

THE MILE HIGH CITY

# DENVER

COLORADO

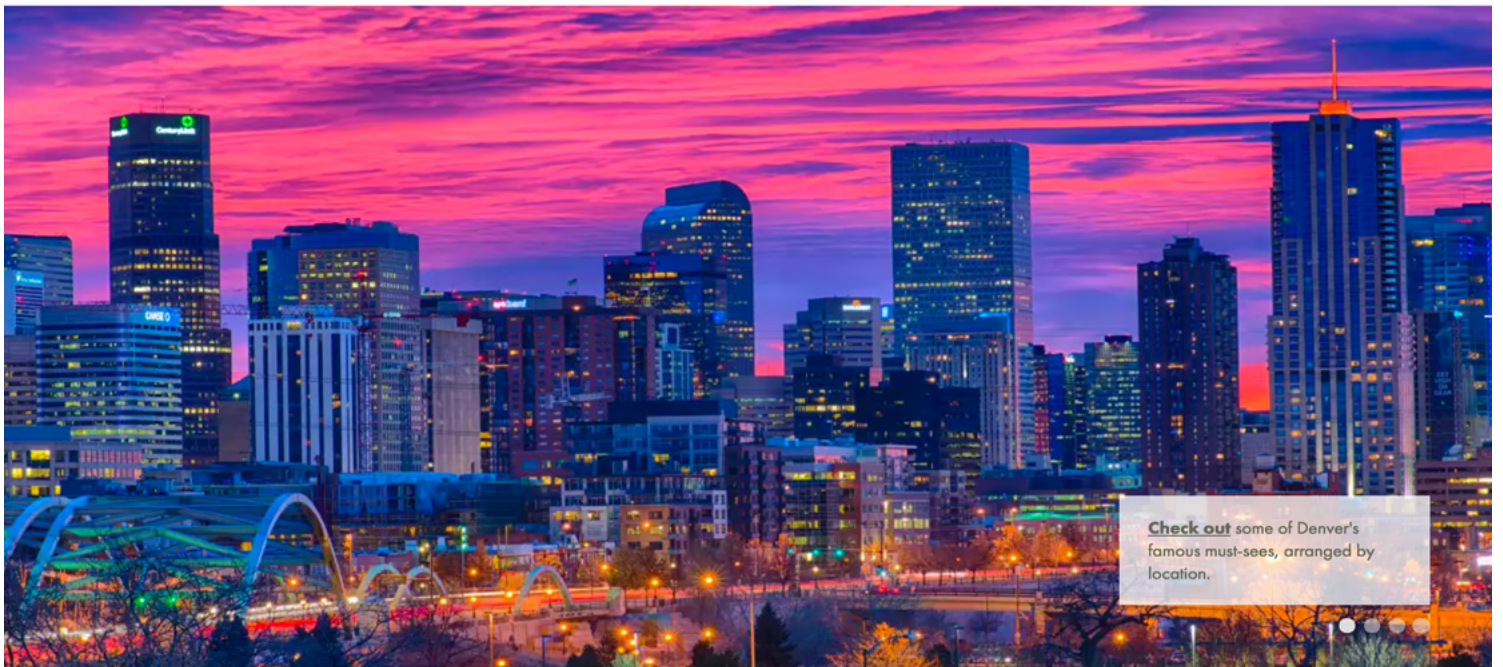
ADVERTISING OPPORTUNITIES



69° TRANSLATE BOOK MY TRIP (0) SEARCH

MEETINGS WEDDINGS GROUPS TRAVEL TRADE SPORTS COMMISSION PARTNERS MEDIA

THINGS TO DO EVENTS HOTELS RESTAURANTS ABOUT DENVER BLOG



Check out some of Denver's famous must-sees, arranged by location.

## WELCOME TO THE MILE HIGH CITY

Welcome to Denver, where 300 days of sunshine, a thriving cultural scene, diverse neighborhoods, and natural beauty combine for the world's most spectacular playground.



