

# 2016-2017



## VISIT ESTES PARK SERVICES GUIDE



**OFFICIAL VISITOR GUIDE  
VISITOR CENTER BROCHURE RACK DISPLAY  
GROUP LEADS | VISITOR GUIDE LEADS  
[VISITESTESPAK.COM](http://VISITESTESPAK.COM)**

## ADVERTISING OPPORTUNITIES

# 2016–2017 Advertising Opportunities

Are you ready for an Estes Park adventure? Your customers are! Millions of guests planning their vacations to Estes Park, the base camp for Rocky Mountain National Park, use a variety of Visit Estes Park-provided research tools when deciding what to do and where to stay, dine and shop. Many start by ordering and reading the Official Estes Park Visitor Guide. Once in Estes Park, guests browse brochures from Visitor Center rack displays, seeking additional guidance for how to enjoy Estes Park. Others request special attention and ask for individualized assistance by supplying their lead information. Through it all, our guests pore over Visit Estes Park's website to make certain they don't miss a thing! Put your marketing dollars to work with Visit Estes Park—you'll attract guests and encourage them to discover how your business can be a part of their best vacation ever!

### Official Visitor Guide



#### ANTICIPATED DISTRIBUTION

Circulation: **185,000**  
Mailed to individuals upon request: **46,243**  
Distributed through brochure racks, Colorado Welcome Centers and other guest touchpoints: **138,757**

### Visitor Center



2015 Visitors at Visitor Center: **414,441**  
Total Number of Rack Slots: **250**  
Total Number of Menu Displays: **55**

### Lead Generation



Number of 2015 Visitor Guide Leads: **7,279**  
Number of 2015 Group Leads: **89**

### Online Results



#### 2015 WEBSITE STATS

Visitor Guide Page Views: **563,657**  
visitestespark.com visits: **1,440,167**  
Lodging Referrals: **578,493**

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

# 1.9 DAYS

Number of days guests lengthen stays after using a Visitor Guide for information<sup>1</sup>

## 83%

OF UNDECIDED  
VACATIONERS CHOSE  
A DESTINATION  
AFTER REVIEWING A  
DESTINATION GUIDE<sup>1</sup>

## 67%

OF RESPONDENTS  
SAID DESTINATION GUIDE  
ADVERTISEMENTS HELP  
THEM PLAN THEIR TRIPS<sup>2</sup>

## over 50%

**OF LEISURE  
TRAVELERS  
USE PRINT  
RESOURCES  
TO ASSIST  
WITH THEIR  
TRAVEL  
DECISIONS<sup>3</sup>**

## 73%

OF U.S. SENIORS  
CITE ENGAGING WITH  
NATURE AS AMONG  
THEIR MOST POPULAR  
VACATION ACTIVITIES<sup>4</sup>

## 71%

OF U.S. MILLENNIALS  
WANT "TO PARTICIPATE  
IN ADVENTURE  
ACTIVITIES THAT  
TAKE ME OUT OF MY  
COMFORT ZONE WHEN  
ON VACATION"<sup>4</sup>

*According to a 2014 study, 53.4% of respondents who requested a visitor guide said they use it "to plan a vacation." 47.8% said they ordered it "to review information about the destination." And 37.9% wanted it "to review accommodations and attractions."<sup>2</sup>*

*DMOs hold a trust advantage over Google-curated content by 89%.<sup>5</sup>*

## > 3 billion

**PEOPLE WILL HAVE MOBILE INTERNET ACCESS BY 2017, WHICH MEANS WEBSITES AND DIGITAL PUBLICATIONS WILL BE EVEN MORE IMPORTANT AS TRAVEL RESOURCES.<sup>4</sup>**

<sup>1</sup> 2014 Visitors Guide Study conducted by Temple University's National Laboratory for Tourism & eCommerce.  
<sup>2</sup> "A Study of DMO Visitor Guides: User Profile, Usage & Conversion" conducted by Destination Analysts in partnership with the WACVB Education & Research Foundation. <sup>3</sup> January 2016 State of the American Traveler.  
<sup>4</sup> 2015 Tourism & Travel Trends Report. ©2015 Resonance Consultancy Ltd. <sup>5</sup> April 2016 State of the American Traveler (Survey question was: Which content, opinions and advice would you generally trust more? A local visitor bureau/tourism office or Google-Curated Content?).

