

# 2018-2019

## VISIT ESTES PARK SERVICES GUIDE



[VISITESTESPARK.COM](http://VISITESTESPARK.COM)

## ADVERTISING OPPORTUNITIES

# 2018–2019 Advertising Opportunities

Welcome to the Visit Estes Park Services Guide! This helpful booklet provides concise information about how Visit Estes Park can assist you with your marketing efforts as well as new avenues to expand your campaigns. Guests to the Estes Park area and Rocky Mountain National Park are utilizing Visit Estes Park's advertising tools, and that interaction continues to grow year after year across all our marketing channels.

We encourage you to review the opportunities presented in this guide and to contact us for assistance in developing a marketing program that will respect your budget and provide the most return on your investment. Let us help maximize your marketing exposure. You have the ability to attract additional guests and encourage them to discover how your businesses can be a part of their best vacation ever!

### Official Visitor Guide



#### ANTICIPATED DISTRIBUTION

Circulation: **185,000**  
Mailed to individuals  
upon request: **53,000**  
Distributed through  
brochure racks, Colorado  
welcome centers and  
other Visit Estes Park  
programs: **132,000**

### Visitor Center



2017 Visitors at  
Visitor Center: **397,411**  
Total Number of  
Rack Slots: **250**  
Total Number of  
Menu Displays: **55**

### Lead Generation



Number of 2017  
Visitor Guide Leads: **2,895**  
Number of 2017  
Group Leads: **57**

### Online Results



#### 2017 WEBSITE STATS

Visitor Guide Page  
Views: **506,346**  
VisitEstesPark.com  
users: **1,374,755**  
Lodging Referrals:  
**521,574**  
Sessions:  
**2,017,567**

## Why Take Advantage of Visit Estes Park Advertising Opportunities?

**78%**

of site users who were potential visitors actually visited the destination after using the DMO website<sup>1</sup>

**98%**

OF HOSPITALITY PROFESSIONALS SAID THEY SEE VALUE IN HAVING PRINTED VISITOR INFORMATION AVAILABLE TO GUESTS<sup>2</sup>

**72–89%**

OF ALL TRAVELER GENERATIONS AGREE THAT THEY “WILL GO ANYWHERE THAT ALLOWS ME TO EXPLORE THE OUTDOORS AND BE ACTIVE”<sup>3</sup>

**47%**

OF AMERICAN TRAVELERS BOOKING TRAVEL RECALL TRAVEL ADS<sup>4</sup>

**4.2 days**

NUMBER OF DAYS A GUEST STAYS AFTER USING THE DMO WEBSITE<sup>1</sup>

**67.4%**

OF GUESTS INCREASED THEIR LENGTHS OF STAY AFTER USING THE DMO WEBSITE<sup>1</sup>

*64.8% of American leisure travelers using DMO websites to research or plan travel are potential visitors.<sup>1</sup>*

*Interest in visiting national parks rose by more than 11% in 2017. Interest in mountain destinations and small towns is also increasing.<sup>5</sup>*

**54%**

OF AMERICAN LEISURE TRAVELERS SAID THEY HAD USED A PRINT RESOURCE FOR TRAVEL PLANNING.<sup>6</sup>

<sup>1</sup> “The Impact of DMO Websites,” Destination Analysts (2017) <sup>2</sup> “Check-in Desk and Concierges Say Brochures Are Best for Guiding Visitors,” Visitor International (2017) <sup>3</sup> “American Multi-generational Travel Trends: Travel Habits and Behaviors of Generation Z, Millennials, Generation X, and Baby Boomers,” Expedia Media Solutions (2017)

<sup>4</sup> “Destination Selection During the Traveler’s Path to Purchase: Understanding How British, American and Canadian Travel Consumers Choose Their Travel Destination,” Expedia Media Solutions (2017)

<sup>5</sup> “The State of the American Traveler,” Destination Analysts (Winter 2017)

<sup>6</sup> “The State of the American Traveler,” Destination Analysts (Winter 2018)



## VISITOR GUIDE DISTRIBUTION

## Distribution

### We Reach Your Target Audience

Visit Estes Park typically mails about 53,000\* official Estes Park Visitor Guides to households that **specifically request** them. This distribution confirms your opportunity to immediately reach a targeted audience already considering Estes Park as a vacation destination. The combination of your display ad and custom content encourages guests to book a getaway to Estes Park and visit your business.



