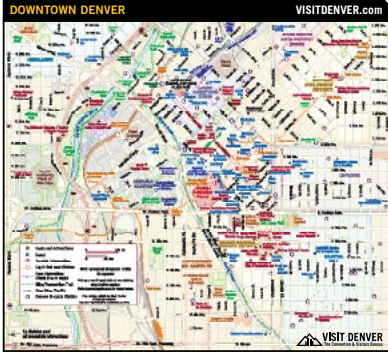

To advertise:  
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VISITDENVER.com



# 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.

<b>A1</b>	DENVER BANNER SPACE AVAILABLE	<b>B1</b>	<b>B2</b>
<b>A2</b>	<b>DOWNTOWN DENVER</b>  VISITDENVER.com		<b>B3</b>
<b>A3</b>	<b>CHERRY CREEK &amp; CITY PARK</b> 	<b>B4</b>	
<b>A4</b>		<b>B5</b>	
<b>A5</b>		<b>B6</b>	

## 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

<b>C1</b>	<b>C2</b>	<b>GREATER METRO DENVER</b>  VISITDENVER.com	<b>RTD RAIL SYSTEM</b> 
<b>C3</b>	<b>C4</b>		
<b>DENVER &amp; THE WEST</b> 			

## METRO MAP SIDE

- 1 space: \$999
- Discount for 2 or more spaces

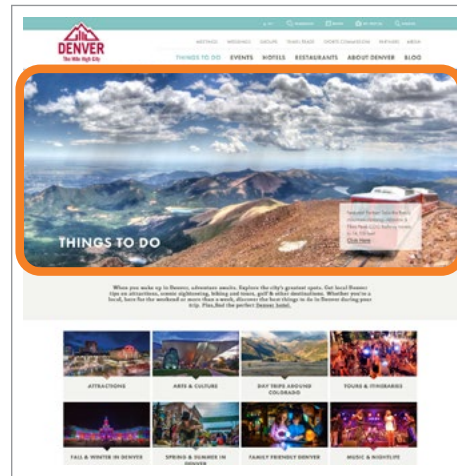
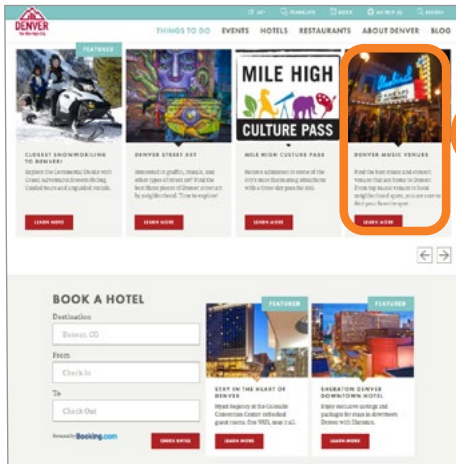
To advertise:  
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VISITDENVER.com