**VISITOR GUIDE  
DISTRIBUTION**

## 2017 Distribution

### We Reach Your Target Audience

Every Official Estes Park Visitor Guide mailed or shipped is specifically requested. No magazine is mailed “on speculation.” You will immediately reach a targeted audience already considering Estes Park as a vacation destination. The combination of your display ad and our custom content encourages readers to take the next step—book a getaway to Estes Park.



# 85K

DISTRIBUTED AT THE  
ESTES PARK VISITOR CENTER &  
EVE BROCHURE SERVICE

# 53.8K

DISTRIBUTED THROUGH WELCOME  
CENTERS, AAA OFFICES & HOTELS

# 46.2K

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

### Top 10 Response States



TX  
**6124**  
26%



CO  
**3146**  
13%



MO  
**2165**  
9%



FL  
**2018**  
9%



KS  
**1794**  
8%



IL  
**1742**  
7%



IA  
**1681**  
7%



NE  
**1676**  
7%



MN  
**1591**  
7%



CA  
**1583**  
7%

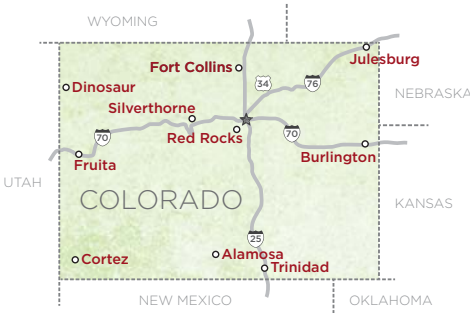
185K  
printed

DIGITAL GUIDE

563,657  
page views



**Colorado Welcome Centers:**



**AAA Offices:**

- |                  |                  |
|------------------|------------------|
| Addison, IL      | Dayton, OH       |
| Boulder, CO      | Indianapolis, IN |
| Broken Arrow, OK | Lincoln, NE      |
| Canton, MI       | Muskogee, OK     |
| Chicago, IL      | Oak Lawn, IL     |
| Cincinnati, OH   | Omaha, NE        |
| Columbus, NE     | Springfield, MO  |
| Conroe, TX       |                  |

**Local Distribution:**

Estes Park Visitor Center and the mobile Visit Estes Park Information Booth at various local events, conferences, the Farmers Market and Eve Brochure Service racks

**Regional Distribution:**

- Boulder Visitor Center
- Buffalo Bill Museum & Grave
- Canon City Chamber of Commerce
- Denver Tourist Information Center
- Eagle Information Center
- Embassy Suites—Loveland
- Visit Fort Collins
- Fort Vasquez Museum
- Grand Junction CVB
- Greeley Chamber of Commerce
- Loveland Visitor Center
- Pueblo Chamber of Commerce
- Boulder Office, U.S. Forest Service

## 2017 Features

### A CLEAN LOOK, MORE OPPORTUNITIES FOR YOUR BUSINESS

The 2017 Visitor Guide—distributed digitally and in print—will maintain the clean look and blend of narrative and graphic editorial presentations that were presented in 2016, plus it will include new aspirational photography. In addition to display ads, new opportunities for paid editorial and unique, interactive ads also are available.