# 90K\*

DISTRIBUTED THROUGH THE  
ESTES PARK VISITOR CENTER &  
NOCO BROCHURE DISTRIBUTION

# 52K\*

DISTRIBUTED THROUGH WELCOME  
CENTERS, AAA OFFICES, HOTELS  
AND OTHER VISIT ESTES PARK  
PROGRAMS

# 53K\*

MAILED TO  
INDIVIDUAL  
HOUSEHOLDS  
IN THE U.S. &  
INTERNATIONALLY

### Top 10 Response States\*



TX  
**6870**  
13%



MO  
**3999**  
8%



CO  
**3445**  
7%



IL  
**3410**  
6%



IA  
**2695**  
5%



KS  
**2547**  
5%



NE  
**2336**  
4%



FL  
**2185**  
4%



WI  
**2146**  
4%

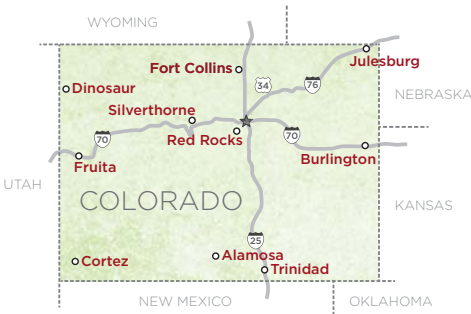


MN  
**1956**  
4%

DIGITAL GUIDE  
506,346  
page views\*



### Colorado Welcome Centers:



### AAA Offices:

*(not a complete list)*

Boulder, CO	Indianapolis, IN
Bradenton, FL	Iowa City, IA
Canton, MI	Lincoln, NE
Chicago, IL	Muskogee, OK
Cincinnati, OH	Oak Lawn, IL
Grand Island, NE	Omaha, NE
Fargo, ND	Springfield, MO
Houston, TX	Westminster, CO

### Local Distribution:

*(not a complete list)*

Estes Park Visitor Center, the mobile Visit Estes Park Information Booth, local events, conferences, lodging facilities, and NoCo Brochure Distribution racks

### Regional Distribution:

*(not a complete list)*

Boulder CVB  
Castle Rock Chamber of Commerce & Visitor Center  
Eagle Information Center  
Embassy Suites Loveland  
Fort Vasquez Visitor Center  
Grand Junction Visitor Center  
Grand Lake Chamber of Commerce  
Greeley Chamber of Commerce  
Loveland Visitor Center  
Sterling Visitor Center  
Track and Trails  
U.S. Forest Service Boulder Ranger District  
Visit Denver Downtown Information Center  
Visit Longmont

\* As of year-end 2017

MAGAZINE QUALITY, PLUS MORE OPPORTUNITIES FOR  
YOUR BUSINESS

The 2019 Visitor Guide, distributed digitally and in print, will maintain the magazine quality and blend of narrative and graphic editorial presentations that were presented in 2018, plus it will include new aspirational photography. In addition to display ads, opportunities for paid editorial, and unique, interactive ads also are available.

IMPROVED PRESENTATION WITH FEATURES THAT ATTRACT READERS AND INCREASE VALUE FOR ADVERTISERS:

- List of recommended hiking trails
- Magazine-quality perfect binding
- Free ad design assistance is available



### Focus on photography



## 2019 VISITOR GUIDE

# Sponsored Content Opportunities

## Sponsored “Things to Try” Editorial

- Includes copy, your image, and contact information (website, phone, address)



**Exhilarating Exploration**  
When you want to up your recreation, get behind the wheel of a 2019 Yellowstone Adventure Super Truck. You can choose from four different models, each with its own unique features. The Super Truck is a four-door vehicle with a hard top and a spare tire mounted on the back. It's perfect for exploring the park's trails and scenic views.

**A Grape View**  
Discover delicious, home-grown fruit in the heart of the park. The 2019 Yellowstone Adventure Super Truck is a four-door vehicle with a hard top and a spare tire mounted on the back. It's perfect for exploring the park's trails and scenic views.



**G**



**H1**



**H2**



**I1**



**J1**



**K1**



**L1**



**M1**



**N1**



**O1**



**P1**



**Q1**



**R1**



**S1**



**T1**



**U1**



**V1**



**W1**



**X1**



**Y1**



**Z1**



**more things to try**

**Hands-On & Engaging**  
Experience the park's history and culture in a hands-on way. The 2019 Yellowstone Adventure Super Truck is a four-door vehicle with a hard top and a spare tire mounted on the back. It's perfect for exploring the park's trails and scenic views.

**For More Than Animals**  
Discover the park's diverse wildlife and flora. The 2019 Yellowstone Adventure Super Truck is a four-door vehicle with a hard top and a spare tire mounted on the back. It's perfect for exploring the park's trails and scenic views.

**Best One Yet!**  
Experience the park's history and culture in a hands-on way. The 2019 Yellowstone Adventure Super Truck is a four-door vehicle with a hard top and a spare tire mounted on the back. It's perfect for exploring the park's trails and scenic views.



**K1**



**J2**



**K2**



**M2**



**L2**



**M3**



**N2**



**O2**



**P2**



**Q2**



**R2**



**S2**



**T2**



**U2**



**V2**



**W2**



**X2**



**Y2**



**Z2**



## Sponsored Food & Drink Editorial

- Includes copy, your image, and contact information (website, phone)

**BASE CAMP FOR YUM**

**GRAB A BITE TO EAT AND DRINK**

**Latitude 105 Alehouse**  
 Great Colorado-themed ingredients, including locally sourced produce, regional meats and craft beer, are staples at Latitude 105 Alehouse. From steaks to burgers, the menu has been carefully curated to highlight the best of the state with local ingredients. The menu also features a variety of craft beer and wine options. Latitude 105 Alehouse is a great place to enjoy a meal and a drink. [latitude105.com](http://latitude105.com) 970-586-0202

**Twin Owls Steakhouse**  
 Located in a historic log cabin, Twin Owls Steakhouse is a classic Colorado dining experience. The menu features a variety of steaks, wild game and seafood. The restaurant also offers a variety of craft beer and wine options. Twin Owls Steakhouse is a great place to enjoy a meal and a drink. [twinowls.com](http://twinowls.com) 970-586-8844