# 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



## ADVERTISING OPTION

## LOCATION

## PRICE

### HOME PAGE

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

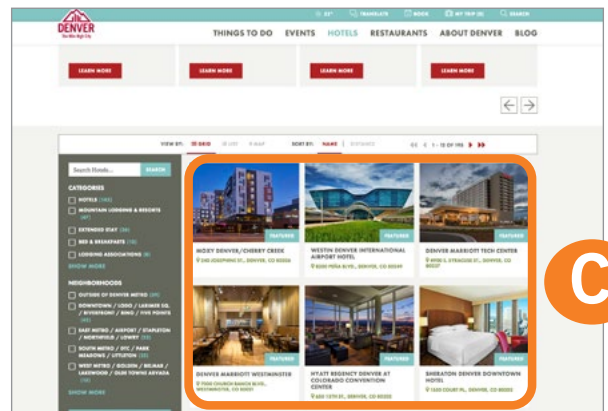
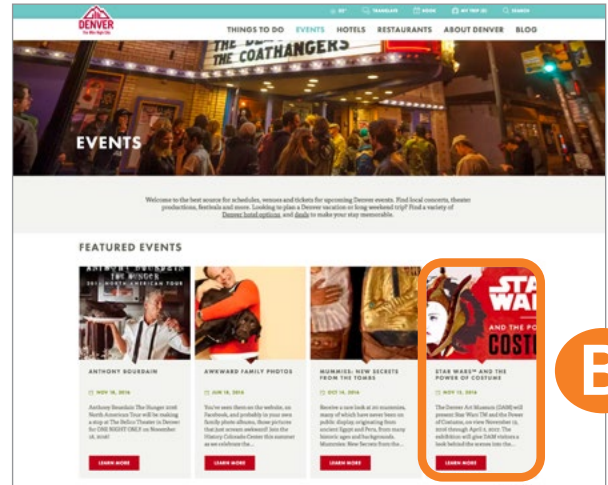
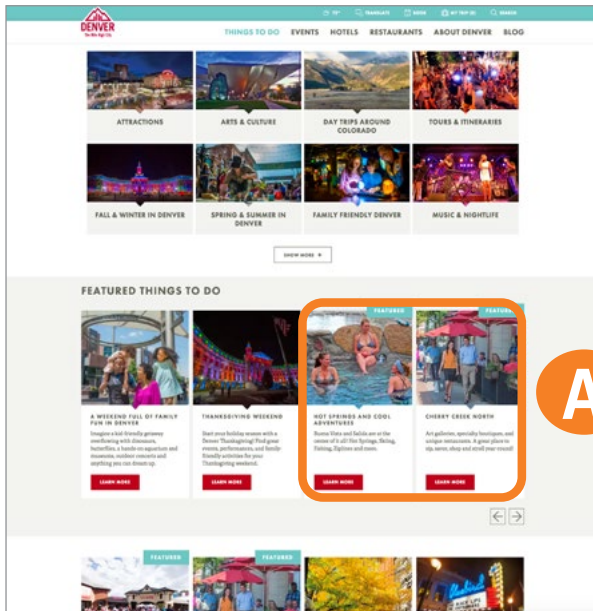
\$300/MONTH

To advertise:  
 Katy Hoch • 817.734.1213 • khoch@visitdenver.com  
 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</i> <i>Hotels</i>	<b>CPM RATE:</b> \$20/CPM \$30/CPM
<b>B</b> Denver 365	<i>Run of Entire Site</i> <i>Feature Ad on Home Page</i>	\$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

To advertise:  
 Katy Hoch • 817.734.1213 • khoch@visitdenver.com  
 VISITDENVER.com



# VISITDENVER.com

Two ways to catch the weekend crowd

## BLOG WEEKEND PREMIER AD

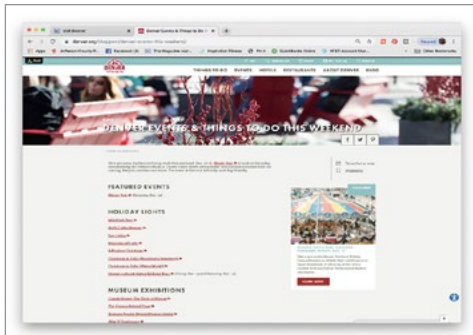
Weekly round up of events during the coming weekend in Denver. Lives in the Blog section of VISITDENVER.com and is heavily promoted through social media. Average 35,000 impressions/month. Average time on page between 5 and 10 minutes.

### 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, Lone tree, 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

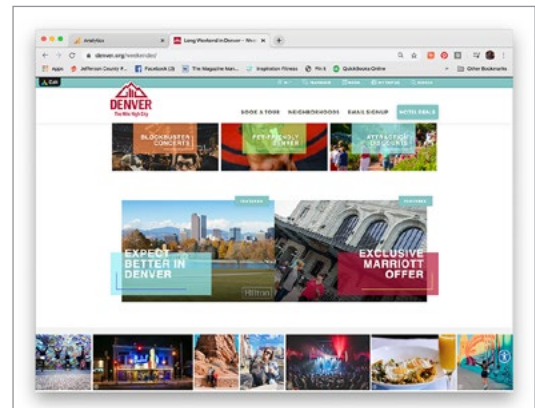
Landing page for the Tourism Improvement District campaign to promote weekend regional visits to Denver to fill room nights. Promoted by a \$3 million dollar campaign.

