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

Visitor Center

Lead Generation

Online Results

**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

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

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

**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.

98% of hospitality professionals said they see value in having printed visitor information available to guests.

72–89% of all traveler generations agree that they “will go anywhere that allows me to explore the outdoors and be active.”

47% of American travelers booking travel recall travel ads.

4.2 days

67.4% of guests increased their lengths of stay after using the DMO website.

64.8% of American leisure travelers using DMO websites to research or plan travel are potential visitors.

54% of American leisure travelers said they had used a print resource for travel planning.

Interest in visiting national parks rose by more than 11% in 2017. Interest in mountain destinations and small towns is also increasing.

---

4 “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)  
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.

Top 10 Response States*

<table>
<thead>
<tr>
<th>State</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>TX</td>
<td>6870</td>
<td>13%</td>
</tr>
<tr>
<td>MO</td>
<td>3999</td>
<td>8%</td>
</tr>
<tr>
<td>CO</td>
<td>3445</td>
<td>7%</td>
</tr>
<tr>
<td>IL</td>
<td>3410</td>
<td>6%</td>
</tr>
<tr>
<td>IA</td>
<td>2695</td>
<td>5%</td>
</tr>
<tr>
<td>KS</td>
<td>2547</td>
<td>5%</td>
</tr>
<tr>
<td>NE</td>
<td>2336</td>
<td>4%</td>
</tr>
<tr>
<td>FL</td>
<td>2185</td>
<td>4%</td>
</tr>
<tr>
<td>WI</td>
<td>2146</td>
<td>4%</td>
</tr>
<tr>
<td>MN</td>
<td>1956</td>
<td>4%</td>
</tr>
</tbody>
</table>

*Distribution We Reach Your Target Audience
Colorado Welcome Centers:
(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

Local 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

AAA Offices:
(not a complete list)
Boulder, CO
Bradenton, FL
Canton, MI
Chicago, IL
Cincinnati, OH
Grand Island, NE
Fargo, ND
Houston, TX
Indianapolis, IN
Iowa City, IA
Lincoln, NE
Muskogee, OK
Oak Lawn, IL
Omaha, NE
Springfield, MO
Westminster, CO

* As of year-end 2017
For you, it is never summer. Or spring or fall. You love snow and follow the flakes as much as you can. Winter means off-roading through deep drifts, ice climbing and backcountry skiing. You don’t get cold; your adrenaline rush keeps you warm. With public lands in Rocky Mountain National Park and Roosevelt National Forest at its doorstep, Estes Park offers access to all kinds of snowsports, including those already mentioned, plus snowshoeing, snow biking and cross-country skiing.

Like a bear, winter is your season to cozy up in your den. You look forward to fuzzy socks and evenings spent playing games or watching movies with loved ones. Plus, it is the time of year to sip hot chocolate and eat a carbohydrate-rich meal—why not? You can hide the consequences under a warm, wooly sweater. As for the snow, you think it provides the perfect backdrop to a roaring fire. Luckily, Estes Park’s lodges present ideal spots to hibernate.

Let it snow, let it snow, let it snow! You simply cannot wait! The first snowfall turns you into a giddy child ready to throw snowballs, make snow angels and build snowmen. Your excitement is contagious, which makes you happy since you would rather play outside with friends than by yourself. Transform Estes Park’s snow-covered community parks into your winter playgrounds. Snow gear is available for rent, ensuring you stay warm and dry through all your powder playing.

You marvel at the beauty of a landscape blanketed by snow—pristine and peaceful— and you want to be part of it. It inspires reflection even as a sense of awe fills your spirit. A snow-crusted trail dotted only by animal tracks brings solitude. Silence, even in places as popular as Rocky Mountain National Park and Roosevelt National Forest, is yours to treasure.

The thought of snow makes you want to fly far, far away, so a winter escape to Estes Park seems like a no-go. In fact, when the snow flies, you make like a butterfly and migrate. You swore you would never again vacation in a place without palm trees—until you learned a Colorado secret: the sun shines almost every day of the year. Sure, the temperature drops when compared with summer averages, but there are plenty of winter days when patios and decks are exactly where you want to be—while wearing a tank top and enjoying a fruity cocktail adorned with an umbrella.

**2019 Features**

**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
Sponsored Content Opportunities

- In-line directory advertising with photos
- Sponsored editorial copy (specifically about your business) with photos
- Video or Slideshow in Digital Visitor Guide—embed one into your digital ad

Sponsored Lodging Editorial

- Includes copy, your image, and contact information (website, phone, address—not included in character count)

sweet dreams

Back into accommodations that will leave you owned and ready for adventure.