**GrubHub Restaurant**  
 GrubHub is a leading online food delivery and takeout platform. It offers a wide variety of restaurants and cuisines, including local favorites. GrubHub is a great way to enjoy a meal and a drink from the comfort of your home. [grubhub.com](http://grubhub.com) 800-586-0000

**Forage for Food in Estes Park**  
 Located in the heart of the Rocky Mountain West, Forage for Food is a great place to enjoy a meal and a drink. The menu features a variety of local ingredients, including wild game and seafood. Forage for Food is a great place to enjoy a meal and a drink. [forageforfood.com](http://forageforfood.com) 970-586-0202

**N**

**O1**

**O2**

N 325 characters  
\$2,000

O 325 characters  
\$1,400

P 485 characters  
\$2,250

Q 475 characters  
\$1,200

R 420 characters  
\$950

S 490 characters  
\$1,500

**yum**

**Bird & Jim**  
 Bird & Jim is a great place to enjoy a meal and a drink. The menu features a variety of local ingredients, including wild game and seafood. Bird & Jim is a great place to enjoy a meal and a drink. [birdandjim.com](http://birdandjim.com) 970-586-0202

**La Mexicana**  
 La Mexicana is a great place to enjoy a meal and a drink. The menu features a variety of local ingredients, including wild game and seafood. La Mexicana is a great place to enjoy a meal and a drink. [lamexicana.com](http://lamexicana.com) 970-586-0202

**Egg & I**  
 Egg & I is a great place to enjoy a meal and a drink. The menu features a variety of local ingredients, including wild game and seafood. Egg & I is a great place to enjoy a meal and a drink. [eggandi.com](http://eggandi.com) 970-586-0202

**Sweets**  
 Sweets is a great place to enjoy a meal and a drink. The menu features a variety of local ingredients, including wild game and seafood. Sweets is a great place to enjoy a meal and a drink. [sweets.com](http://sweets.com) 970-586-0202

**Q1**

**R**

**DRINK! Poppers Mexican Grill**  
 Poppers Mexican Grill is a great place to enjoy a meal and a drink. The menu features a variety of local ingredients, including wild game and seafood. Poppers Mexican Grill is a great place to enjoy a meal and a drink. [poppersmexicangrill.com](http://poppersmexicangrill.com) 970-586-0202

**P1**

**S**

**Q2**

**Q3**

**You Need Pie!**  
 You Need Pie! is a great place to enjoy a meal and a drink. The menu features a variety of local ingredients, including wild game and seafood. You Need Pie! is a great place to enjoy a meal and a drink. [youneedpie.com](http://youneedpie.com) 970-586-0202

**Q1**

**R**

**DRINK! Poppers Mexican Grill**

**S**

**Q2**

**Q3**

**You Need Pie!**

## 2019 VISITOR GUIDE

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### BOUTIQUE BLESSINGS

FAIR FROM ANY HILL, THE SHOPS IN ESTES PARK PRESENT ECCLECTIC FINDS PERFECTLY SUITED TO MOUNTAIN ESCAPES. WHETHER YOU NEED OUTDOOR GEAR, A COMFORTABLE SHIRT FOR CURLING UP ON THE COUCH ON A GIFT TO TAKE HOME TO THE DODS WATCHES, A SIMPLE STEEL COFFIN TO PUT ALL KINDS OF GOODIES AND GODDESS AT YOUR FINGERTIPS.



**T1**  
Occasionally, you'll find a hidden gem in a shop. The most visit shop specializes in contemporary home decor, decorative accessories, jewelry and gifts for the Colorado lifestyle. It's a place to find something unique.  
[trendcenterpark.com](http://trendcenterpark.com), 970-577-0821



**T2**  
**PATHWAYS & STUDIO GALLERY**  
A challenging distance from the village, features low glass showing demonstrations and informative staff willing to talk about the colorful wares, glass, plants, bowls and more.  
[glassstudioartspark.com](http://glassstudioartspark.com), 970-586-8878



**T3**  
Ask any local who's been to the valley fully actually they'll tell you that you'll find it all and up here. An independent, family-operated business, **THE TARTY SHOP** owns the same delicious, secret recipe it has since 1955. Go early to see the candy being prepared.  
[originaltarts.com](http://originaltarts.com), 970-586-4548



**T4**  
Located in the heart of the village, **ELKHART ANTIQUARIATE** offers beautiful antique furniture, glassware and accessories in a warm, welcoming environment. Personalized staff are eager to help you find the perfect addition to your wardrobe.  
[wileyschickadees.com](http://wileyschickadees.com), 970-586-6905



**T5**  
**CONTEMPORARY LIFESTYLE HOME**  
Contemporary lifestyle home finds the efficient, eco-friendly clothing and accessories for cozy and active mountain living. There are even homes for babies!  
[thejessiehomeboutique.com](http://thejessiehomeboutique.com), 970-577-7000



**T6**  
Stop over at the village's history Village, where you'll find a variety of shopping and dining options. The shop within a shop format makes it easy to find your favorite items from People, Miss Me, Smalls, Antiques of history and others.  
[lisaedg.com](http://lisaedg.com), 970-586-4402

800.442.7527 | WWW.VISITESTESPAK.COM | 23

### Sponsored Shopping Editorial

- 6 spots available
- Includes copy (250 characters), your image, and contact information (website, phone)

**T \$950**

### Sponsored Winter Editorial

- Includes copy and your image
- U1** 315 characters **\$2,500**
- U2** 315 characters **\$1,300**
- U3** 200 characters **\$1,100**
- U4** 255 characters **\$2,000**
- Text only
- U5** 200 characters **\$200**

### WINTER WANDERLUST

This is dummy copy. You're not really supposed to read dummy copy, it's just a place holder for people who need some type to visualize what the actual copy might look like.