### 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*



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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 VISITDENVER.com website interface. At the top, there is a navigation menu with links for METINGS, WEDDINGS, GROUPS, TRAVEL/TRADE, SPORTS COMMISSION, and PARTNERS. Below this is another menu with links for 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 ads. The first ad is highlighted with an orange box and a red checkmark icon. The ad is for 'Mt. Princeton Hot Springs Resort' and includes a description: 'This Colorado hot springs resort is the perfect family or romantic getaway. Surrounded by world-class snowmobiling, skiing and whitewater rafting in the summer.' Other ads in the list include 'Maribou and Pikes Peak Railway', 'Capitol Hill Mansion B and B', 'Hot Springs & Cool Adventures', 'Colorado Parks & Wildlife', and 'Downtown Boulder'. At the bottom of the ad list, there is a checkbox labeled 'Send information from all companies'.

Ad samples on Website Leads Program page

\*Rates are subject to change.

To advertise:  
Katy Hoch • 817.734.1213 • khoch@visitdenver.com  
VISITDENVER.com



# VISITDENVER.com

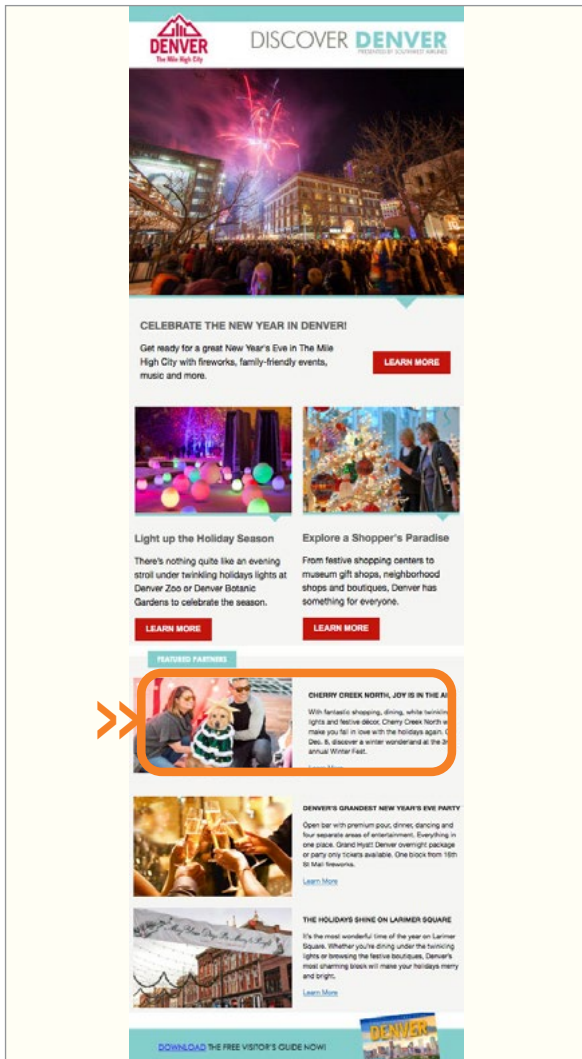
## Four E-Newsletter Opportunities

### 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



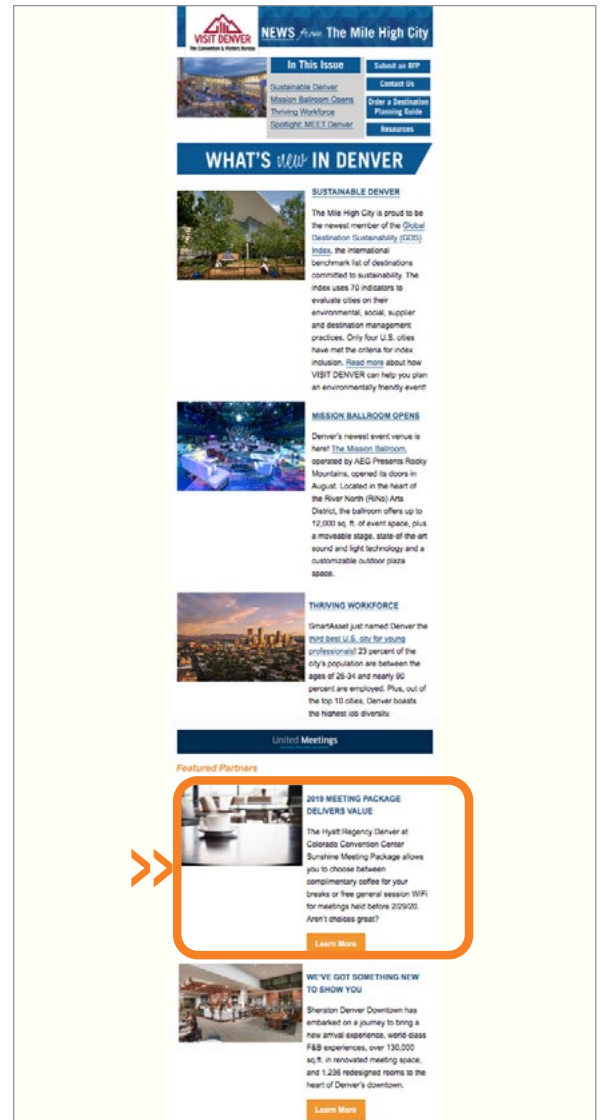
Discover Denver e-newsletter sample

### 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

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 VISITDENVER.com



# VISITDENVER.com

## Four E-Newsletter Opportunities

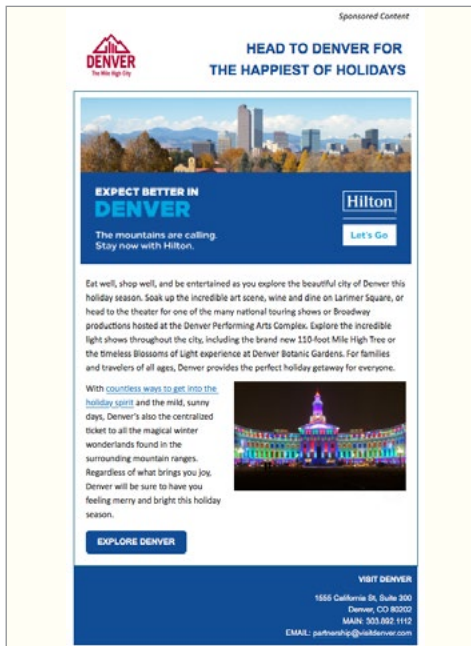
### SINGLE ADVERTISER DEDICATED E-BLAST

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



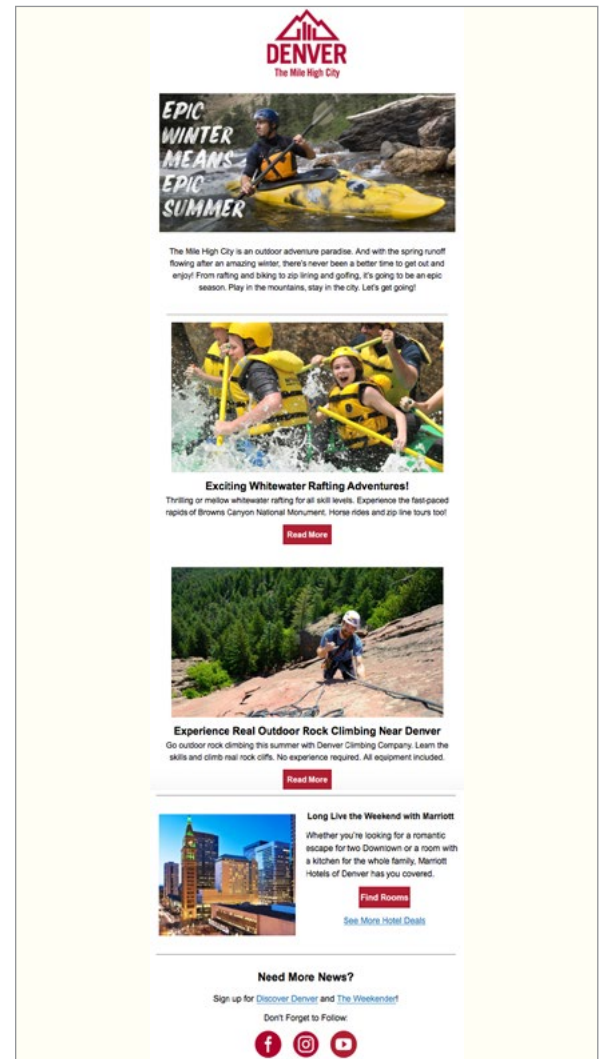
Single Advertiser Dedicated e-blast sample