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

- Content about Estes Park's 100th anniversary
- List of recommended hiking trails
- Magazine-quality perfect binding
- Peel-off sticky tabs so readers can interact with the guide and plan their vacations
- Fold-out maps including shuttle routes, RMNP and Estes Park
- Free ad design assistance is available



Short editorial blurbs

Sticky tabs



GRAB A BITE TO EAT



Focus on photography

Focus on specifics about where to go and what to do, rather than generalities

## Sponsored Content Opportunities

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

### Sponsored “Things to Try” Editorial

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



- |   |                |         |
|---|----------------|---------|
| A | 400 characters | \$3,000 |
| B | 190 characters | \$825   |
| C | 600 characters | \$1,225 |
| D | 455 characters | \$900   |
| E | 500 characters | \$1,100 |
| F | 500 characters | \$2,025 |
| G | 385 characters | \$1,150 |
| H | 365 characters | \$1,308 |
| I | 365 characters | \$1,962 |

### Sponsored Food & Drink Editorial

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



## 2017 VISITOR GUIDE

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### Sponsored Shopping Editorial

- 4 spots available
- Includes copy (440 characters) and contact information (website, phone, address)

**\$750**

### Stik-Ease Tabs

- A tool that immediately engages readers
- Guests use them to mark what interests them
- Extra exposure every time a sponsored tab is moved

**\$500**



### Directory Listing (Nonlodging Businesses)

- Option A: text only (150 characters) **\$200**
- Option B: includes text (150 characters) and logo **\$400**
- Option C: includes text (150 characters) and your photo **\$700**



place your logo  
and special offer

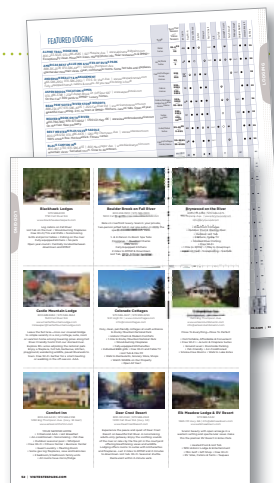
### Lodging Showcase Lodging & Meeting Grids

- 9 showcases per page. Includes copy (525 characters) about your property, photo and contact information.

**\$750**

- Grids available for meetings and lodging only **\$428**

Discounted Grid Price  
with Display Ad **\$225**



*A July 2015 study found that physical interactions with an advertisement increase a reader's brand perception by 41% and intent to purchase by 24%.*

—“Touching Is Believing,” Newsworks



## Deadlines & Mechanical Specifications

### Space Reservation & Materials Deadline: September 15, 2016

FREE AD DESIGN ASSISTANCE AVAILABLE.

IMAGES USED IN DISPLAY ADVERTISING MAY NOT ALSO BE USED ON SPONSORED CONTENT PAGES.

**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

7" x 9.875"



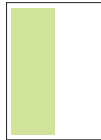
#### 1/2 Page Horizontal

7" x 4.8125"



#### 1/2 Page Vertical

3.375" x 9.875"



#### 1/4 Page Vertical

3.375" x 4.8125"



#### 1/8 Page Horizontal

3.375" 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

Half (50%) of space cost is due at insertion, no later than Sept. 15, 2016. Balance is due Sept. 15, 2016.

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

#### Ship Ad Materials Pre-Paid To:

Visit Estes Park, Attn: Abi Huebner,  
P.O. Box 4426, 1200 Graves Ave.,  
Estes Park, CO 80517  
970.586.0500  
ahuebner@visitestepark.com

**ADDITIONAL  
ADVERTISING  
OPPORTUNITIES**

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## Additional Advertising Opportunities

### Visitor Center Displays

Visit Estes Park stakeholders can reach 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 frequently to ensure racks are continuously 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
Event rack card	\$30 for 60 days

**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.*



### Group Leads — \$200/year includes leads for all categories of your choice

Group leads are generated by guests requesting information via phone call or website inquiry specifically related to meetings, reunions, weddings, events and motorcoach tours. All group leads are for groups of 14 attendees or larger.

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

Visitors to VisitEstesPark.com requesting the official 2017 *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.