**U1**  
A SOMETHING HERE - This is dummy copy, meaning you're not really supposed to read dummy copy, it's just a place holder for people who need some type to visualize what the actual copy might look like if it were real content. If you want to read, I might suggest a good book, perhaps *Thawing* or *Madeline*. That's why they call it dummy copy.

**U3**  
A SOMETHING HERE - This is dummy copy, meaning you're not really supposed to read dummy copy, it's just a place holder for people who need some type to visualize what the actual copy might look like if it were real content. If you want to read, I might suggest a good book, perhaps *Thawing* or *Madeline*. That's why they call it dummy copy.

**U5**  
A SOMETHING HERE - This is dummy copy, meaning you're not really supposed to read dummy copy, it's just a place holder for people who need some type to visualize what the actual copy might look like if it were real content. If you want to read, I might suggest a good book, perhaps *Thawing* or *Madeline*. That's why they call it dummy copy.



**U2**  
A SOMETHING HERE - This is dummy copy, meaning you're not really supposed to read dummy copy, it's just a place holder for people who need some type to visualize what the actual copy might look like if it were real content. If you want to read, I might suggest a good book, perhaps *Thawing* or *Madeline*. That's why they call it dummy copy.



**U4**  
A SOMETHING HERE - This is dummy copy, meaning you're not really supposed to read dummy copy, it's just a place holder for people who need some type to visualize what the actual copy might look like if it were real content. If you want to read, I might suggest a good book, perhaps *Thawing* or *Madeline*. That's why they call it dummy copy.



**U5**  
A SOMETHING HERE - This is dummy copy, meaning you're not really supposed to read dummy copy, it's just a place holder for people who need some type to visualize what the actual copy might look like if it were real content. If you want to read, I might suggest a good book, perhaps *Thawing* or *Madeline*. That's why they call it dummy copy.



800.442.7527 | WWW.VISITESTESPAK.COM | 1

## Sponsored Wedding Editorial

- Includes copy, your image, and contact information (website, phone)

**views & vows**

**V**

**W1**

**W2**

**X1**

**X2**

**X3**

**Y**

**Z**

**W 380 characters \$4,000**

**X 280 characters \$900**

**Y 330 characters \$1,000**

**Z 400 characters \$1,950**

## Sponsored Wellness Editorial

- Includes copy, your image, and contact information (website, phone)

**AA 525 characters \$2,250**  
**BB 250 characters \$1,100**

**NURTURE YOURSELF**

**AA**

**BB1**

**BB2**

**BB3**

**AA 525 characters \$2,250**  
**BB 250 characters \$1,100**

2019  
VISITOR  
GUIDE

DOG & PONY SHOW

YOUR POOCH IS YOUR COMPANION, AND YOU NEVER LEAVE HOME WITHOUT HIM OR HER. NO PROBLEM. ESTES PARK OFFERS DOG-FRIENDLY DRUGS AND THINGS FOR YOUR CANINE TO DO.



CC

ROCKY MOUNTAIN NATIONAL FOREST



SUNNYSIDE KNOLL RESORT

DD1



TINY TOWN CABINS

DD2

In an environment that is both healthy and fun, the **Estes Park Pet Lodge** offers dogs and overnight stays for your pet. Indoor/ outdoor areas with a backyard for ball, shade or pool time ensure plenty of exercise and opportunities for your dog to make new friends. [www.estespetlodge.com](http://www.estespetlodge.com), 970-586-0282

Although national park trails are off-limits to dogs, hikers and equestrians must take their dogs on trails in **Bonanza National Forest**. Leashes are suggested in steep drops from changing wildlife, but at the very least your favorite pooch must be under voice control. [www.blm.gov](http://www.blm.gov)

From one of the nation's historic cabins, enjoy new access to fishing. After all, the whole of **Tree House Cabins** sits on 12 acres beside the Big Thompson River. Plus, some cabins—all of them are wedding—welcome you and your pooch. [www.tinyhousecabins.com](http://www.tinyhousecabins.com), 970-577-0202

Never become **Samstag's Wild** Resort, ensuring vacationers traveling with their dogs have options—from smaller, more budget-friendly suites to larger, more luxurious cabins. Light hiking is available from the back of the property. [www.rockymountainresorts.com](http://www.rockymountainresorts.com), 970-586-5759

3 FRIENDLY  
STOPS



**Estes Valley Dog Park**  
That you just can't leave off, health fun, obstacles for climbing, under and through, and a section of Fish Creek for swimming or wading holes.

**WHERE:** Find it at the corner of U.S. Highway 36 and Community Drive.



**Lake Estes Trail**  
Convenient to downtown, this trail is a mix of paved and dirt paths. The lake. Few places offer such peace and the occasional elk. **WHERE:** Pick it up at the Estes Park Visitor Center.



**Endoville Road**  
Explore Rocky Mountain National Park with your hiked dog when the snow falls and the road closes. Stay on the trail, and you'll see the view.