6 vacation homes to sleep tight

A 380 characters $4,000
B 160 characters $900
C 280 characters $1,100
D 340 characters $1,025
E 400 characters $2,500

Sponsored Lodging Private Vacation Homes Editorial

- Includes copy (275 characters), your image, and contact information (website, phone)

F $1,000
Sponsored Content Opportunities

Sponsored “Things to Try” Editorial
• Includes copy, your image, and contact information (website, phone, address)
Sponsored Food & Drink Editorial

- Includes copy, your image, and contact information (website, phone)
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 is just a place holder for people who need some type to visualize what the actual copy might look like.
Sponsored Wedding Editorial

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

<table>
<thead>
<tr>
<th>Section</th>
<th>Characters</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>V</td>
<td>380</td>
<td>$4,000</td>
</tr>
<tr>
<td>W</td>
<td>125</td>
<td>$1,100</td>
</tr>
<tr>
<td>X</td>
<td>280</td>
<td>$900</td>
</tr>
<tr>
<td>Y</td>
<td>330</td>
<td>$1,000</td>
</tr>
<tr>
<td>Z</td>
<td>400</td>
<td>$1,950</td>
</tr>
</tbody>
</table>

Sponsored Wellness Editorial

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

<table>
<thead>
<tr>
<th>Section</th>
<th>Characters</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>AA</td>
<td>525</td>
<td>$2,250</td>
</tr>
<tr>
<td>BB</td>
<td>250</td>
<td>$1,100</td>
</tr>
</tbody>
</table>
In an environment that is both healthy and fun, the Rocky Mountain National Park Pet Lodge offers a vacation away from home in a pet-friendly resort designed especially for dogs. Forest parks throughout the United States are creating new dog-friendly trails and activities for both dogs and their owners. Although some trails may not be suitable for dogs, many parks have established dog-friendly areas or provide detailed maps and information about trails that dogs can enjoy. Estes Park in Rocky Mountain National Park is an example of a pet-friendly destination. Dogs are allowed on trails in the park, as long as they are on a leash and accompanied by their owners. Leashes are suggested to keep dogs from chasing wildlife, but at the very least your dog should be under voice control.

At Estes Park, your dog can enjoy outdoor runs with a backyard for ball, frisbee, swimming or retrieving balls. To enhance the experience, dogs can attend an Estes Valley Dog Park or Rocky Mountain Dog Park, where they can socialize with other dogs and play together. These parks offer a safe and controlled environment for dogs to exercise and have fun.

Sponsored
Pets Editorial

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

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>CC</td>
<td>$1,900</td>
</tr>
<tr>
<td>DD</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

Sponsored
Park Prep Editorial

- Text only (250 characters)
- Includes copy (250 characters), your image, and contact information (website, phone)

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>FF1</td>
<td>$1,300</td>
</tr>
<tr>
<td>FF2</td>
<td>$1,300</td>
</tr>
<tr>
<td>FF3</td>
<td>$1,100</td>
</tr>
<tr>
<td>FF4</td>
<td>$1,250</td>
</tr>
</tbody>
</table>
Lodging & Meeting Grids; Lodging Showcase

- Grids available for meetings and lodging only
- Discounted Grid Price with Display Ad $225
- 9 showcases per page
- Includes copy (300 characters) about your property, image, and contact information $800

Directory Listing (Nonlodging Businesses)

- Text only (150 characters)
  - GG $200
  - Includes text (150 characters) and logo
  - HH $400
  - Includes text (150 characters) and your photo
  - II $700
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

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.

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>4” x 9” brochure</td>
<td>$195</td>
</tr>
<tr>
<td>8 ½” x 11” brochure/magazine</td>
<td>$390</td>
</tr>
<tr>
<td>Restaurant menu display</td>
<td>$175</td>
</tr>
</tbody>
</table>

**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 ½ 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.

Visitor Guide Request Leads — $300/year
Visitors to 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
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 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.
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.
**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 VisitEstesPark.com. Contact Lia Wik at 520.989.8071 or 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!
## Advertising Rates

### VISITOR GUIDE

<table>
<thead>
<tr>
<th>Sponsored Lodging Editorial</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>$4,000</td>
</tr>
<tr>
<td>B</td>
<td>$900</td>
</tr>
<tr>
<td>C</td>
<td>$1,100</td>
</tr>
<tr>
<td>D</td>
<td>$1,025</td>
</tr>
<tr>
<td>E</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

| Sponsored Lodging Private Vacation Homes Editorial | $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                        | $1,300 |
| FF4                        | $1,250 |

| Grid Only (meeting facilities & lodging) | $428  |

| Discounted Grid Price with Display Ad (meeting facilities & lodging) | $225  |

### Directory Listing (nonlodging businesses)

| GS                         | $200  |
| HH                         | $400  |
| II                         | $700  |

### KIDS ACTIVITY SHEET INSERT

| JJ1                        | $1,000 |
| JJ2                        | $550  |
| 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       | $6,315 |
| 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

### 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 VisitEstesPark.com. Need more information about how Visit Estes Park can work for you? Contact Abi Huebner at abhuebner@visitestespark.com or Lia Wik at liwik@destinationtravelnetwork.com.

*Free with Featured or Enhanced Listings