5 WAYS TO FALL IN LOVE WITH RED ROCKS



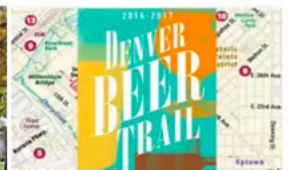
DENVER NEIGHBORHOOD GUIDE



DENVER UNION STATION



DENVER'S 16TH STREET MALL



DENVER BEER TRAIL

To advertise:

Amy Wrede • 720.261.6593 • awrede@visitdenver.com

To become a VISIT DENVER partner:

Joni Watkins • 970.372.9855 • jwatkins@visitdenver.com

VISITDENVER.com



# VISIT DENVER's Official Visitors Guide to Denver and Colorado (OVG)

535,000 COPIES ANNUALLY IN TWO EDITIONS



**RECYCLED PAPER STOCK.**

**VISIT DENVER OVG MOBILE VERSION NOW AVAILABLE FROM iTunes AS A DOWNLOAD!**

## DIRECT FULFILLMENT

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

## IN-MARKET DISTRIBUTION

Unsurpassed distribution includes:

- More than 140 Metro Area locations
- Front Range hotels (more than 19,000 in-room)
- Visitor Centers at DIA, Downtown, Union Station, Cherry Creek Shopping Center and Colorado Convention Center
- State Welcome Centers
- Rental Car Companies
- In Yellow Cabs
- Domestic and international motorcoach groups
- Media press kits
- Convention attendees

## AD RATES

AD SIZE	1 TIME	2 TIMES
Full page	\$10,180	\$9,251
2/3 page	\$7,840	\$7,130
1/2 page	\$6,130	\$5,570
1/3 page	\$5,080	\$4,621
1/4 page	Co-ops only	Co-ops only
1/6 page	\$3,290	\$2,990
Premium Placement*	\$12,210	\$11,100
Inside Front	\$12,540	\$11,400
Back Cover	\$13,541	\$12,311
Inside Back Cover	\$11,377	\$10,343

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

*"Of all the advertising vehicles The Wild Animal Sanctuary has employed, by far the most successful has been the Denver OVG. We get calls daily from visitors who have seen our ad and want to come and see the 200+ captive exotic and endangered large carnivores we've rescued. We will continue to be a part of the OVG!"*

—Pat Craig, The Wild Animal Sanctuary



**CONTACT INFORMATION:** For more information call Amy Wrede at Point of Contact Media, Advertising Agents for VISIT DENVER, 720.261.6593 or [awrede@visitdenver.com](mailto:awrede@visitdenver.com).



# VISIT DENVER's Destination Planning Guide (DPG) "The Meeting Planners Bible"

90% of meeting planners and travel professionals say that the DPG is useful in their job; nearly half (41%) of them use it at least once a month.†

**ANNUAL CIRCULATION = 16,000**



**THE DPG IS THE MOST COMPREHENSIVE, BEST DISTRIBUTED AND MOST RESPECTED SOURCE OF INFORMATION FOR ANY SIZE MEETING, LARGE OR SMALL, IN DENVER & COLORADO.**

**VISIT DENVER DPG MOBILE VERSION NOW AVAILABLE FROM ITUNES AS A DOWNLOAD.**

## BE SEEN BY PROFESSIONALS PLANNING MEETINGS, CONVENTIONS, TOURS, REUNIONS AND WEDDINGS— BE PART OF VISIT DENVER'S DPG!

- Distribution to all Meeting Planners working with VISIT DENVER
- Distribution to hundreds of tour operators, travel agents, international travel packagers, motorcoach companies and group travel planners
- Handed out in person by VISIT DENVER staff to meeting planners at 32 convention industry and nine travel tradeshows
- Backed by VISIT DENVER's campaign including ads in *Convene*, *Meeting Professional*, *USAE*, *Successful Meetings* and others
- Referrals—VISIT DENVER only makes referrals to businesses found in the DPG
- Sent directly to meeting planners for groups of all sizes via requests off VISITDENVER.com

## AD RATES

AD SIZE	RATES
Full page	\$6,989
Full page formatted	\$5,500**
Full page formatted with full page display	\$9,750**
2/3 page	\$6,436
1/2 page	\$4,612
1/2 page formatted	\$3,500**
1/2 page formatted with 1/2 page display	\$5,750**
1/3 page	\$3,859
1/4 page formatted	\$2,000**
1/4 page formatted with 1/4 page display	\$3,750**
1/6 page	\$2,718
Directory Services ad	\$999 - \$1,500

\*\*Formatted ad options are for hotels only, and all rates are net

## PREMIUM PLACEMENT RATES

AD SIZE/LOCATION	RATES
Full Page*	\$8,583
Inside Front Cover*	\$8,583
Back Cover*	\$9,759
Inside Back Cover*	\$8,112

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

† Source: A.J. Lerner Market Research, Inc.