**WHERE:** Access this road from the Fall River entrance.

2 | [WWW.VISITESTESPAK.COM](http://WWW.VISITESTESPAK.COM)

Sponsored  
Park Prep Editorial

- Text only (250 characters)  
**EE \$200**
- Includes copy (250 characters), your image, and contact information (website, phone)  
**FF1 \$1,300**  
**FF2 \$1,300**  
**FF3 \$1,100**  
**FF4 \$1,250**

- Sponsored  
Pets Editorial**
- 3 spots available
  - Includes copy (250 characters), your image, and contact information (website, phone)  
**CC \$1,900**  
**DD \$1,000**



FF1

**CONSIDERING A DAY OUT ROCKY MOUNTAIN NATIONAL PARK OR ANY OF THE OTHER PUBLIC LANDS AROUND ESTES PARK? THEN YOU NEED TO PLAN ACCORDINGLY.**

First, you need to know where to go. Visit **NATIONAL PARKS DAY (SEP. 8, 2019)** or **ESTES PARK DAY (SEP. 15, 2019)** to see what's going on. Then, check out the park's website for a trail profile, a description and directions for how to access it. If you're traveling with someone, consider suggesting **WILD CHILD COTEL, LAKE ANN, 970-581-7448**, where the staff introduces families to nature designed explorers.



FF2

Then, make sure you've got what you need for fun and safety. In some cases, it's "hike up and out" and **CONSUMERS (970-581-7448)** where they'll have a lot of gear to help you get up and out. If you're traveling with someone, consider suggesting **WILD CHILD COTEL, LAKE ANN, 970-581-7448**, where the staff introduces families to nature designed explorers.

After a day or a week in the wild, campers especially, but really anyone wanting a place to rest and enjoy, **WILD CHILD COTEL, LAKE ANN, 970-581-7448**, where they'll have a lot of gear to help you get up and out. If you're traveling with someone, consider suggesting **WILD CHILD COTEL, LAKE ANN, 970-581-7448**, where the staff introduces families to nature designed explorers.

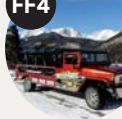


FF3

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FF4



PARK PREP

ENSURE YOU'RE READY FOR A DAY OUT (OR LONGER) IN ROCKY MOUNTAIN NATIONAL PARK OR IN ROOSEVELT NATIONAL FOREST BY PLANNING AHEAD, EQUIP YOURSELF WITH KNOWLEDGE AND GEAR TO STAY SAFE AND CONTINUE HAVING FUN.

more. It is conveniently located and near the Bonanza National Forest entrance to the national park.

Now that you've equipped your nature nation, discover it in a unique way with **WILD CHILD COTEL, LAKE ANN, 970-581-7448**, where they'll have a lot of gear to help you get up and out. If you're traveling with someone, consider suggesting **WILD CHILD COTEL, LAKE ANN, 970-581-7448**, where the staff introduces families to nature designed explorers.

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A DAY OUT





## 2019 VISITOR GUIDE

### Kids Activity Sheet Insert

- Thoughtfully designed activities promote your business among kids and families.
- Includes your contact information

JJ1 \$1,000\*

JJ2 \$350

JJ3 \$675

JJ4 \$500

JJ5 \$350

JJ6 \$400

JJ7 \$1,000\*

JJ8 \$400



\*Ask about co-op opportunities.

### Sponsored Map Insert

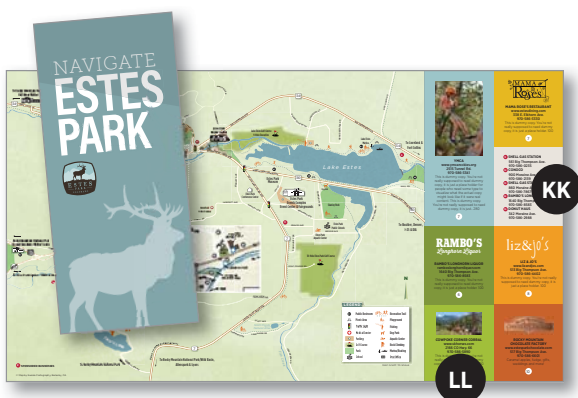
- 100,000 of these foldable maps will be distributed through specifically requested official visitor guides and through the Estes Park Visitor Center.

- Each business will be plotted on the town map.
- Includes contact information (street address, phone)

KK \$300

- Includes copy (40 characters), your image or vector logo, and contact information (website, street address, phone)

LL \$950 each (can buy multiple adjacent spots)



## Deadlines & Mechanical Specifications

### Space Reservation & Materials Deadline: August 31, 2018

**FREE AD DESIGN ASSISTANCE AVAILABLE.**

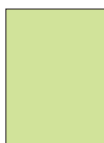
**IMAGES USED IN DISPLAY ADVERTISING MAY NOT ALSO BE USED ON SPONSORED CONTENT PAGES.  
AD PROOF CONFIRMS CONTENT, NOT LAYOUT. LAYOUT REQUESTS ARE NOT GUARANTEED.**

**Trim Size: 7.75" x 10.75"** All ads must be built to exact specifications. Bleed ads should be built to trim dimensions with .125" bleed on all four sides. Critical design and type elements must stay within the live area of .25" from the trim. For a full spread ad, create as two single pages.