### 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

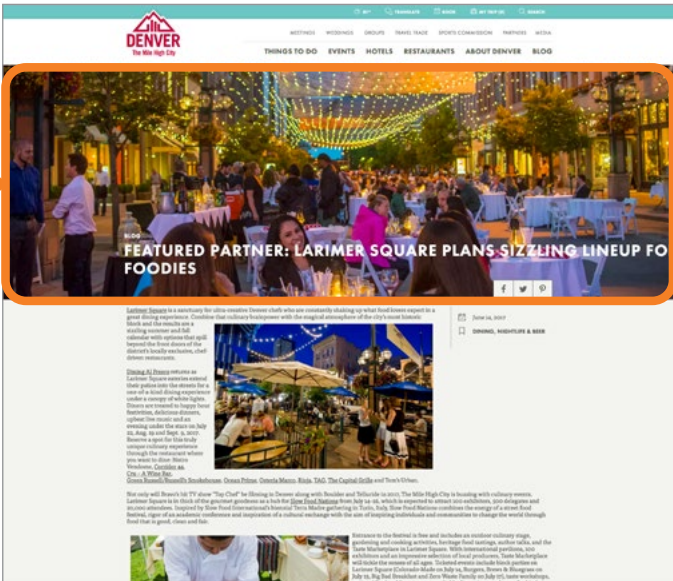
To advertise:  
 Katy Hoch • 817.734.1213 • khoch@visitdenver.com  
 VISITDENVER.com





# VISITDENVER.com Blog Products

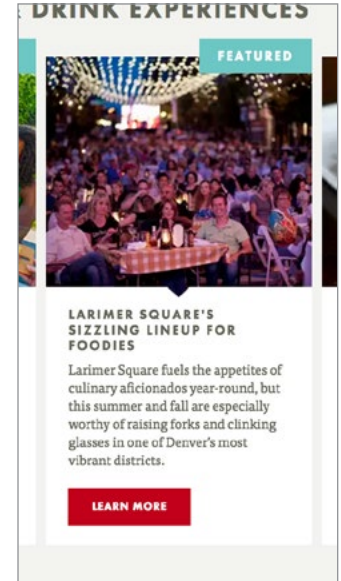
Visit Denver Blog ranked #1  
in Feedspot's Top 50  
Denver Blogs.



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

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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