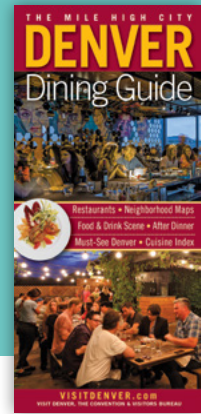
## BONUS DISTRIBUTION

In addition to the unprecedented distribution of the printed copy of the DPG it can also be found as a Virtual Guide on VISITDENVER.com with hot-links to all advertisers!

**CONTACT INFORMATION:** For more information call Amy Wrede at Point of Contact Media, Advertising Agents for VISIT DENVER, 720.261.6593 or awrede@visitdenver.com.



# VISIT DENVER Dining Guide



This slim book features Denver's restaurants by neighborhood, chock full of helpful maps. Distributed to visiting meeting and convention attendees as well as the following Tourist Information Centers:  
**California Street TIC**  
**Union Station**  
**Denver International Airport TIC**

## AD RATES

AD SIZE	RATES	OVG Advertisers
Back Cover	\$5,000	
Inside Back Cover	\$4,250	
Inside Front Cover	\$4,500	
Full Page	\$4,000	\$2,000*
Half Page	\$2,000	\$1,000*
1/4 page	\$1,000	\$500*

\* Available rate for Official Visitors Guide advertisers

† Downtown (LoDo/Larimer Square/Riverfront/RiNo/Five Points)  
 South Broadway/Washington Park/South Pearl/South Gaylord  
 South Metro/Denver Tech Center/Park Meadows  
 Golden Triangle Museum District/Art District on Santa Fe  
 Capitol Hill/Uptown/Governor's Park  
 Cherry Creek/Colorado Blvd.  
 Highlands (Highlands Square/LoHi/Berkeley/Tennyson)  
 North Metro/Boulder  
 West Metro (Golden/Lakewood/Belmar)



## CONTACT INFORMATION:

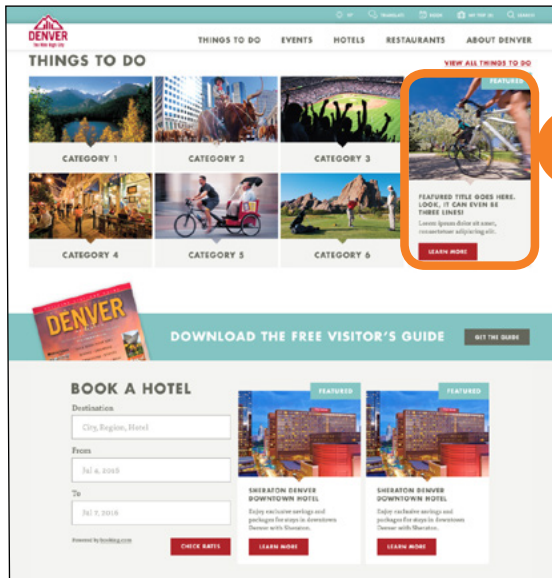
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# VISITDENVER.com

First on the web for information about Denver

8.2 million visitors and  
21 million pageviews  
in 2016!



## ADVERTISING OPTION

## LOCATION

## PRICE

### HOME PAGE

ADVERTISING OPTION	LOCATION	PRICE
<b>A</b> Feature	Home Page	\$35/CPM
<b>B</b> Image Header Page Sponsor	Arts & Culture, Music & Nightlife, Shopping, Spas & Beauty, Sports & Recreation, Restaurants	\$300
	Denver Tours & Itineraries	\$600
	Attractions, Day Trips & Around Colorado, Restaurants	\$1200
	Things to Do	\$1500

