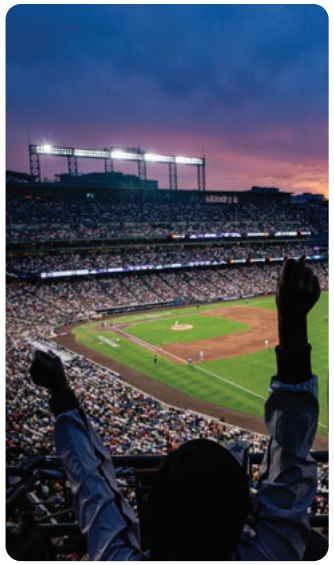

Visit
DENVER
THE MILE HIGH CITY
Visit Denver Media Kit

Visit DENVER

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 visitor and meeting planner audiences we serve.

Katy Hoch | Partnership Sales Manager | 303.571.9432 | khoch@visitdenver.com

Denver Tourism

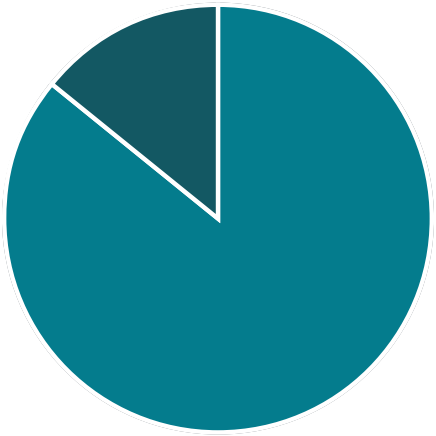
Visitor Spending

37.6M
annual visitors

20.1M
overnight visitors

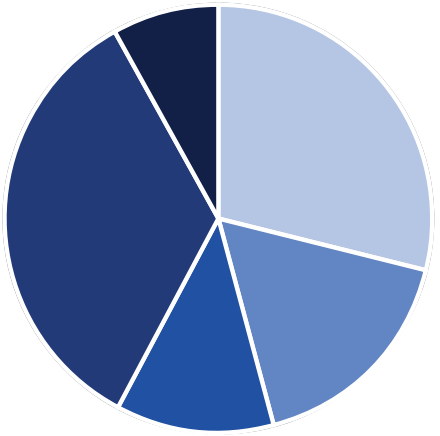
$10.5B
total spending

$8.7B
overnight spending



% of Total Spending

- Overnight (84%)
- Day Trippers (16%)



Overnight Spending

- Lodging ($2.5B)
- Eating/Drinking ($1.5B)
- Retail ($1B)
- Transportation ($2.8B)
- Recreation ($767M)

Source: Longwoods International Denver Visitor Profile Report 2025 Travel Year

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Denver Tourism

More About Our Overnight Visitors

Demographics

39% Female 61% Male

- Age 17 & younger (31%)
- Age 18-24 (19%)
- Age 25-34 (30%)
- Age 35-44 (28%)
- Age 45-54 (22%)
- Age 55-64 (17%)
- Age 65+ (17%)
- Avg HHI $83.9k

2.8 nights

average overnight stay in Denver

$436/person

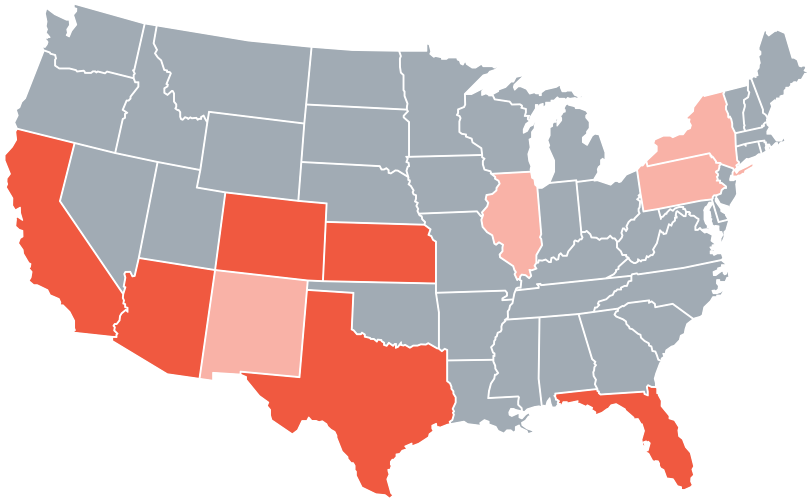
average dollars per day spent by marketable visitors

Activities

- Entertainment (67%)
- Outdoor (53%)
- Cultural (37%)
- Sports (27%)
- Business (20%)

Top Markets

- Colorado
- Texas
- California
- Florida



Source: Longwoods International Denver Visitor Profile Report 2025 Travel Year

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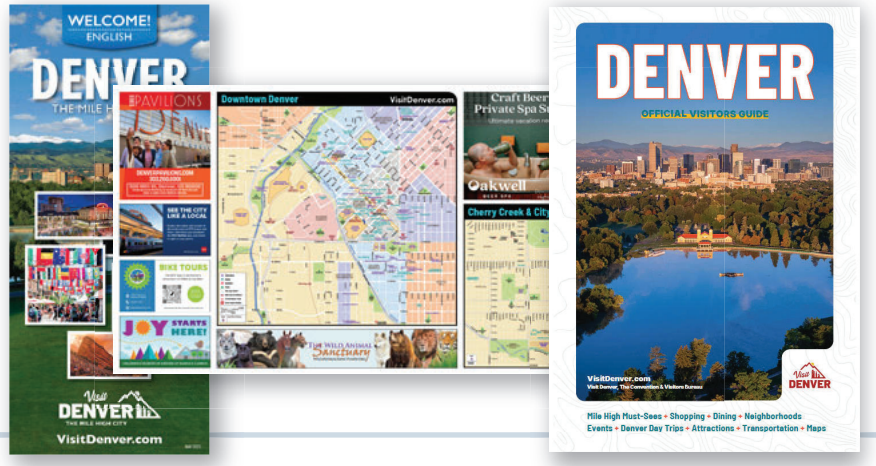
Visit Denver Can Help You

Engage With Travelers Before & During Their Visit

Tap into $10.5B in visitor spending with guaranteed exposure through Visit Denver's trusted channels, reaching visitors throughout their planning and booking journey and during their stay via multiple touchpoints.

PRINT



56%

print readers enjoy print ads as part of the reading experience

> Gen Z readers report that print ads make them feel more confident in their purchase decisions

82%

print readers say print collateral helps them "escape the algorithm" and discover new things outside their digital habits

Source: "Proving the Power of Print" Goodques, Dotdash Meredith, 2024

WEBSITE



SOCIAL



E-NEWSLETTERS



DIGITAL DISPLAY & BROCHURE DISTRIBUTION



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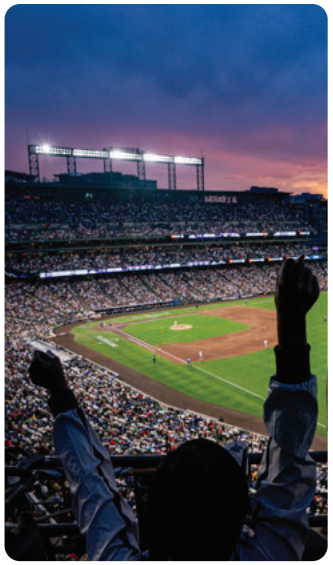
Visit DENVER

Advertising Opportunities Focused on Leisure Audiences













Reach leisure travelers at every stage of their journey. From trip inspiration to on-the-ground discovery, Visit Denver's marketing channels help your business connect with visitors actively looking for places to stay, dine, shop and explore.

Print Collateral

Official Visitors Guide to Denver & Colorado

40% of U.S. travelers used a print resource to help plan their vacation in the past 12 months.^ Our FREE visitors guide is a must have for tourists planning their Mile High City experience.

