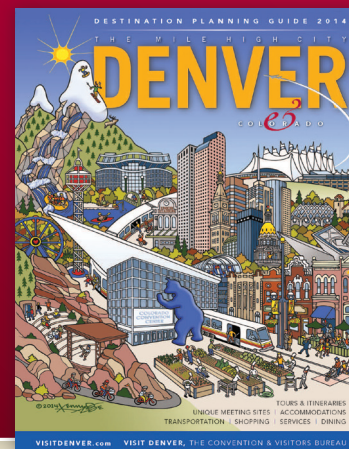


VISIT DENVER's Destination Planning Guide (DPG) "The Meeting Planners Bible"

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 = 25,000



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 tradeshow
- 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

ADDED VALUE TO DPG ADVERTISERS!

Advertisers in the print edition of the DPG will also be able to take advantage of leads delivered directly to them weekly via our Website Leads Program in our Meeting, Travel and Events section. Only DPG print advertisers will be in this new VISIT DENVER program.

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

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



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 Karan Pond at Point of Contact Media, Advertising Agents for VISIT DENVER, 303-534-0753 or kpond@visitdenver.com.