### MEETINGS AND CONVENTIONS/WEDDINGS

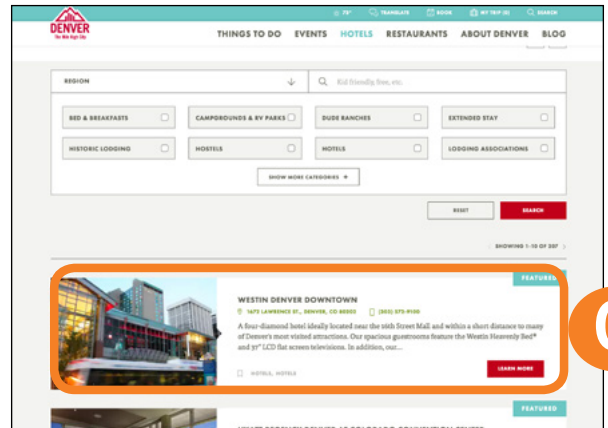
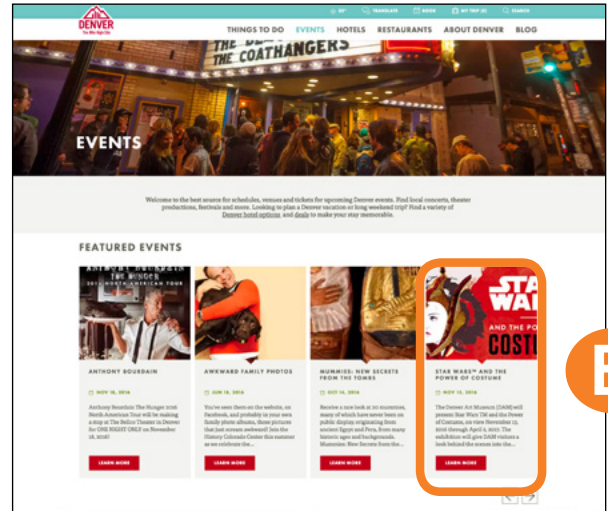
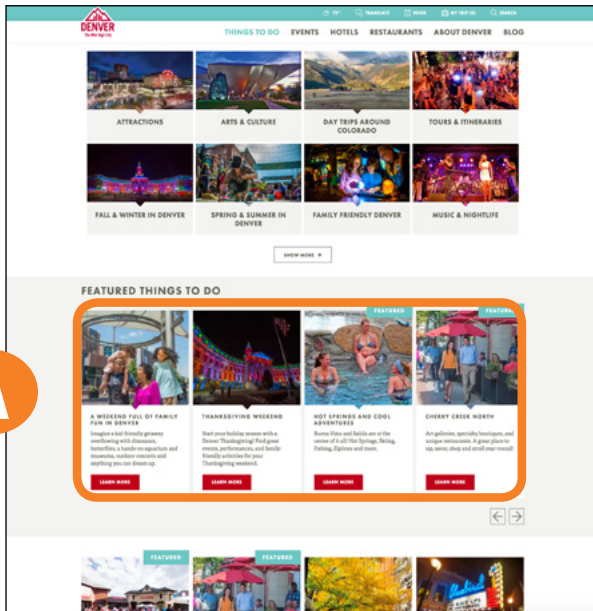
Feature	Home Page	\$300/MONTH
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# VISITDENVER.com



ADVERTISING OPTION	LOCATION	PRICE
<b>RUN OF SECTION PLACEMENTS</b>		
<b>A</b> Feature	<i>Things to Do, Restaurants, About Denver</i> <i>Hotels</i>	<b>CPM RATE:</b> \$20/CPM \$30/CPM
<b>B</b> Denver 365	<i>Run of Entire Site</i> <i>Feature Ad on Home Page</i>	\$15/CPM \$25/CPM
<b>C</b> Featured Listing	<i>Puts your partner listing at the top of any relevant searches</i>	<b>MONTHLY FLAT RATE:</b> \$250/MONTH

## CONTACT INFORMATION:

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# More opportunities on VISITDENVER.com!