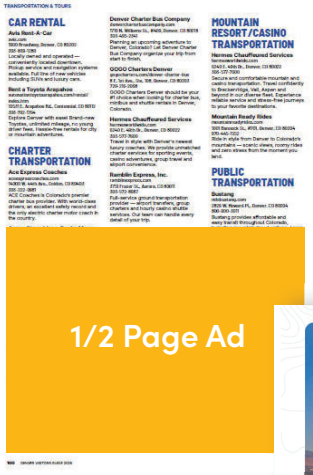
Direct Fulfillment

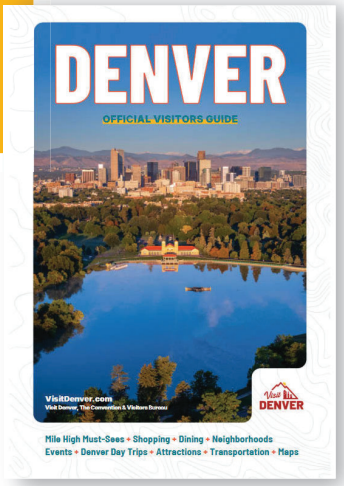
- Mailed directly to visitors who are planning their trip to Denver

In-market Distribution

- More than 140 metro area locations
- Front Range hotels
- Tourist Information Centers at Denver 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







Printed Semi-annually

- Spring/Summer edition- 185,000 copies
- Fall/Winter edition- 155,000 copies
- Print & digital formats

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

^ Source: "State of the American Traveler" Miles Partnership, 2023

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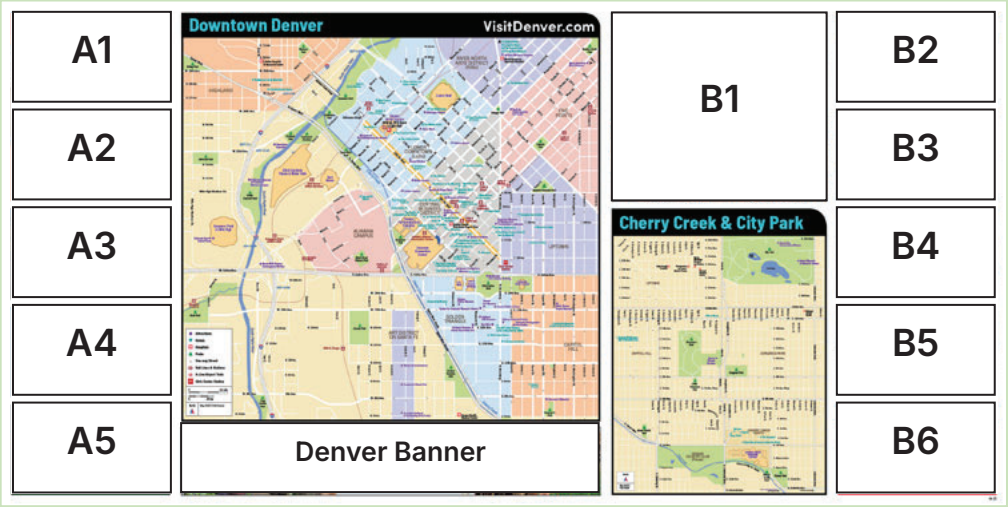
Print Collateral

Visit Denver Map Pad

This handy and portable map is distributed to 100+ locations around Denver, including hotels and Tourist Information Centers at Denver 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!

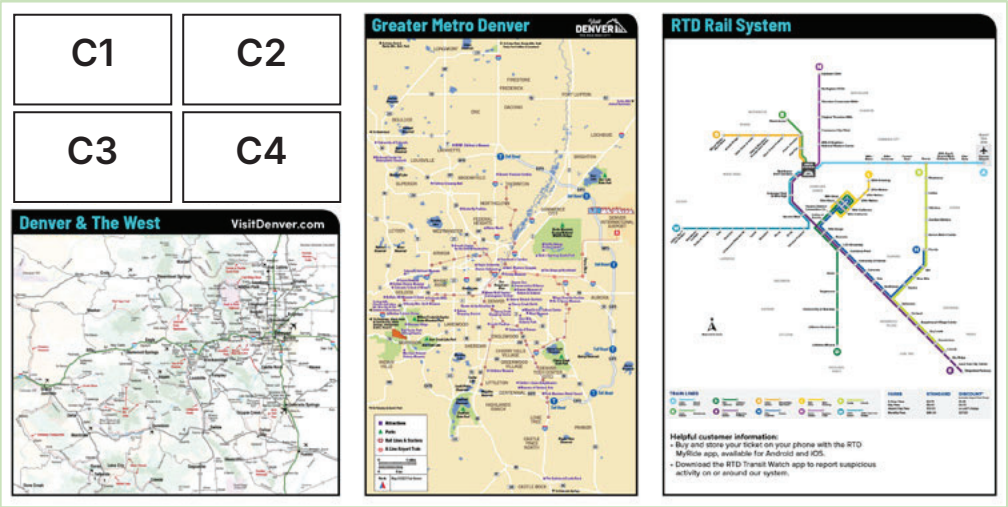
Downtown Map Side

- 1 space: $1,399
- Premium B1 space: $2,700
- Denver banner space: $3,000
- Discount for two or more consecutive spaces



Metro Map Side

- 1 space: $999
- Discount for two or more consecutive spaces



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VisitDenver.com

Visit Denver's 2025 Website Stats

Users are looking for help as they plan their stay, and our highly engaging website provides them all the things to see and do, where to stay, places to dine and more.

26.6+ million views

15.5+ million sessions

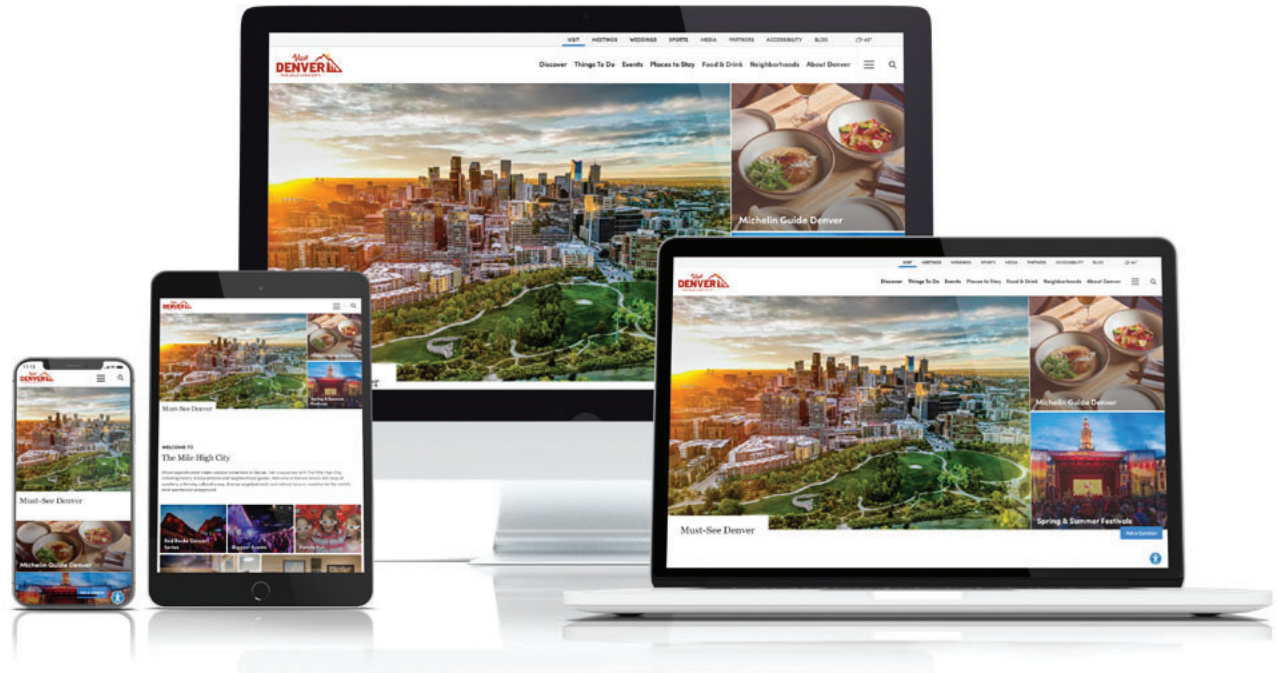
76% of traffic is mobile

69% engagement rate

3.5+ minutes average session duration

Search Dominance: Top spot placement for key search terms

AI Search Ready: Optimized for AI-Powered search



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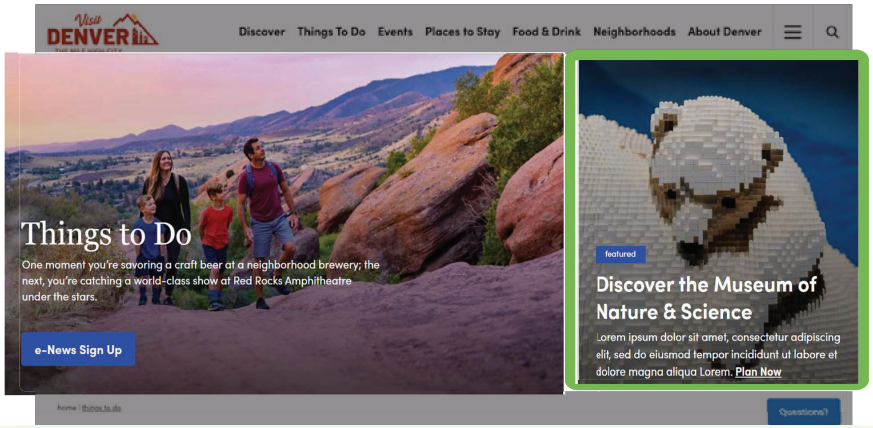
VisitDenver.com

Header Ads

Advertising on VisitDenver.com allows your business to target the most qualified audience of visitors - those actively engaged in trip planning.