To advertise:  
Katy Hoch • 817.734.1213 • khoch@visitdenver.com

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

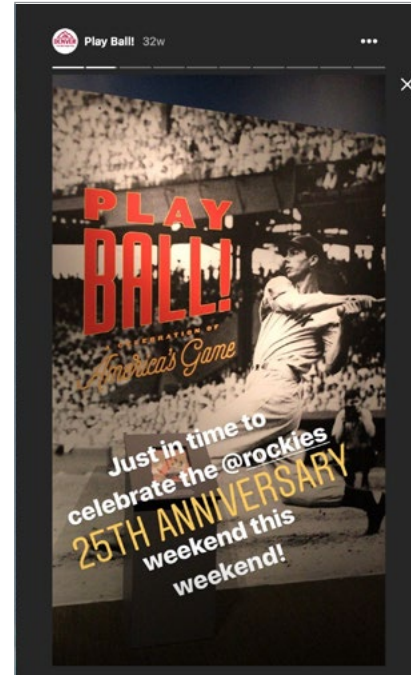
- \$1,500 per story

### 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





# VISIT DENVER Events Promotion Package

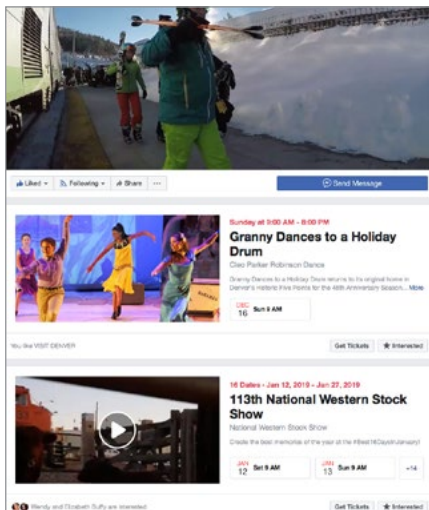
## EVENT LISTING ON FACEBOOK - One month prior to event

- 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



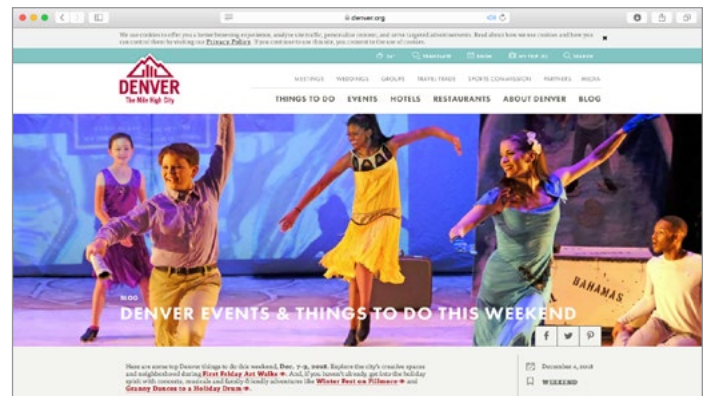
2. Events Section of VISIT DENVER Facebook page

## 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

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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

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**VISITDENVER.com**

  
**VISIT DENVER**  
The Convention & Visitors Bureau

# VISIT DENVER TV

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

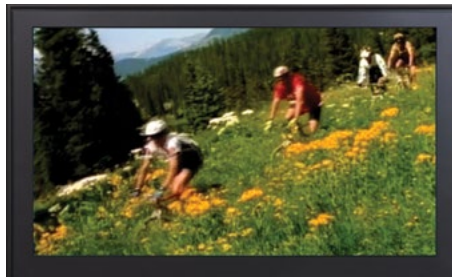
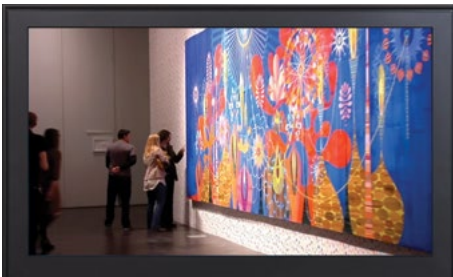
**VIEWERS WHO TUNE INTO VISIT DENVER'S DEDICATED PROGRAMMING IN THEIR HOTEL ROOM WILL BE MAKING PLANS—BE PART OF THEIR PLANS WITH ADVERTISING ON VISIT DENVER TV.**

- 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.



To advertise:  
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# VISIT DENVER 2020 Dates To Know

<b>PUBLICATION/ PRODUCT</b>	<b>SPACE CLOSES</b>	<b>ART DUE</b>	<b>PUBLICATION DATE</b>
2020 <i>Destination Planning Guide</i>	Oct. 30, 2019	Nov. 6, 2019	Jan. 11
Spring/Summer <i>Official Visitors Guide</i>	Feb. 7	Feb. 19	April 1
Spring/Summer Map Pad	March 20	April 9	April 20
<i>Denver Dining Guide</i>	May 22	May 29	June 28
Fall/Winter <i>Official Visitors Guide</i>	July 22	Aug. 17	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
Single Advertiser Dedicated E-Blast	Second Wednesday of the month	Second Friday of the month	Third Wednesday of the month

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