## WEBSITE LEADS PROGRAM

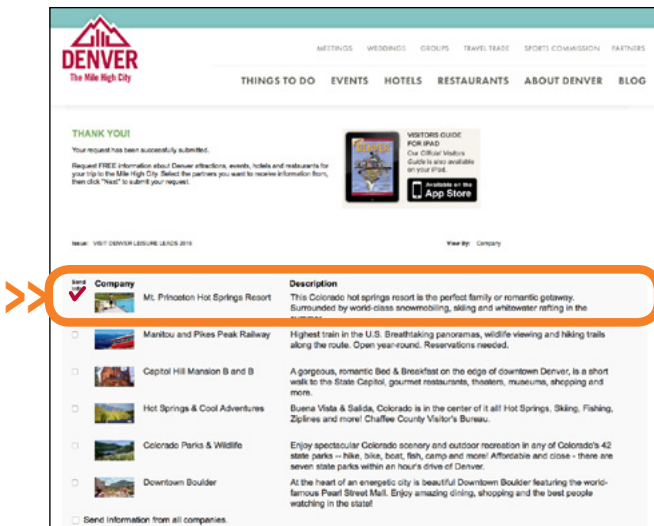
Our Website Leads Program puts the leads into your hands! Ads allow readers to request information directly from you. Leads sent straight from VISITDENVER.com to you!

### RATES

- **\$1,000** for three months\*
- **\$1,800** for six months
- **\$3,200** for twelve months

Discounts and first right of refusal for print advertisers.

**Average of 100 leads per week.**



Ad samples on Website Leads Program page

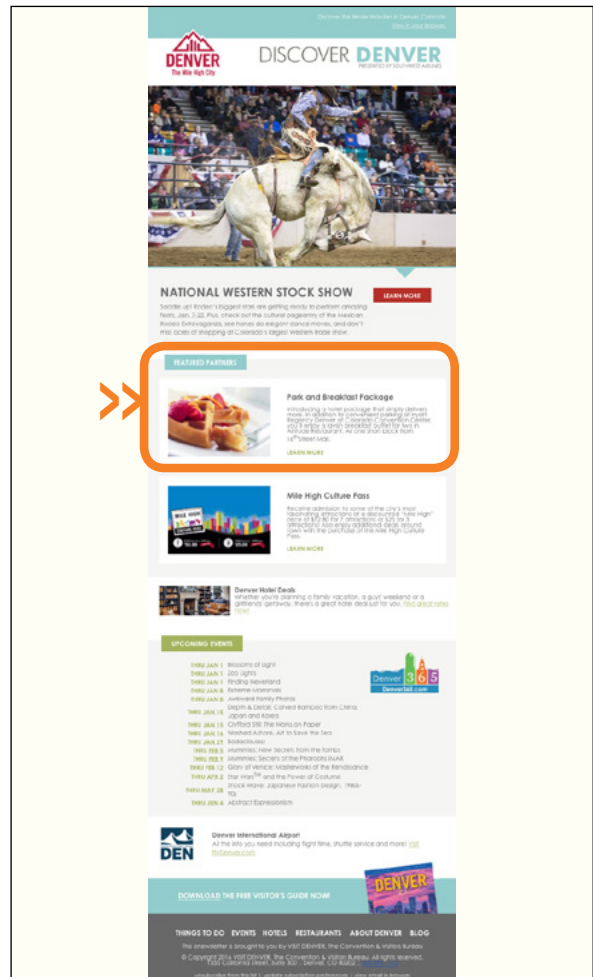
## eNEWSLETTER

VISIT DENVER has two e newsletter products--a monthly version which goes to opt-in subscribers who are leisure visitors to our city, and a quarterly newsletter which goes to convention and meetings markets.

### RATE

- **\$500/month**

Discounts and first right of refusal for print advertisers.