Location (rates per month)	100% SOV	50% SOV	25% SOV
Things To Do	$1,800	$900	$450
Day Trips	$750	$375	$188
Arts & Culture	$600	$300	$150
Tours	$500	$250	$125
Family Friendly	$500	$250	$125
Sports & Recreation	$330	$165	$83
Shopping	$330	$165	$83
Food & Drink	$330	$165	$83
Blog - Events & Things To Do This Weekend	$1,500	$750	$375
Blog - Denver's Biggest Events	$1,400	$700	$350
Health & Wellness	$330	$165	$83
Attractions - Must See & Do	$1,000	$500	$250
Attractions - Homepage	$800	$400	$200
Places To Stay	$500	$250	$125

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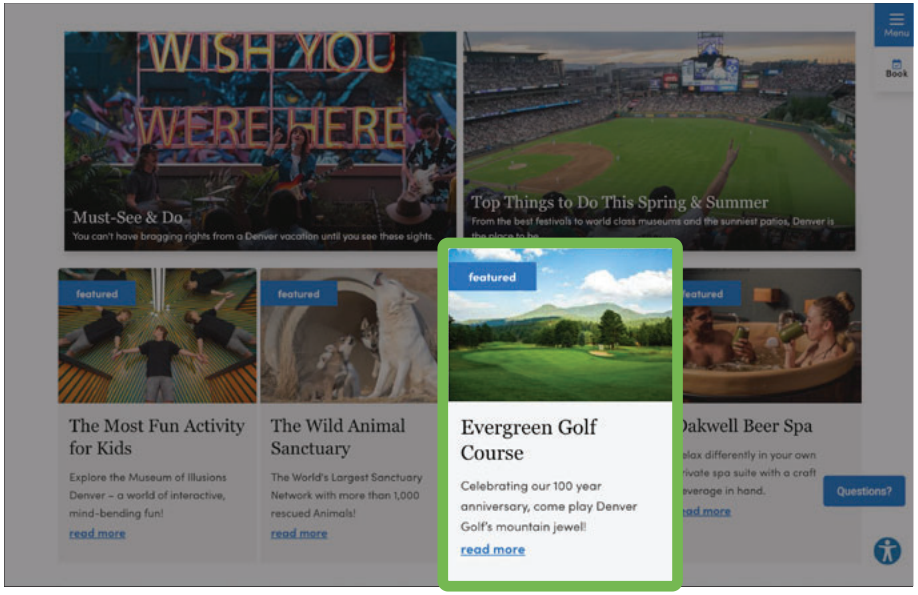
VisitDenver.com

Featured Ads

Featured ads look like editorial and, therefore, generally receive great clickthrough rates.



Location (rates per month)	Rate
Things To Do Homepage	$600
Attractions	$320
Arts & Culture	$300
Family Friendly	$475
Sports & Rec	$300
Tours	$300
Day Trips Around Colorado	$260
Health & Wellness	$250
Food & Drink	$250
Places To Stay (Run of Section = Homepage + Hotels)	$500

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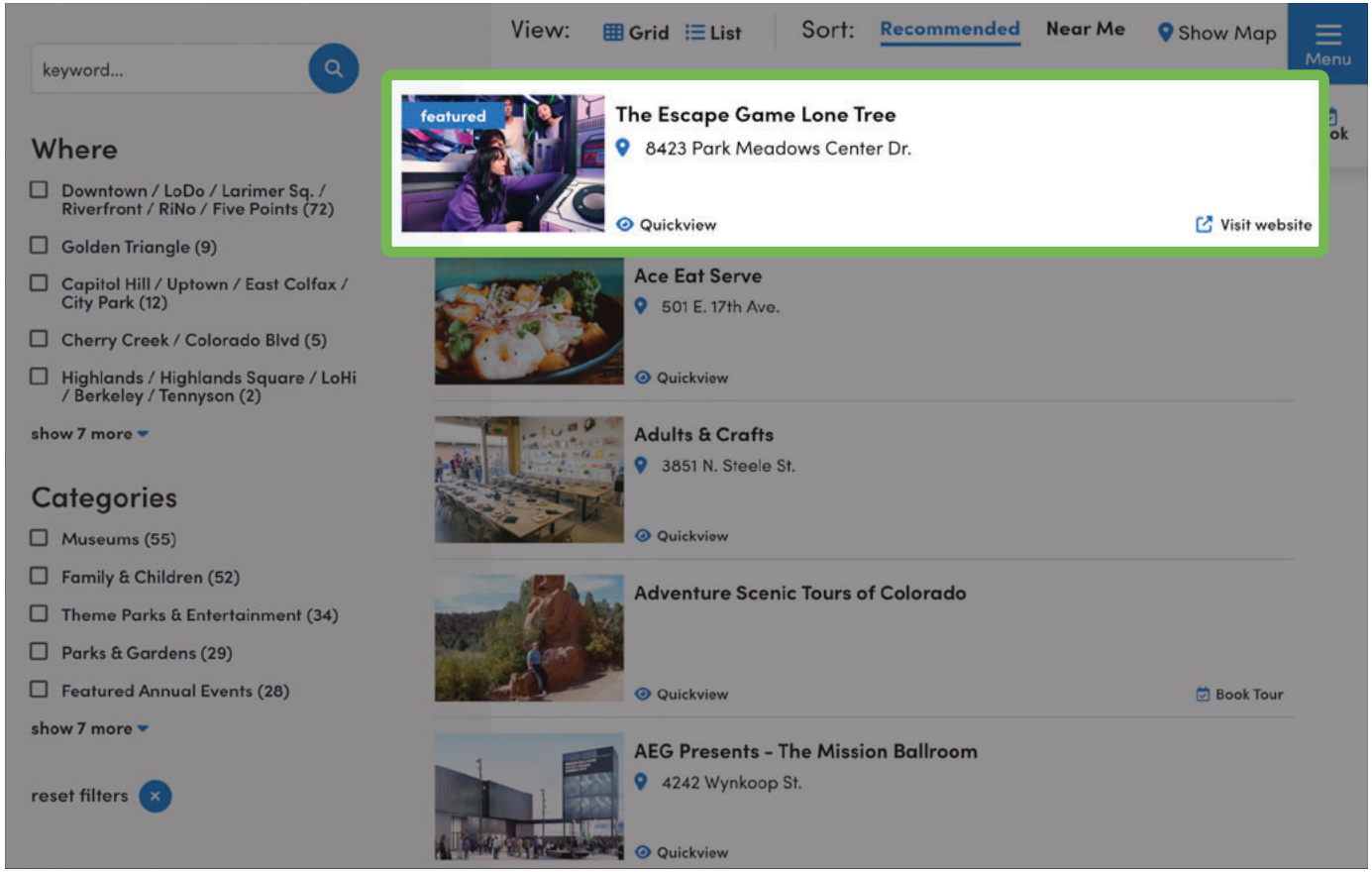
VisitDenver.com

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 searching.