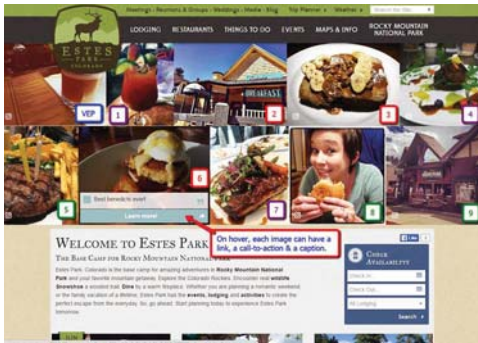
### Visitor Center Resource Grid — FREE

A color-coded grid publication listing lodging establishments and businesses that provide special services to group meetings, weddings, reunions and events.

**ADDITIONAL  
ADVERTISING  
OPPORTUNITIES**  
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**CrowdRiff on VisitEstesPark.com — starting at \$350**

CrowdRiff user-generated image displays at the top of select pages on VisitEstesPark.com feature multiple business. They offer advertisers modern, unique imagery, with social media integration, to showcase multiple elements of the guest experience. Up to three businesses will be featured on each page with multiple images for each.



**E-Newsletter Sponsored Content Ads — \$250**

Get your business in front of over 33,000 potential travelers in Visit Estes Park’s high-performing e-newsletter! We will be offering three paid placements in each monthly e-newsletter. Each spot 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 26% and an average click-through rate of 8.7%—both above the industry averages of 25% and 2.5%, respectively. Schedule yours today for only \$250!

**Featured Experiences**



**Reach New Heights**  
Prove your grit at (Your Business Here). Find the adventure you are looking for



**Real Mountain Meals**  
Experience real mountain dining at (Business Here). The you family has looking for mountain inspired food.



**Fun Family Getaway**  
Reconnect with your family around the fire pit at (Your Business here) and make this a summer they will never forget!

Links to your listing



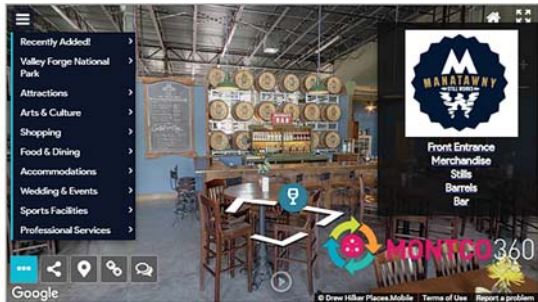
**ADDITIONAL  
ADVERTISING  
OPPORTUNITIES**

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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! These amazing 360-degree views will be scheduled soon. Space is limited, so book your spot TODAY!

- \$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



## Online Advertising Opportunities



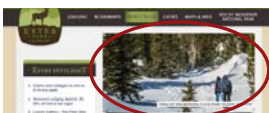
**Featured Listing.** Located at the top of a specific listing section, such as Lodging, Dining, or Shopping, these elite listings share priority first-position space. These special placements ensure visitors see your business first. Each listing includes placement on a shaded background, plus it is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

**Enhanced Listing.** Provide website users with an overview of your business by sharing multiple photographs; your business name, address, phone number; and links to your business website and email.

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



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



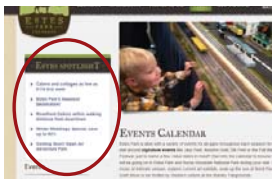
**Header.** Show off your business by taking the top photograph on a category page.



**Page Sponsorship.** Like a particular page of VisitEstesPark.com? Then sponsor it and receive 100% of all page views. These sponsorships do not rotate like other banner options. They prove particularly effective for high-traffic pages, such as Lodging, Calendar of Events, Things to Do and Restaurants.