eNewsletter sample

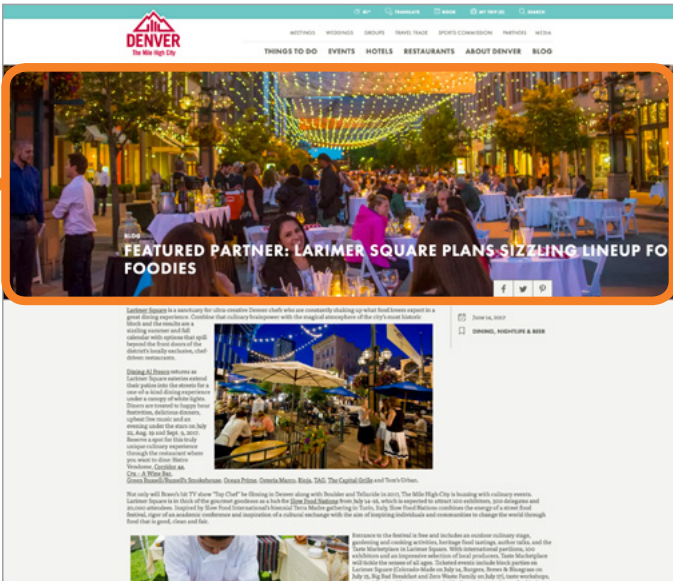
\*Rates are subject to change.

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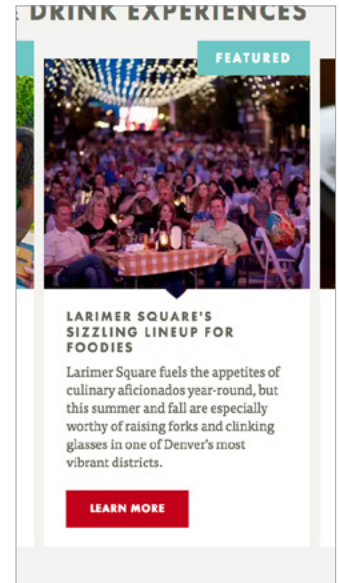
# VISIT DENVER Blog Products



Blog Post



Supporting Facebook Post



Feature Ad

## SPONSORED CONTENT + PROMOTED FACEBOOK POST + RUN OF SITE AD

Sponsored content is tailored content located on the VISIT DENVER blog that is sponsored by a single advertiser.

Sponsored content should be:

- Useful or entertaining
- Great story telling about a subject that intersects with the advertiser's brand and is not explicitly promotional (e.g. Top 10 reasons . . . Insider Tips. . .)

Includes:

- One sponsored content article with photos (up to 400 words). VISIT DENVER can assist with creating content.
- One social media post boosted for 2 days to promote article. Links to story on VISIT DENVER Blog.
- Run of site ad run one week after post (50,000 impressions)

### RATE

• \$2,500 per

### CONTACT INFORMATION:

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# VISIT DENVER

## “Data Sharing” Campaign

VISITDENVER.COM RECEIVES 8.3 MILLION UNIQUE VISITS EACH YEAR.  
WE PIXEL EACH PAGE OF THE SITE AND CAN CAPTURE WHAT PAGES VISITORS VIEW.

**WE CAN SEGMENT THESE UNIQUE VISITORS INTO GROUPS AND SHARE THE DATA WITH YOU, SO YOU CAN SERVE THEM TARGETED ADS ON FACEBOOK.**

How it works:

**A. WEBSITE VISITS TO VISITDENVER.com.**

VISITDENVER.com receives on average 495,000 unique visitors per month.

**B. SEGMENTATION.**

We segment these visitors into targeted groups based on the pages they visit.

**C. SHARE.**

You choose which groups work best for your advertising goals, and we share them with your Facebook account. Audiences represent visitors to specific sections of visitdenver.com over a 30-60 day period. ***They'll appear like magic!***

**D. REACH THEM ON FACEBOOK.**

You send your own ads to these highly segmented visitor groups on Facebook.

*Segmented visitor groups (audiences) available for 3-month flights.*

### RATE CARD

- Rates based on two months of cookie data at **\$200** per 10,000 cookies

SECTION	RATES
Home Page	\$1,200
Arts & Culture Section	\$900
Attractions Section	\$2,000
Day Trips, Around Colorado	\$2,200
Spring/Summer Section	\$3,000
Music & Nightlife	\$650
Family Friendly Section	\$1,000
Shopping & Spas Section	\$200
Sports & Recreation Section	\$375
Fall/Winter Section	\$1,200
Hotel Section	\$500
Restaurants Section	\$1,000
Meeting & Conventions	\$500
Weddings	\$100
Meetings & Conventions with Weddings	\$600

### CONTACT INFORMATION:

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# VISIT DENVER Social Media Products