Location (rate per month)	Rate
Puts your partner listing to the top of one major category or sub-category	$350

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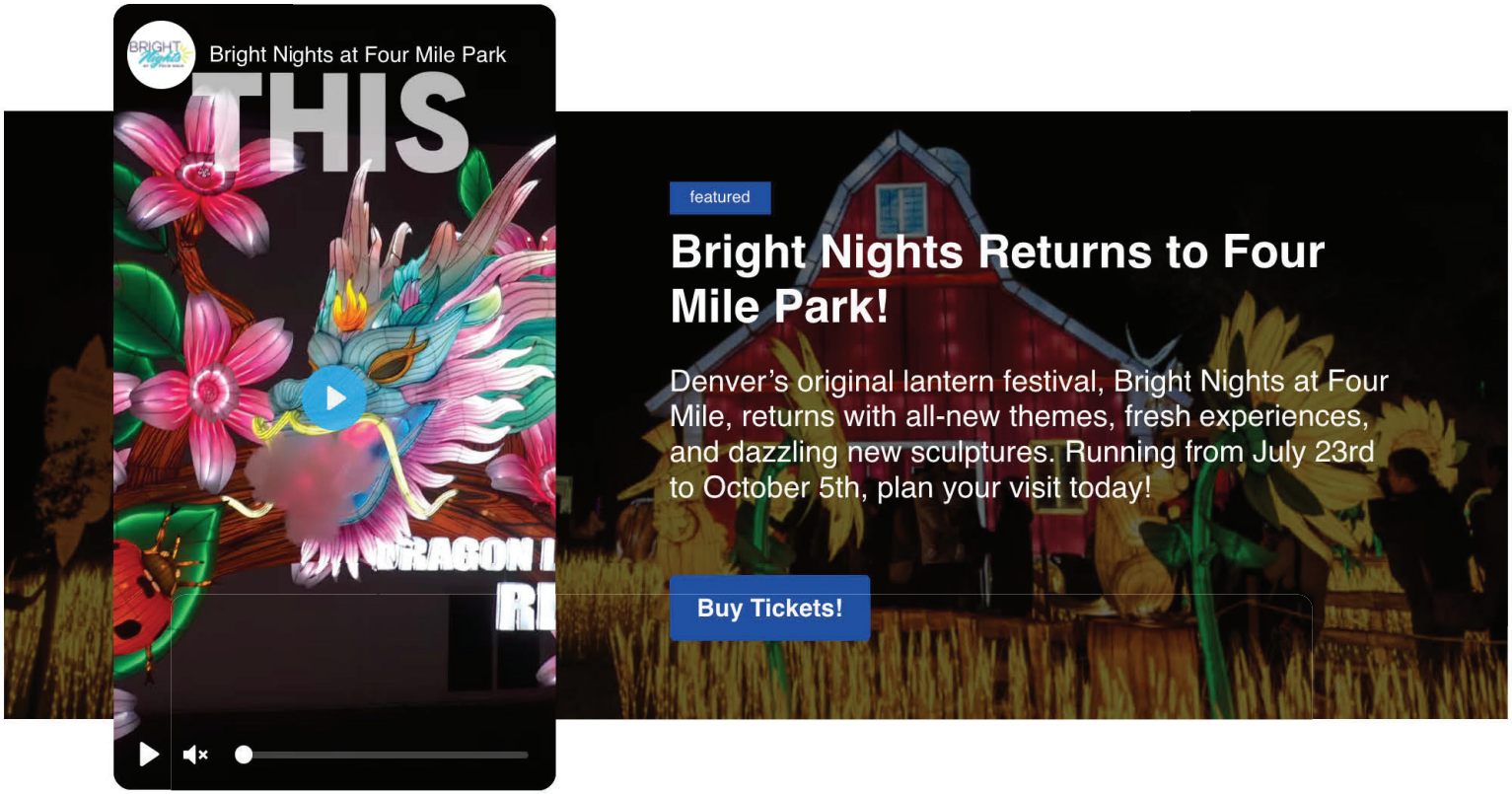
VisitDenver.com

Stories Callout Widget

A scroll-stopping, impactful new ad placement that showcases a static image and video/reel.



Location (rates per month)	Rate
Attractions Homepage	$800
Must See and Do	$800
Things To Do Homepage	$1200
Day Trips Around Colorado	$600
Family Friendly	$600
Arts & Culture	$600

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VisitDenver.com

Sponsored Blog Post

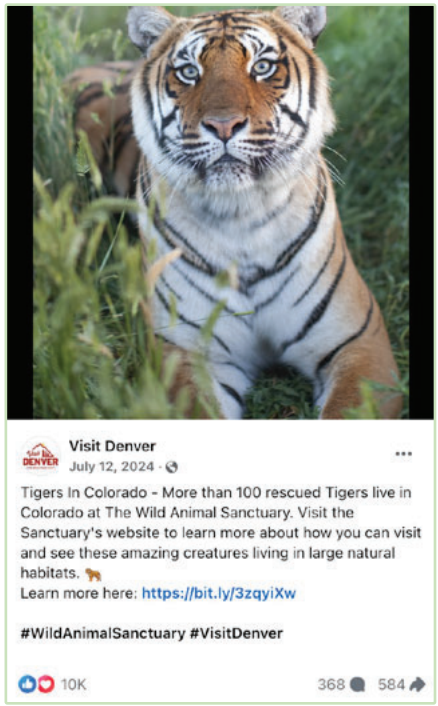
Tell your unique story on our blog, which has an impressive 2.75-minute average time on page.

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 six 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 five days.

Rate

- $2,500/post





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VisitDenver.com

Blog Featured Ads

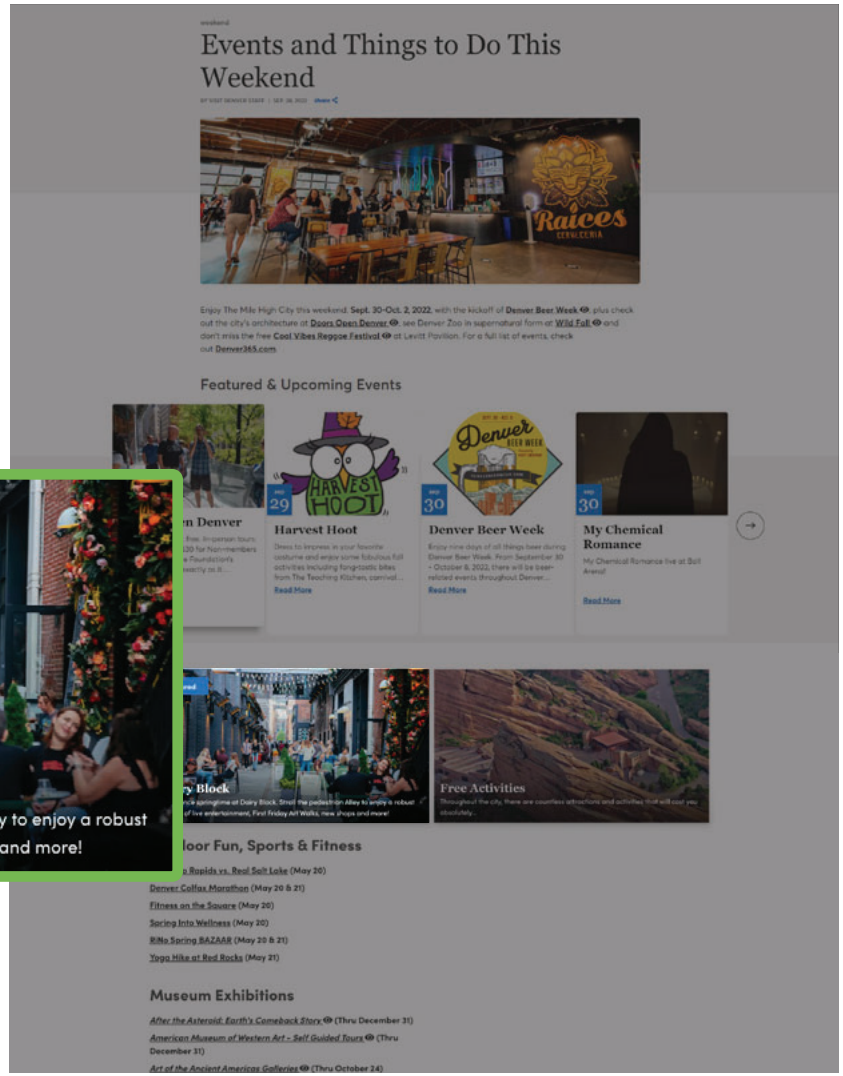
Catch visitors and a lot of locals with a premiere ad on our blog. The “Events and Things to Do This Weekend” and “Denver’s Biggest Events” blog posts are highly popular and heavily promoted through social media.

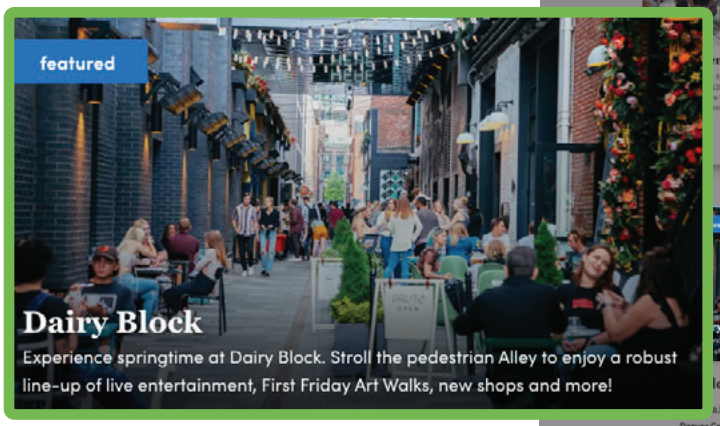
Weekend Blog

- Average impressions per month – 58,000.
- Audience – 45% local; 55% regional.
- Average time on page – 2:40.

