



## Listing, Event & Special Offers Business Rules

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The following policies outline the business rules for business listings and Special Offers on COLORADO.com and in the *Colorado Official State Vacation Guide (OSVG)*. These policies have been developed to ensure the CTO provides appropriate, relevant and useful information that will result in a positive experience for its readers/visitors.

### General Listing Guidelines

- Listings must be tourism-related business and do business in Colorado.
- All tourism-related businesses are entitled to one free (basic) listing on COLORADO.com. Complete COLORADO.com and *Colorado Official State Vacation Guide* listings are available at a cost (see specifications below).
- Businesses that provide a service requiring a state license must be licensed in Colorado.
- All listings receive at least two links to their website and are encouraged to provide a prominent reciprocal link to COLORADO.com in return.
- The publisher will approve new listings, new events, photos, videos and descriptions for listings within three to four business days. All other items will be published on COLORADO.com upon advertiser submission.
- A business must have full usage rights to any images or videos uploaded to their listing. The Colorado Tourism Office is no responsible for the use of images uploaded by a business.
- Listings will be sorted randomly within the individual listing tiers with an option for users to sort alphabetically. This is to ensure equitable exposure for all business listings.

### Cities

- On COLORADO.com and in the OSVG, business and event listings will automatically be placed in the city and region of their physical address. PO Boxes are not accepted as the primary address.
  - Free listings are entitled to list one city on COLORADO.com.
  - Paid listings that operate or have regular pick-up locations in other cities and regions can be listed in the additional locations at no additional cost on COLORADO.com.
  - In the *Official State Vacation Guide*, businesses with regular business/pick-up/meeting addresses in addition to their physical address can purchase additional print listings.

- The sort order when a city filter is selected by the user is as follows: Paid listings in the city chosen, then paid listings within a 15-mile radius of that city, then free listings in the city selected, then free listings within the 15-mile radius

## Categories

- **COLORADO.com**

- Free business listings are entitled to one listing category.
- Paid listings have unlimited categories on COLORADO.com given that they provide the activity on site. Proximity to a category or referring guests to a category does not qualify. Businesses must *be* or *do* the category.

- **Official State Vacation Guide**

- Listings will be in one category for the OSVG. Additional categories can be purchased.

## Non-Qualified Listings

- Listings for tobacco or marijuana products are prohibited.
- Listings cannot promote nudity, drunkenness or lewd behavior.
- Realtors and real estate companies are prohibited from listing unless the listing relates to the management of Colorado vacation properties.
- At its sole discretion, the Colorado Tourism Office (CTO) reserves the right to refuse listings in order to comply with criteria that the CTO deems appropriate for its publications.

## Paid Listings

Rates are based on a calendar year. Pro-rated web-only rates are available on a quarterly basis.

### **Complete Business Listing:**

- **Tier sort:** 1 (tiers are undone with alpha sort)
- **Characters:** 250 (guide); 1,080 (web)
- **Photos:** 20
- **Video:** Ability to load video to play in the business profile page
- **Links:** 4 links + link in Virtual Guide (Combo)
- **Categories:**
  - Web: Unlimited (for qualifying categories)
  - Guide: 1 additional category: \$250 (for qualifying categories)
- **Cities:**
  - Web: Additional listing with different physical address: \$150
  - Guide: 1 additional city: \$250

- **Social Media:** Facebook, twitter, Flickr, Pinterest, Instagram and YouTube icons
- **Rates:** \$995 Combo print and web; \$612 web only; print only \$510

### Free Business Listing:

- **Tier sort: 2** (tiers are undone with alpha sort)
- **Characters:** N/A (guide); 270 (web)
- **Photo:** 1
- **Links:** 2
- **Categories: 1**
  - Guide: N/A
  - Web: 1
- **Cities:**
  - Guide: N/A
  - Web: 1

### Event Listings

- Events must be located in Colorado, have a Colorado mailing address and be an event that visitors can physically attend.
- Events must have contact information, including website URLs, and a description to be published on COLORADO.com.
- Events exceeding four months in duration will not be published but will be encouraged to register instead as a business listing.
- Recurring events must specify what day or date they occur on (ie, Every third Saturday, every Tuesday, etc.)
- All events must be submitted electronically via <http://data.colorado.com> for review and approval and will be published on the site within four business days.
- Events that will not be considered include:
  - Summer camp schedules
  - Retail sales events
  - Civic club and community meetings
  - Graduations
  - Family or class reunions
  - Conference dates
  - Exceedingly localized events. Such as fundraising events, recitals, trade shows, lectures, classes or other general events that tend to be focused on local attractions rather than travelers
  - Seasons of operation (ie, ski season, rafting season, etc.)

- The Colorado Tourism Office reserves the right to exclude or retain any event it sees fit and edit descriptions for clarity, pertinence and style purposes.

- **Paid Event Listing** (Official State Vacation Guide only)

**Characters:** 180

**Link in virtual OSVG**

**Rate:** \$306

- **Free Event Listing** (COLORADO.com only)

**Characters:** 540

**Photos:** 6

**Rates:** Free

## **Special Offers**

- **Paid Special Offers**

**Tier:** Paid will be sorted in the first tier for special offer result pages

**Rates:** Paid Special Offers are sold at three (\$306), six (\$612) or 12 (\$1,020) consecutive month increments.

- **Free Special Offers**

All business listings are entitled to three free special offers per year

Tier: Second-tier sort