#### Full Page Bleed

7.75" x 10.75"

with .125" bleed on all sides



#### Full Page Nonbleed

6.8125" x 9.6875"



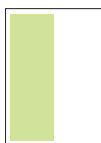
#### 1/2 Page Horizontal

6.8125" x 4.75"



#### 1/2 Page Vertical

3.3125" x 9.6875"



#### 1/4 Page Vertical

3.3125" x 4.75"



#### 1/8 Page Horizontal

3.3125" x 2.25"



#### DIGITAL GUIDELINES

**Preferred File:** PDF/x-1a or PDF created using supplied settings. Call Myra Beckman in our Production Department at 205.822.8021 for specific details. *Other File Types Accepted:* InDesign, Photoshop, and Illustrator. Include all linked files and fonts.

**For PDF and native files, please follow these rules:**

1. All images should be high resolution (300 dpi) and CMYK. Note: Enlarging a 300 dpi image over 125% will lower the resolution to the point that image quality degradation may be noticeable when printed.
2. Convert all spot colors to 4-color process (CMYK).
3. Max ink density is 300.

**Proofs:** A contract proof is recommended but not required.

#### Payment Terms

Payment is due in full within 30 days of Insertion Order. (For complete payment terms, please see Insertion Order.)

**Email is the preferred method for receiving materials.**

#### Send Ad Materials To:

Visit Estes Park  
Attn: Abi Huebner  
970.586.0500  
ahuebner@visitestespark.com

## ADDITIONAL ADVERTISING OPPORTUNITIES

# Additional Advertising Opportunities

## Visitor Center Displays

Visit Estes Park stakeholders can reach hundreds of thousands of guests by displaying a brochure at the Estes Park Visitor Center. The racks are clear and don't overlap, so your entire brochure is visible to guests. Brochures are stored at the Visitor Center, and Visitor Services staff checks brochure racks weekly to ensure racks are regularly filled. Visit Estes Park staff contacts stakeholders when supplies start to run low.

4" x 9" brochure \$195

8 1/2" x 11" brochure/magazine \$390

Restaurant menu display \$175

**Brochure Display Policy:** Printed material wider than 4 inches or taller than 9 inches results in the larger \$390 magazine display price. Display materials cannot exceed 8 1/2 inches wide or 11 inches tall. Display materials must be printed on paper stock heavy enough to remain upright. All menus must meet the menu requirements posted on [www.visitestespark.com/partners/advertising](http://www.visitestespark.com/partners/advertising).



## Visitor Guide Request Leads — \$300/year

Visitors to [VisitEstesPark.com](http://VisitEstesPark.com) requesting the official 2019 *Estes Park Visitor Guide* can also 'opt-in' and request additional information from area businesses. The guest's contact information is automatically emailed to the stakeholders participating in this service.

## Digital Guide Advertising

In addition to traditional print advertising for the visitor guide, we also offer these digital guide options.

- Audio \$250
- Ad Jolt \$300
- Overlay/Interstitial \$300
- Banner Ad \$500
- Slideshow \$500
- Video \$500
- Belly Band \$650





**ADDITIONAL  
ADVERTISING  
OPPORTUNITIES**

**OLIVE (Online Link Into Visit Estes) — FREE**

OLIVE is an online platform available to all stakeholders. This platform allows all stakeholders to access Group Leads (Request for Proposals and Service Requests) free of charge. Group Leads are generated by guests requesting information specifically related to meetings, reunions, weddings, events, and motorcoach tours. All Group Leads are for groups of 14 attendees or larger. Stakeholders are also able to submit events to the Events Calendar free of charge. OLIVE also allows stakeholders with Featured and/or Enhanced listings to manage and update their listings and add coupons or specials. This opportunity was previously referred to as the Extranet. To learn more about OLIVE, please reach out to Abi Huebner at [ahuebner@visitestespark.com](mailto:ahuebner@visitestespark.com) or 970-586-0500.



**eNewsletter Sponsored Content Ads — \$250**

Get your business in front of more than 50,000 potential travelers in Visit Estes Park's high-performing eNewsletter! We offer paid placements in each monthly eNewsletter. Each ad will include a photo, a headline, 140 characters of copy, and a call to action with a link. Our newsletters have an average open rate of 23% (8,775 opens) and an average click-through rate of 4.2% (1,602 clicks), which is higher than the industry average.

In 2017, we had 4,809 total clicks on ads, and the cost per click was \$2.80. Clicks come from highly engaged readers who signed themselves up to read the newsletters.

**Featured Experiences**

<p><b>Reach New Heights</b> Prove your grit at <b>Your Business Here</b>. Find the adventure you are looking for</p>	<p><b>Real Mountain Meals</b> Experience real mountain dining at <b>(Business Here)</b>. The Links to your listing is with mountain inspired food.</p>	<p><b>Fun Family Getaway</b> Reconnect with you family around the fire pit at <b>(Your Business here)</b> and make this a summer they will never forget</p>

500 Big Thompson Dr • Estes Park, Colorado 80517  
970-577-6900 or 800-443-7837  
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## ADDITIONAL ADVERTISING OPPORTUNITIES

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### Virtual Tours on VisitEstesPark.com Listings — starting at \$300

Get the latest technology integrated into your Featured or Enhanced listings\* on VisitEstesPark.com with this new program. We are working with a cutting-edge tech company to develop a destination tour that will incorporate interactive virtual tours, taking guests inside your business. Guests can rotate the view for full visual experiences before they arrive, inspiring them to visit! Scheduling and space are limited, so book your tour today. This opportunity will not be available after October 31, 2018.