Rate

- $500/month





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Leisure e-Newsletter

Discover Denver Featured Ad

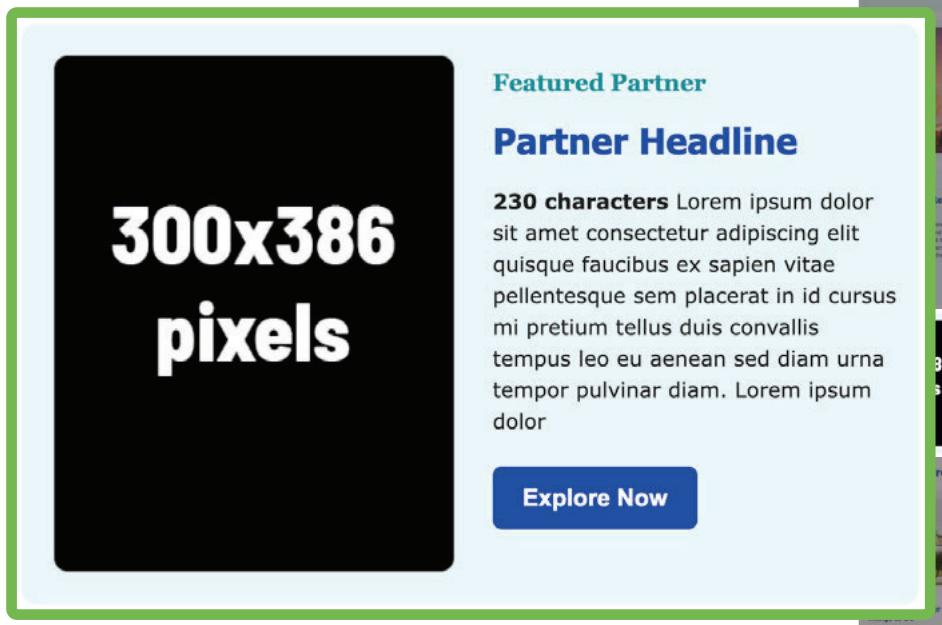
Our monthly e-newsletter, "Discover Denver," is received by more than 123,000+ opt-in subscribers with an average 29% open rate and reaches an engaged and active travel audience.

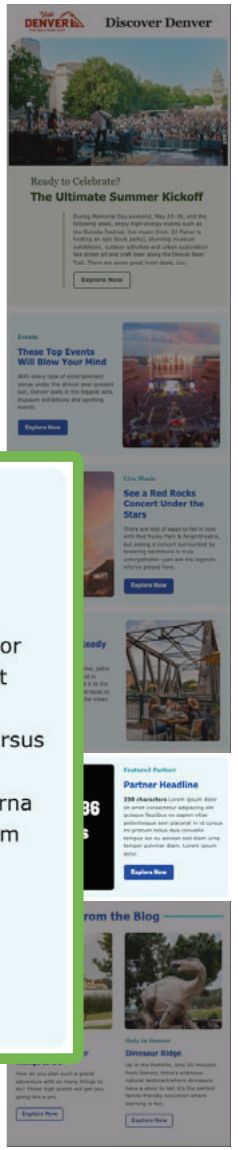
Featured Ad

- 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/e-newsletter





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Leisure e-Newsletter

Dedicated e-Newsletter

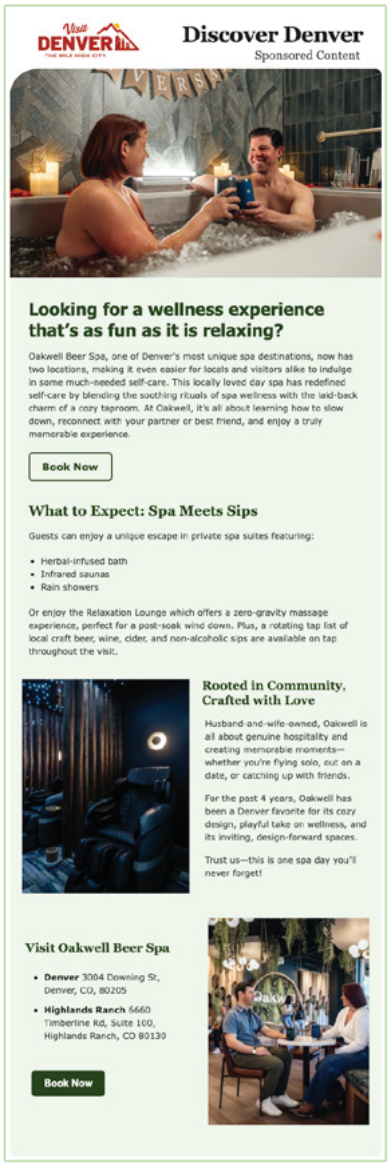
It’s all about you, and whatever you want to promote. Received by more than 123,000+ opt-in subscribers, the "Discover Denver" e-Newsletter reaches an engaged and active travel audience.

Dedicated e-Newsletter

- Advertisers choose a live date between the second and fourth week of the month.
- Labeled “Sponsored Content.”
- Advertisers may purchase up to two dedicated e-newsletters per year.

Rate

- $2,500/e-newsletter



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Leisure e-Newsletter

Local e-Newsletter Featured Ad

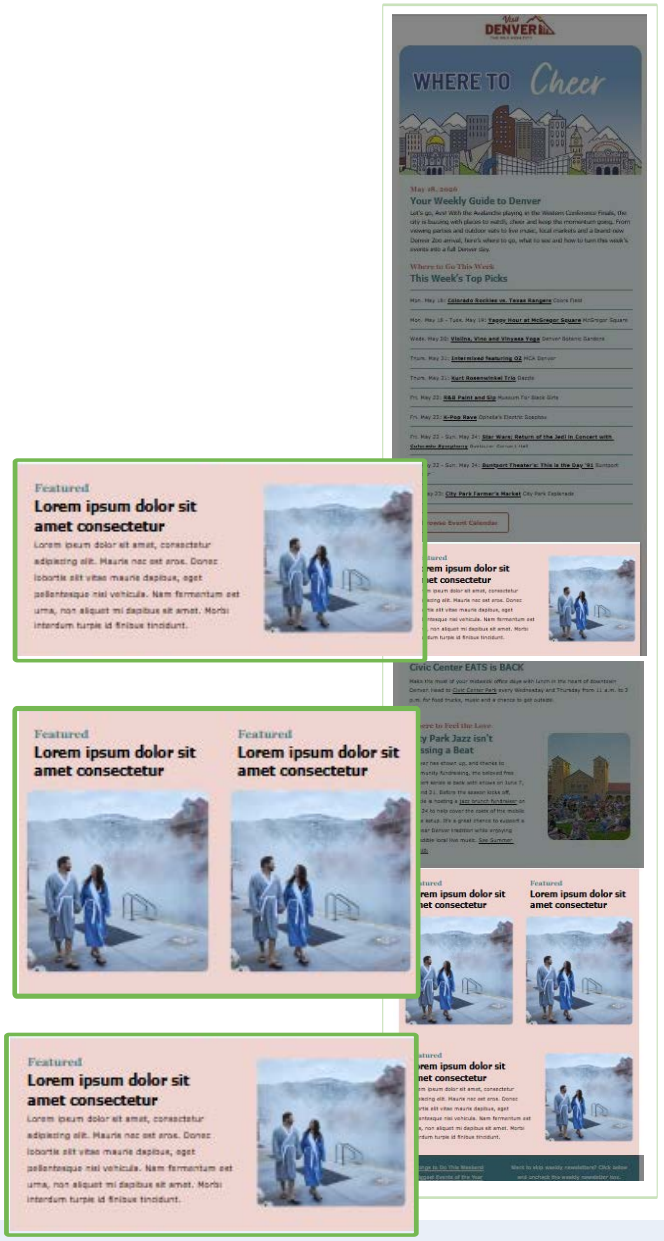
Weekly e-Newsletter sent to 19,000+ opt-in subscribers in the Denver metro area. Providing timely ideas for Denver metro residents, including events, downtown happenings and seasonal picks.

Featured Ad

- Drives residents of Denver 7-county metro to visit Downtown Denver.
- Labeled “Sponsored Content.”As one of up to four featured content units in the email, your content gets attention and helps tell your story to consumers in the local Denver area.

Rate

- $500/e-newsletter



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Tourist Information Center

Colorado Convention Center

High visibility! High traffic! Get in front of convention goers with your brochures and our high-impact digital display.



Brochure Distribution at CCC

- FREE brochure distribution with digital sign purchase.