## FACEBOOK ADS

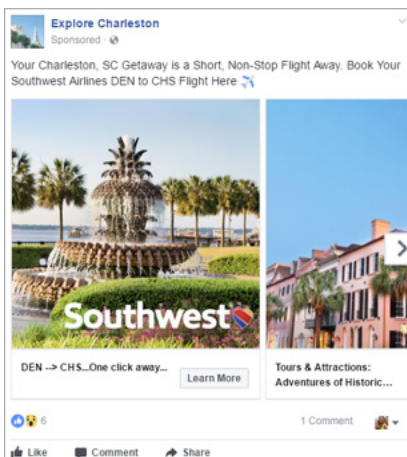
Facebook ads are sponsored ads that appear on the news feeds of readers. They look like a post and denote “sponsored” directly underneath the company’s name on the post.

Great for branding and generating likes for your business, and are perfect to promote events.

- For companies that want to:
  - *Reach a highly targeted audience*
  - *Partner with reputable brands*
  - *Target outside existing followers*
- Ad will run every day for 1 month and will link back to advertiser’s site
- VISIT DENVER will boost the Facebook ad
- Sponsored Facebook ads will not appear in the VISIT DENVER feed
- Advertiser will choose target audience (We encourage partners to choose VISIT DENVER’s regional and national markets)

## RATE

- **\$1,500** per



## FACEBOOK PROMOTED (“boosted”) POSTS

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

- 300,000+ people like and follow VISIT DENVER Facebook page
- Boosted Posts:
  - *Great for promotions, launches, and events*
  - *Reaches audience that has liked the VISIT DENVER page*
  - *Lives on the VISIT DENVER news feed*
  - *Links back to advertiser site*

## RATE

- **\$1,000** per post



## CONTACT INFORMATION:

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# DIGITAL SIGNAGE at the Colorado Convention Center

Getting in front of more than 500,000/year convention attendees, concert goers, and public show visitors has never been so easy.

## COLORADO CONVENTION CENTER TOURIST INFORMATION CENTER

- High visibility, high traffic
- Tourist and local market reach
- Information and dining reservations made at the desk



### RATES

**24 SCREENS, ADS ROTATE THROUGH ALL SCREENS,  
FRONT AND BACK.**

**Cost:** \$400/month



### RATES

**BROCHURE DISTRIBUTION**

**Cost:** \$300/year (annual commitment)

**FREE** brochure distribution with sign purchase

## CONTACT INFORMATION:

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Advertising Agents for VISIT DENVER, 720.261.6593 or [awrede@visitdenver.com](mailto:awrede@visitdenver.com).



# DIGITAL SIGNAGE at the Downtown Tourist Information Center

Located on California Street between  
the Convention Center and the 16th Street Mall.

All new  
state-of-the-art  
media options!



## DIGITAL SIGNS

Static images run on five screens: three inside, two facing California Street.

## RATE

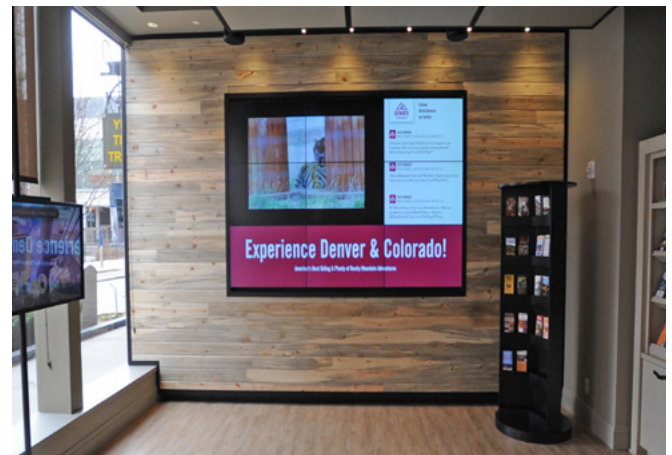
\$300/month, ads rotate on all five screens.

## LARGE DISPLAYS

Video or static image which runs on four screens –68" wide by 44" high.

## RATE

\$500/month for each wall



Advertisement sample on Large Displays

## CONTACT INFORMATION:

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# VISIT DENVER TV

Get in front of visitors as they make decisions about what to do and see in Denver.