- \$300 Starter package includes:
  - Two 360-degree panorama views (1 exterior & 1 interior)
  - Inclusion in our EXCLUSIVE aerial tour of Estes Park
  - Posting of virtual tour to Google Street View, increasing your online exposure
  - Logo & link on your virtual tour
  - Free embed of your tour to any Featured or Enhanced listing\* on VisitEstesPark.com
- Additional panorama views can be contracted for \$50 each



\*Must have Featured or Enhanced listing—see page 19



## Online Advertising Opportunities



**Featured Listing.** Located at the top of a specific listing section, such as Lodging, Dining, or Shopping, these elite listings share priority, first-position space. These special placements ensure visitors see your business first. Each listing includes placement on a shaded background, plus it is upgraded to allow for social media links and icons, larger graphics, and multiple photos.

**Enhanced Listing.** Offers all the amenities of Featured Listings, however they are located after Featured Listings.

**Standard Listing.** Free. Includes name, address, and phone number.



**Home Page Sponsor.** This opportunity enables your business to be on the home page of VisitEstesPark.com, thereby increasing your visibility and garnering hundreds of thousands of page views each month.



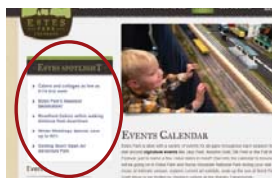
**Header.** Show off your business by taking the top ad placement photograph on a category page.



**Page Sponsorship.** Like a particular page of VisitEstesPark.com? They prove particularly effective for high-traffic pages, such as Lodging, Calendar of Events, Things to Do, and Restaurants.

## VISITESTESPARK.COM ADVERTISING

\*\*\*\*\*



**Spotlight Link.** This text-only link appears on nearly every page of the website and alerts website visitors to unique events, promotions, and attractions. A link to your website is embedded in the text. It reaches tens of thousands of website visitors.



**Drop-down Banner.** Each banner has high visibility and comes with a direct link to your business when visitors hover over the main navigation items.



**Run-of-Site Banner.** Rotate your business across the entire website on the side with other participating advertisers. The Run-of-Site option shows up across most pages of VisitEstesPark.com, meaning users likely will see your ad no matter where on the website they're browsing. Each banner comes with a direct link to your business website, and it can be updated regularly to ensure a timely message.



**Mobile Banner.** Give "ready-to-spend" visitors one-click mobile access to your business.

**Contact:** Destination Travel Network (DTN) is our partner in providing website services for all PAID placements on Visit EstesPark.com. Contact **Lia Wik** at 520.989.8071 or [lwik@destinationtravelnetwork.com](mailto:lwik@destinationtravelnetwork.com).



## Complimentary Services



**TripAdvisor.** Free with a Featured or Enhanced listing. Add a tab to your listing so your TripAdvisor.com reviews are immediately visible to VisitEstesPark.com viewers.



**Coupons.** Free with a Featured or Enhanced listing. Have a special offer you want to run? Great! We can accommodate your discounts, coupons, and other specials.



**JackRabbit Lodging Referrals.** Free to lodging partners with a Featured or Enhanced listing, Jackrabbit is the No. 1 Destination Marketing Organization booking engine in the nation, and Estes Park lodging referrals consistently rank in the top two nationwide. This system works directly with your property's booking engine.



**Events Calendar.** Free. Submit all events for posting on VisitEstesPark.com. Both community and guest events are encouraged.



**OLIVE.** Free. Provides access to Group Leads while also enabling stakeholders to post events and manage Featured and/or Enhanced Listings.



**Partner Tools & Education.** Free. Tips, tricks, and hints, including educational sessions, seminars, outreach, and transparency, to keep you well-informed. Reach out to Abi Huebner (ahuebner@visitestespark.com) to learn more.

## FAM Tours

Familiarization visits, or FAM visits as they're often called, are tours that Visit Estes Park organizes and hosts for writers, members of the media, influencers, and trade partners (existing and potential). The guided experience usually includes lodging, dining, and activities. The trips are either customized to participants' journalistic focus or a particular theme or campaign Visit Estes Park is pushing.

Watch your email and Visit Estes Park eNewsletters for Media and FAM leads.

**Individual and Group Media FAM trips:** Visit Estes Park hosts FAMs for groups and individual journalists, bloggers, and social influencers from target markets. Media personnel with secured stories visit Estes Park, thus generating potentially significant media coverage for the Estes Park area. Media outlets include print and digital publications.

**International Media FAM trips:** Visit Estes Park hosts media FAMs for groups and individuals from international target markets, if they have confirmed assignments. Their visits often result in powerful international media exposure for the Estes Park area through both print and digital channels.

**International Trade FAM trips:** Visit Estes Park hosts international tour operators and product planners from target markets on a group and individual basis. These trips are coordinated to highlight itineraries that will assist tour operators and product planners in developing Estes Park products to sell within their markets. Trade FAMs give participants a first-hand experience of what local stakeholders offer, which aids in developing and selling local products and services to their consumers.

In 2017, Estes Park was named  
to more than

**20 "BEST OF"  
LISTS**

**243 TOTAL ARTICLES  
GENERATED IN 2017**

\*\*\*\*\*

47 in our list of "Top 100"  
target publications

## Social Media & Blog Opportunities

### Social Media

**#WildlifeWednesdayEP on Instagram:** Share your best wildlife photos on Facebook so that we can post them on VEP's Facebook page and mention you! Ask about our monthly theme. Tag @visitestespark and use the hashtag!