Rate

- $500/year

Premium Digital Display -
Large Format LED Screens

- Placement includes 15 seconds of run time on two large format LED screens.
- Screens are an eye-catching 18' wide by 6.5' tall.
- Located in the main Lobby/Atrium of the CCC.

Rate

- $400/month

Best Practices:

- Video ads are the most attention-grabbing format, but not required.
- QR codes are recommended if possible, as convention attendees can quickly navigate to your link, and this leads to a higher response.
- Special offers are recommended to attract visitors.





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Social Media

Visit Denver Facebook

@VisitDenver on Facebook- 374,000+ followers

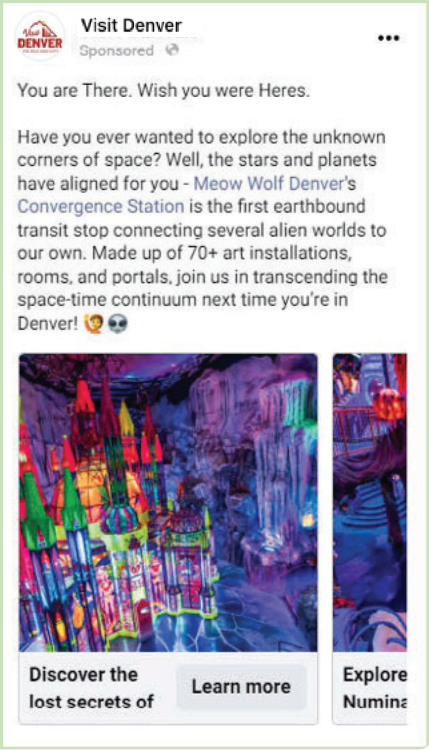
Facebook Meta Ad

Facebook Meta ads are sponsored ads that appear on the newsfeeds of your target audience. They look like a post and denote “Sponsored.” Visit Denver will put funds behind the Facebook Meta ad. This ad will also run on all Meta platforms, including Instagram.

- Great for branding and generating likes for your business, and 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 three days and will link back to the advertiser’s site.
- 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

- $1,750/ad



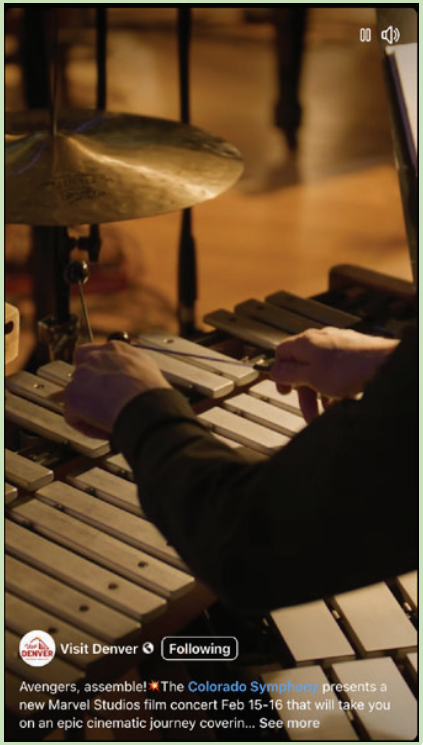
Facebook Meta "Boosted" Post or Reel

Facebook Meta Boosted Posts are posts that you pay to promote so they appear higher on newsfeeds, giving a post a better chance to reach existing fans and followers. The post appears in followers' newsfeeds organically – without the “Sponsored” tag.

- Great for promotions, launches and events.
- Reaches audience that follows or has liked the Visit Denver page.
- Lives on the Visit Denver newsfeed.
- Links back to advertiser site.
- Visit Denver will boost the post or reel on all Meta platforms including Facebook and Instagram.

Rate

- $1,750/post
- $2,000/Reel



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Social Media

Visit Denver Instagram

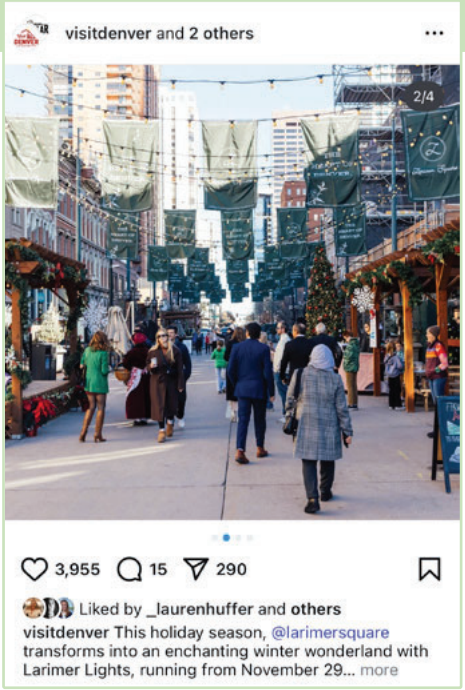
@VisitDenver on Instagram- 180,000+ followers

Instagram Post

- Your photo.
- Your copy.
- Your hashtag.
- Visit Denver will boost the Instagram Post.

Rate

- $1,000/Post

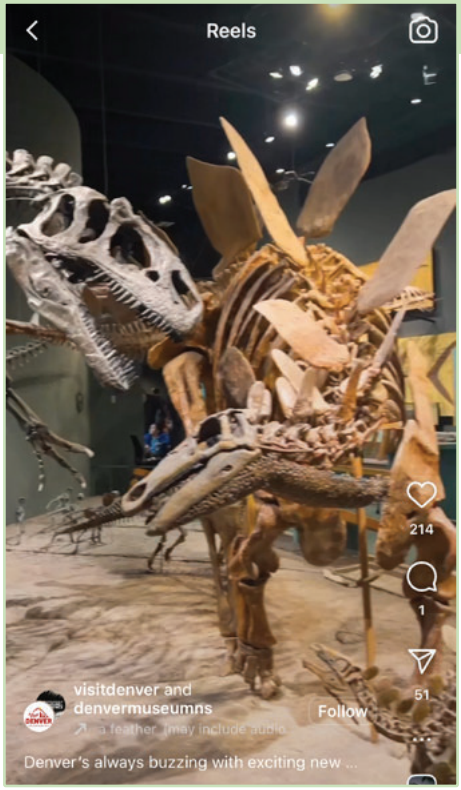


Instagram Reel

- Your Video.
- Will link to your website.
- May include tagging & hashtag.
- Reel lives on Visit Denver Instagram Feed.

Rate

- $1,250/Reel



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.
- Visit Denver will boost the Instagram Contest.

Rate

- $1,500/ contest



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Social Media

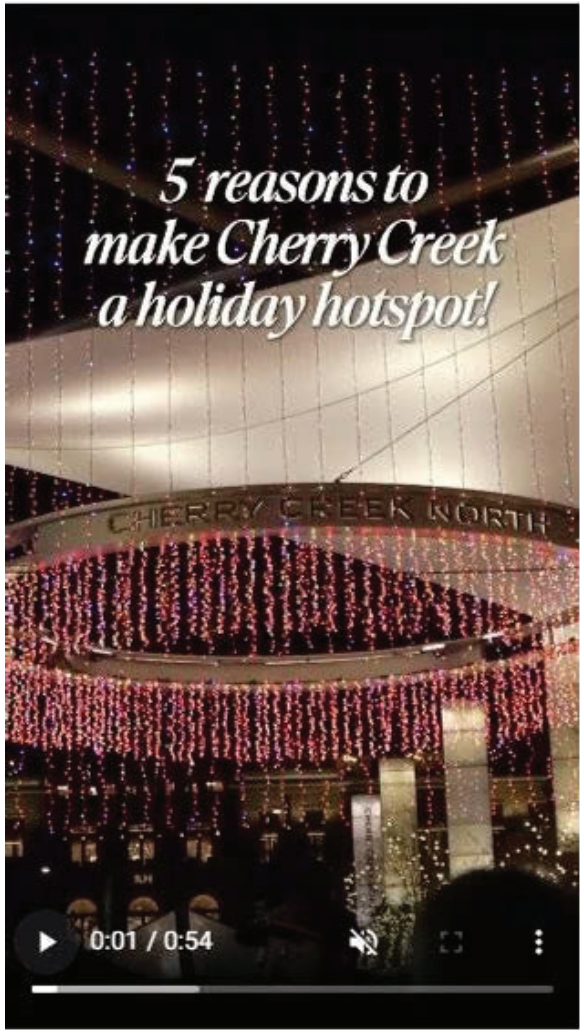
Visit Denver Produced Facebook & Instagram Reel

Don't have content at the ready? Let us help! We'll come to you and film.

- Professionally produced Reel by Visit Denver that's filmed on-site at your location of choice.
- Reel is edited and optimized for social media with brand-aligned audio.
- Reel is posted to Visit Denver's Instagram and Facebook channels. This includes a five-day paid boost across all Meta platforms. You chose the target audience.