**VISITESTESPARK.COM  
ADVERTISING**

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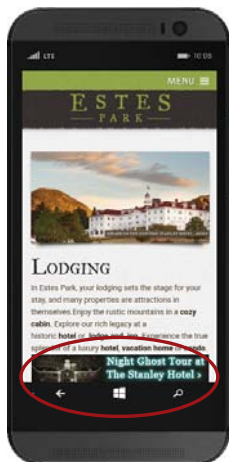
**Spotlight Link.** This text-only link appears on nearly every page of the website and alerts website visitors to unique events, promotions and attractions. A link to your website is embedded in the text. It reaches tens of thousands of website visitors.



**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 top of a page or down 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. Positioned at the bottom.



**TripAdvisor.** Free with an enhanced or featured listing. Add a tab to your listing so your TripAdvisor.com reviews are immediately visible to visitestepark.com viewers.



**Coupons.** Free with enhanced or featured listing. Have a special offer you want to run? No problem. We can accommodate your discounts, coupons and other specials with coupons.



**JackRabbit Lodging Referrals.** Free to lodging partners with an enhanced or featured listing, Jackrabbit is the #1 Destination Marketing Organization booking engine in the nation, and Estes Park referrals consistently rank in the top two nationwide. This system works directly with the property's direct booking engine.



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



**Extranet.** Free. Provides access to statistics, information and control of your business listing.



**Partner Tools & Education.** Free. Tips, tricks and hints to help you be successful, including educational sessions and seminars.

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

**2017  
ADVERTISING  
RATES**

## Advertising Rates

### VISITOR GUIDE

Sponsored Content A .....	\$3,000
Sponsored Content B.....	\$825
Sponsored Content C.....	\$1,225
Sponsored Content D .....	\$900
Sponsored Content E.....	\$1,100
Sponsored Content F.....	\$2,025
Sponsored Content G .....	\$1,150
Sponsored Content H .....	\$1,308
Sponsored Content I .....	\$1,962
Shopping Content (4 per page).....	\$750
Directory Listing A .....	\$200
Directory Listing B.....	\$400
Directory Listing C.....	\$700
Lodging Showcase ( <i>lodging only</i> )...	\$750
Grid Only	
( <i>meeting facilities &amp; lodging</i> ) .....	\$428
Discounted Grid Price with Display Ad	
( <i>meeting facilities &amp; lodging</i> ) .....	\$225
Stik-Ease Tabs.....	\$500
Inside Front Cover .....	\$6,313
Back Cover.....	\$6,099
Full Page.....	\$5,885
1/2 Page.....	\$2,943
1/4 Page.....	\$1,480
1/8 Page.....	\$745

### VISITOR GUIDE DIGITAL EXTRAS

Video Link.....	\$150
Direct Hot Link from Your Ad	
to Your Website.....	FREE

**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. 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 OPPORTUNITIES

Visitor Center Displays	
4" x 9" brochure .....	\$195
8 1/2" x 11" brochure/magazine ...	\$390
Restaurant menu display .....	\$175
Event rack card ( <i>60 days</i> ) .....	\$30
Group Leads.....	\$200
Visitor Guide Request Leads .....	\$300
Visitor Center Resource Grid.....	FREE
CrowdRiff on VisitEstesPark.com	
.....starting at	\$350
E-newsletter Sponsored Content...	\$250
Virtual Tours on VisitEstesPark.com	
Listings .....	starting at \$300

### ONLINE OPPORTUNITIES

Featured Listing		
Enhanced Listing		
Standard Listing ( <i>free</i> )		
Home Page Sponsor		Contact DTN for pricing.
Header		
Page Sponsorship		
Spotlight Link		
Run-of-Site/Drop-down Banner		
TripAdvisor .....	FREE*	
Coupons .....	FREE*	
JackRabbit Lodging Referrals.....	FREE*	
Events Calendar .....	FREE	
Extranet .....	FREE	
Partner Tools & Education.....	FREE	

*Destination Travel Network (DTN)—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 or Lia Wik at lwik@destinationtravelnetwork.com.*

\*Free with Featured or Enhanced Listings