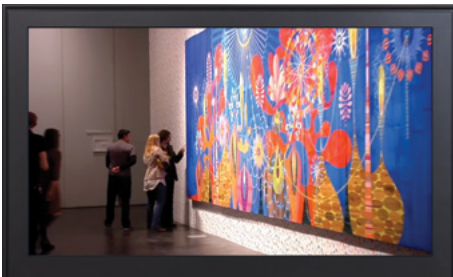
## VIEWERS WHO TUNE INTO VISIT DENVER'S DEDICATED PROGRAMMING IN THEIR HOTEL ROOM WILL BE MAKING PLANS—BE PART OF THEIR PLANS WITH ADVERTISING ON VISIT DENVER TV.

- 34 downtown and metro area properties, more than 11,000 rooms
- Seasonal content—ads run for 4 month increments
- Special welcome message for city wide conventions

## RATES

15-second spot	\$300/month for 4 months=\$1,200
15-second spot	\$250/month for 8 months=\$2,000
15-second spot	\$200/month for 12 months=\$2,400
30-second spot	\$550/month for 4 months=\$2,200
30-second spot	\$500/month for 8 months=\$4,000
30-second spot	\$450/month for 12 months=\$5,400

Even if you don't have a commercial on hand, you can still get in. Ask for our preferred vendor list for affordable video production.



## CONTACT INFORMATION:



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# VISIT DENVER's Map Pad


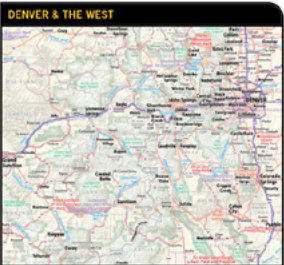


This handy and portable map is distributed at 100+ locations around Denver including the Tourist Information Centers, hotels and the Colorado Convention Center.

**100,000 COPIES OF THE MAP PAD ARE PRINTED TWO TIMES PER YEAR.  
CONCIERGES SAY IT IS THE PERFECT RESOURCE TO HELP VISITORS NAVIGATE THE AREA.**

<b>A1</b>	Denver Banner Space Available		<b>B2</b>
<b>A2</b>		<b>B1</b>	<b>B3</b>
<b>A3</b>			<b>B4</b>
<b>A4</b>			<b>B5</b>
<b>A5</b>			<b>B6</b>

## DOWNTOWN MAP SIDE

- **1 space:** \$1,399
- Discount for 2 or more spaces
- Space B1 has Premium Pricing. See your account executive for details.
- DENVER banner space available for \$3,000

<b>C1</b>	<b>C2</b>		
<b>C3</b>	<b>C4</b>		
			

## METRO MAP SIDE

- **1 space:** \$999
- Discount for 2 or more spaces

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# VISIT DENVER 2018 Dates To Know

<b>PUBLICATION/ PRODUCT</b>	<b>SPACE CLOSES</b>	<b>ART DUE</b>	<b>PUBLICATION DATE</b>
2018 <i>Destination Planning Guide</i>	Oct. 30, 2017	Nov. 6, 2017	Jan. 11
Spring/Summer <i>Official Visitors Guide</i>	Feb. 5	Feb. 19	April 1
Spring/Summer Map Pad	March 20	April 9	April 20
<i>Denver Dining Guide</i>	May 22	May 31	June 28
Fall/Winter <i>Official Visitors Guide</i>	July 23	Aug. 17	Oct. 1
Fall/Winter Map Pad	Sept. 15	Sept. 22	Oct. 1
Visit Denver in-room TV:			
Jan.-April	Dec. 12, 2017	Dec. 15, 2017	Jan. 5
May-Aug.	April 7	April 14	May 5
Sept.-Dec.	Aug. 11	Aug. 18	Sept. 5
Signage at: Downtown's Tourist Information Center and The Colorado Convention Center	Monthly	Monthly	Monthly
VISITDENVER.com	Continuous	Continuous	Continuous
Leisure e-Newsletter Discover Denver	Monthly blast date last Saturday of the month	One week before the last Saturday of the month	Monthly
Conventions e-Newsletter	Quarterly		Quarterly
Sponsored Blog Post	Weekly	Previous Monday	Monday

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