Rate

- $2,700/ad



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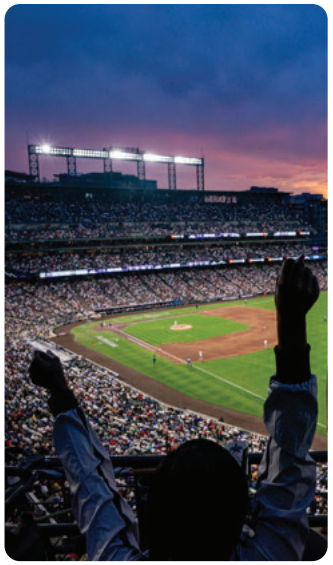
Visit DENVER

Advertising Opportunities Focused on Meeting & Convention Planner Audiences













Connect with the professionals who bring meetings and events to Denver. Our advertising opportunities place your business in front of meeting and convention planners as they research destinations, build itineraries and source local planners.

Print Collateral

MEET DENVER Meeting Planner Guide

A new, high-impact publication designed to showcase Denver's hotels, top venues, experiences and services to national meeting planners. This visually-driven meetings publication will be distributed coast-to-coast through trusted planner networks — and your business can be featured front and center.

Direct Fulfillment

- Print supplement polybagged with other trusted meetings publications and mailed directly to members of trade associations like PCMA, MPI and ASAE.

In-hand Distribution

- Supporting sales piece used by the Visit Denver Convention Sales team at more than 60+ industry tradeshows, conferences and sales initiatives.

Printed Annually

- 75,000 copies
- Print & digital formats





Ad Rates

Ad Size	1 Time
Full page	$7,500
1/2 page	$4,500

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



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Social Media

Visit Denver LinkedIn

Visit Denver on LinkedIn- 13,000+ followers
Generate leads, drive website traffic and build brand awareness with LinkedIn ads.

LinkedIn Ad

- For companies that want to:
  - » Reach a highly targeted audience
  - » Partner with reputable brands
  - » Target outside existing followers
- Ad will run for three days and will link back to the advertiser's site.
- LinkedIn ads will not appear in the Visit Denver feed.
- Advertiser will choose target audience:
  - » Job title
  - » Function
  - » Industry
  - » And more

Rate

- $1,000/ad



Katy Hoch | Partnership Sales Manager | 303.571.9432 | khoch@visitdenver.com

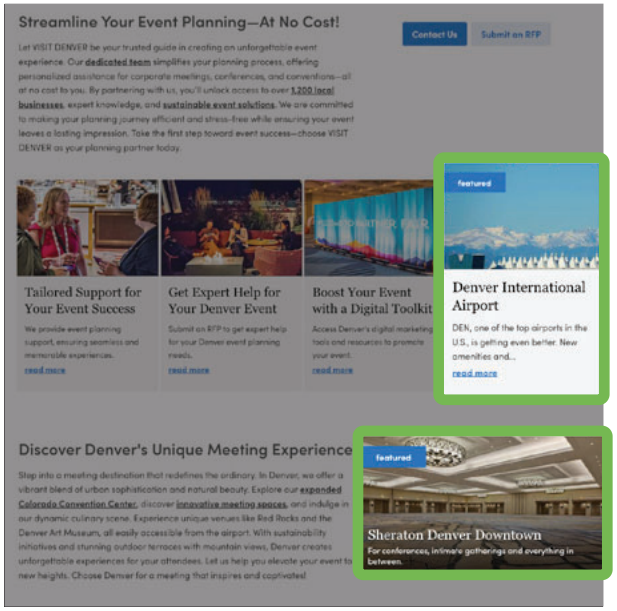
Meetings & Conventions

VisitDenver.com

Get in front of meeting planners!

Featured Ads

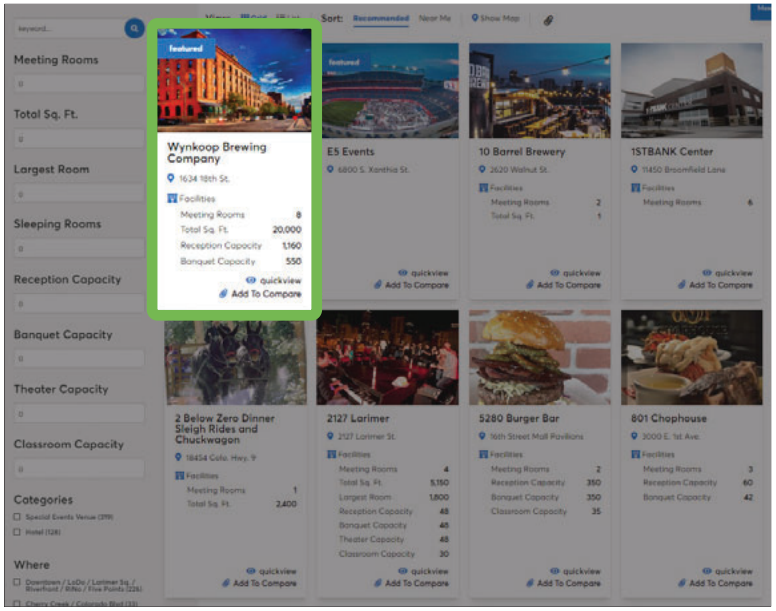
Our meetings website is a powerful resource. It houses an array of organic content and information relevant to planners no matter where they are in the cycle.



Location (rates per month)	Rate
Meetings Homepage	$500
Hotels & Venues	$500
Meeting Services	$500
Denver Info	$500
Weddings	$500

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.



Location (rate per month)	Rate
Puts your partner listing to the top of one major category or sub-category	$350

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e-Newsletter Featured Ad

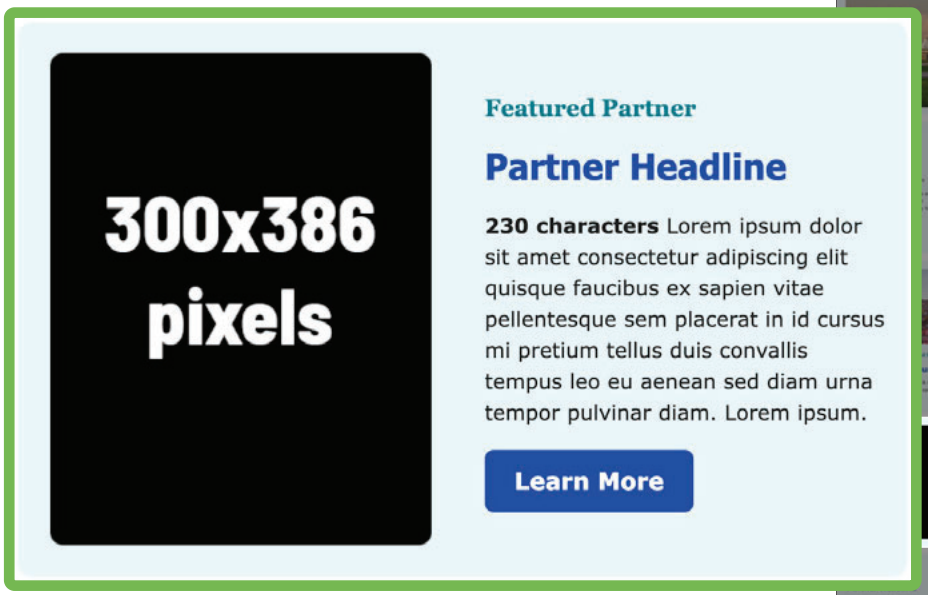
"News from the Mile High City" delivers highlights of all the exciting things taking place in Denver most relevant to meeting planners.

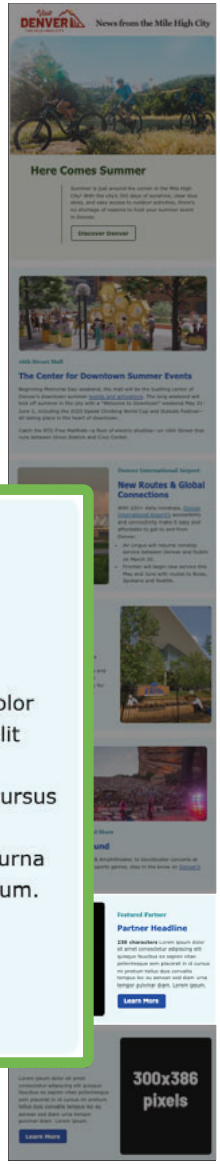
Featured Ad

- Sent once per quarter, for a total of four per year.
- Curated list of 2,500+ meeting planners.