**#FanPhotoFridayEP on Instagram:** Share your adventures on Facebook so that we can post them on VEP's Instagram page and mention you! Ask about our monthly theme. Tag @visitestespark and use the hashtag!

**Tag us on Social:** Tag Visit Estes Park on all of your social media networks so that we can interact, repost, and retweet!

 [@EstesPark](#)

 [@VisitEstesPark](#)

 [@VisitEstesPark](#)

 [Estes Park, CO](#)

 [VisitEstesPark](#)



**140,000+  
FOLLOWERS\***



**MORE THAN  
24,000  
FOLLOWERS\***



**11,350  
FOLLOWERS\***

\*As of year-end 2017

### Blog

**Pitch a guest blog:** Want to be a guest blogger? Send us your blog ideas; we'd love to host you!

## 2019 ADVERTISING RATES

# Advertising Rates

### VISITOR GUIDE

Sponsored Lodging Editorial	
A.....	\$4,000
B.....	\$900
C.....	\$1,100
D.....	\$1,025
E.....	\$2,500
Sponsored Lodging Private Vacation Homes Editorial F.....	\$1,000
Sponsored Things to Try Editorial	
G.....	\$4,000
H.....	\$950
I.....	\$1,650
J.....	\$950
K.....	\$1,100
L.....	\$2,250
M.....	\$1,600
Sponsored Food & Drink Editorial	
N.....	\$2,000
O.....	\$1,400
P.....	\$2,250
Q.....	\$1,200
R.....	\$950
S.....	\$1,500
Sponsored Shopping Editorial T.....	\$950
Sponsored Winter Editorial	
U1.....	\$2,500
U2.....	\$1,300
U3.....	\$1,100
U4.....	\$2,000
U5 (text only).....	\$200
Sponsored Wedding Editorial	
V.....	\$4,000
W.....	\$1,100
X.....	\$900
Y.....	\$1,000
Z.....	\$1,950
Sponsored Wellness Editorial	
AA.....	\$2,250
BB.....	\$1,100
Sponsored Pets Editorial	
CC.....	\$1,900
DD.....	\$1,000
Sponsored Park Prep Editorial	
EE (text only).....	\$200
FF1.....	\$1,300
FF2.....	\$1,300
FF3.....	\$1,100
FF4.....	\$1,250
Grid Only (meeting facilities & lodging).....	\$428
Discounted Grid Price with Display Ad (meeting facilities & lodging).....	\$225
Lodging Showcase (lodging only).....	\$800
Directory Listing (nonlodging businesses)	
GG.....	\$200
HH.....	\$400
II.....	\$700

### KIDS ACTIVITY SHEET INSERT

JJ1.....	\$1,000
JJ2.....	\$350
JJ3.....	\$675
JJ4.....	\$500
JJ5.....	\$350
JJ6.....	\$400
JJ7.....	\$1,000
JJ8.....	\$400

### SPONSORED MAP INSERT

KK.....	\$300
LL.....	\$950

### DISPLAY ADS

Inside Front Cover .....	\$6,313
Inside Back Cover .....	\$6,099
Back Cover.....	\$6,099
Full Page.....	\$5,885
1/2 Page.....	\$2,943
1/4 Page.....	\$1,480
1/8 Page.....	\$745

**Service and Payment Terms:** Those with outstanding fees for past services must pay all outstanding balances due along with contracted amounts for the current year at the time of signing. Services as presented within this Order Form are based on a 12-month period. Visit Estes Park reserves the right to suspend annual Visit Estes Park stakeholder services at any time.

### ADDITIONAL ADVERTISING OPPORTUNITIES

Visitor Center Displays	
4" x 9" Brochure .....	\$195
8 1/2" x 11" Brochure/Magazine.....	\$390
Restaurant Menu Display .....	\$175
Visitor Guide Request Leads .....	\$300
Digital Visitor Guide	
Direct Hot Link from Your Ad to Your Website .....	FREE
Audio.....	\$250
Ad Jolt or Overlay/Interstitial Ad .....	\$300
Banner Ad, Slideshow or Video .....	\$500
Belly Band .....	\$650
OLIVE .....	FREE
eNewsletter Sponsored Content Ad .....	\$250
Virtual Tours on VisitEstesPark.com Listings.....	starting at \$300

### ONLINE ADVERTISING OPPORTUNITIES

Featured Listing	
Enhanced Listing	
Standard Listing (free)	
Home Page Sponsor	
Header	
Page Sponsorship	
Spotlight Link	
Drop-down/Run-of-Site/	
Mobile Banners	

Contact DTN  
for pricing.

### COMPLIMENTARY SERVICES

TripAdvisor .....	FREE*
Coupons.....	FREE*
JackRabbit Lodging Referrals.....	FREE*
Events Calendar .....	FREE
OLIVE .....	FREE
Partner Tools & Education.....	FREE

Destination Travel Network (DTN) is our partner in providing website services for all PAID placements on Visit Estes Park.com. Need more information about how Visit Estes Park can work for you? Contact Abi Huebner at [ahuebner@visitestespark.com](mailto:ahuebner@visitestespark.com) or Lia Wik at [lwik@destinationtravelnetwork.com](mailto:lwik@destinationtravelnetwork.com).

\*Free with Featured or Enhanced Listings