Rate

- $1,000/e-newsletter





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Meetings & Conventions

Destination Services eBlast Featured Ad

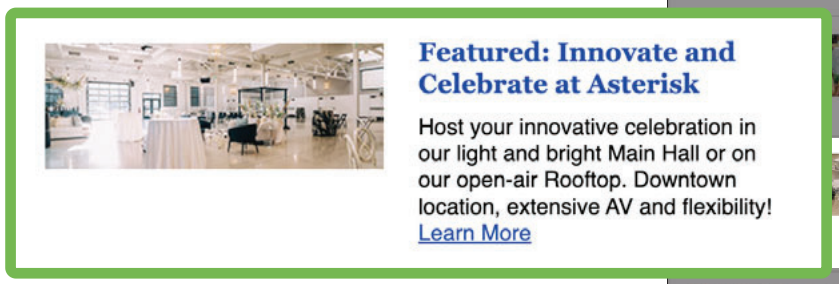
A can't miss product if you're looking to get in front of active buyers!

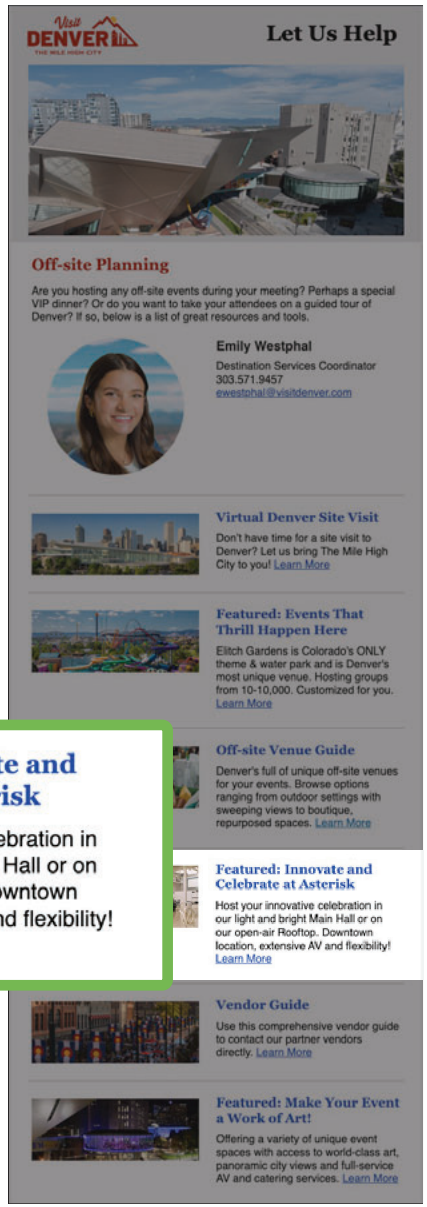
Featured Ad

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

- This eblast series is sent to planners of single-hotel meetings. Each eblast is sent at different timeframes before the meeting planner arrives.
- Partners can choose to be featured in one of the five eblasts. The featured ad will appear in the eblast for 12 months.

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 months

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Meetings & Conventions

National Planners eBlast

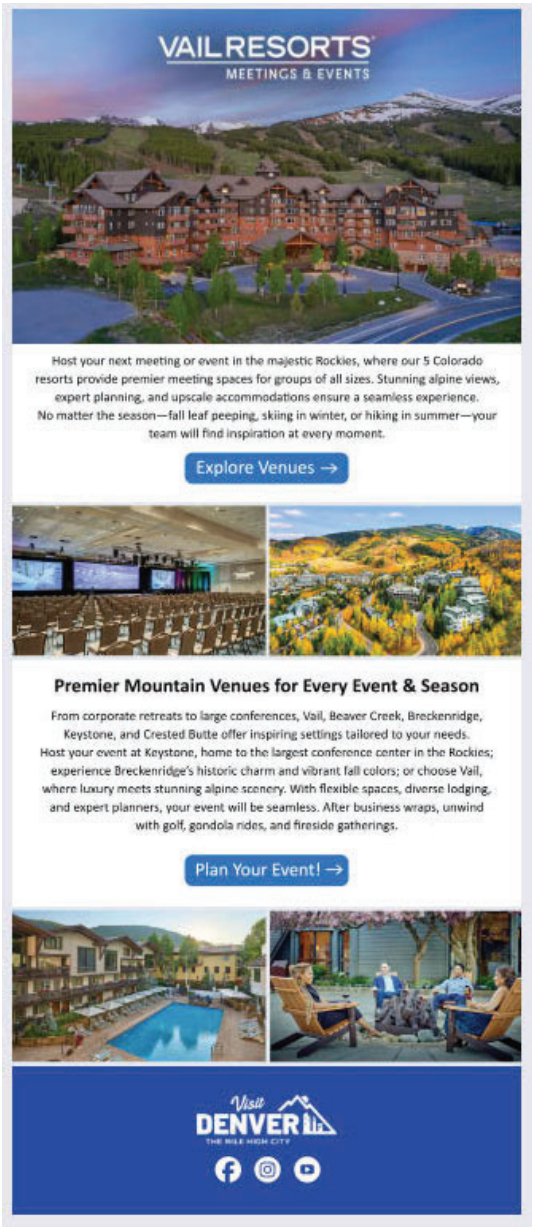
A high-performing B2B product reaching national meeting planners.

Dedicated eBlast

- Distribution: 40,000 sends
- Two-touch approach:
  - » The first eblast is sent to 20,000 opt-in recipients.
  - » 7-10 days later a second deployment is sent to another 20,000 recipients, including email addresses that did not open the first send.
- Each eblast features your dedicated message.
- Ad links back to advertiser website.

Rate

- $2,500/eblast



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Meetings & Conventions

Local Planners eBlast

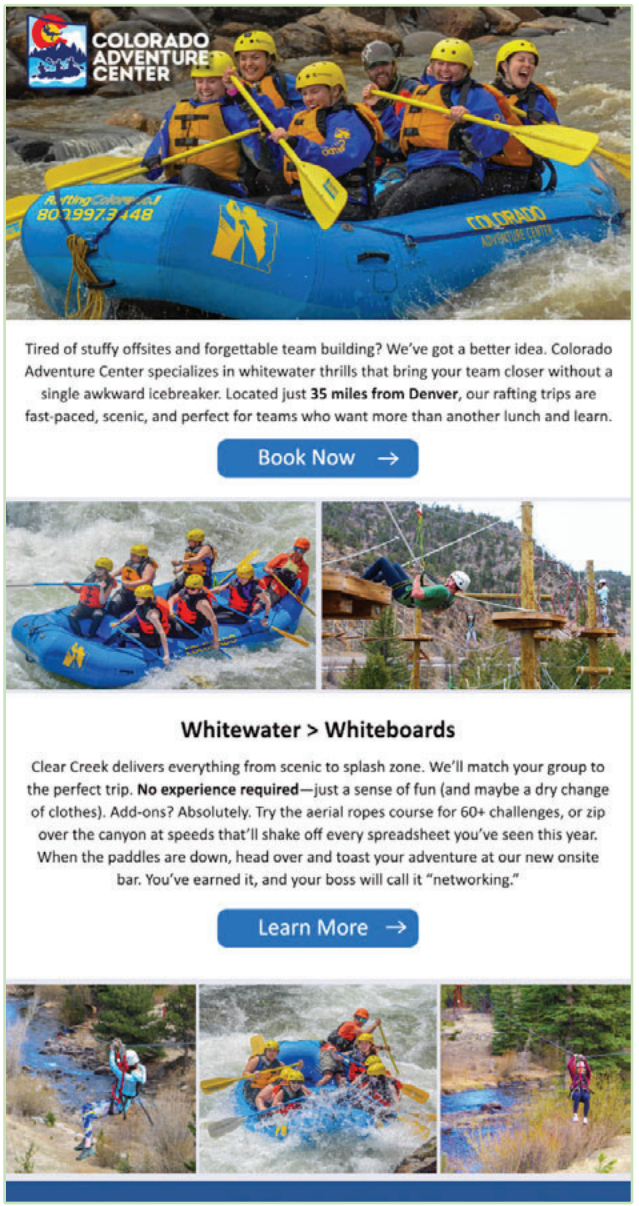
A high-performing B2B product for hotels, venues and meeting services to reach local meeting planners.

Dedicated eBlast

- Distribution: ~47k meeting planners
- Two-touch approach:
  - » The first eblast is sent to ~24k opt-in recipients.
  - » 7-10 days later a second deployment is sent to another ~24k recipients, including email addresses that did not open the first send.
- Each eblast features your dedicated message.
- Ad links back to advertiser website/CTA and social.

Rate

- $2,500/eblast



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