

2017-2018



VISIT ESTES PARK SERVICES GUIDE



**VISIT ESTES PARK ADVERTISING
OPPORTUNITIES
VISITESTESPARK.COM**

ADVERTISING OPPORTUNITIES

2017–2018 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 own 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 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!

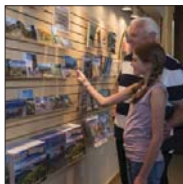
Official Visitor Guide



ANTICIPATED DISTRIBUTION

Circulation: **195,000**
Mailed to individuals upon request: **43,000**
Distributed through brochure racks, Colorado welcome centers and other Visit Estes Park programs: **152,000**

Visitor Center



2016 Visitors at Visitor Center: **477,023**
Total Number of Rack Slots: **250**
Total Number of Menu Displays: **55**

Lead Generation



Number of 2016 Visitor Guide Leads: **8,722**
Number of 2016 Group Leads: **292**

Online Results



2016 WEBSITE STATS

Visitor Guide Page Views: **566,450**
VisitEstesPark.com users: **1,227,673**
Lodging Referrals: **535,985**
Sessions: **1,700,406**

HELPFUL
INFORMATION

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Why Take Advantage of Visit Estes Park Advertising Opportunities?

76%

of customers have been influenced by direct mail to make a purchase¹

A FULL PAGE, FOUR-COLOR MAGAZINE AD HAS

83%

OF THE VALUE OF A 30-SECOND TV COMMERCIAL¹

67.6%

OF AMERICAN TRAVELERS USED THE DESTINATION'S WEBSITE BEFORE DECIDING TO TRAVEL THERE; 44.4% OF THEM USED IT AFTER MAKING THE DECISION²

over 50%

OF LEISURE TRAVELERS USE PRINT RESOURCES TO ASSIST WITH THEIR TRAVEL DECISIONS²

3.5 days

NUMBER OF DAYS A GUEST STAYS AFTER USING A VISITOR GUIDE FOR INFORMATION⁶

71%

OF U.S. MILLENNIALS WANT "TO PARTICIPATE IN ADVENTURE ACTIVITIES THAT TAKE ME OUT OF MY COMFORT ZONE WHEN ON VACATION"³

More than half (53%) of hospitality professionals still observe guests using brochures and 98% of them value printed visitor info for their guests.⁵

DMOs hold a trust advantage over Google-curated content by 89%.⁴

3.5 billion

PEOPLE WHO HAVE MOBILE INTERNET ACCESS, WHICH MEANS WEBSITES AND DIGITAL PUBLICATIONS WILL BE EVEN MORE IMPORTANT AS TRAVEL RESOURCES.³

¹ "Print Ain't Dead...Traditional Advertising Is Alive" conducted for TTIA Travel & Tourism Conference (2014).
² January 2016 State of the American Traveler. ³ 2015 Tourism & Travel Trends Report, ©2015 Resonance Consultancy Ltd.
⁴ 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?).
⁵ Hospitality Visitor Information Survey conducted by the Center for Marketing Technology at Bentley University (2016).
⁶ A Study of DMO Visitor Guides: User Profile, Usage & Conversion" conducted by Destination Analysts in partnership with the WACVB Education & Research Foundation (2014).

**VISITOR GUIDE
DISTRIBUTION**

2018 Distribution

We Reach Your Target Audience

In addition to mailing nearly 43,000 official Estes Park Visitor Guides to households that **specifically request** them, Visit Estes Park will mail approximately 7,200 to Estes Valley residents. 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.



80K

DISTRIBUTED AT THE
ESTES PARK VISITOR CENTER &
NOCO BROCHURE SERVICE

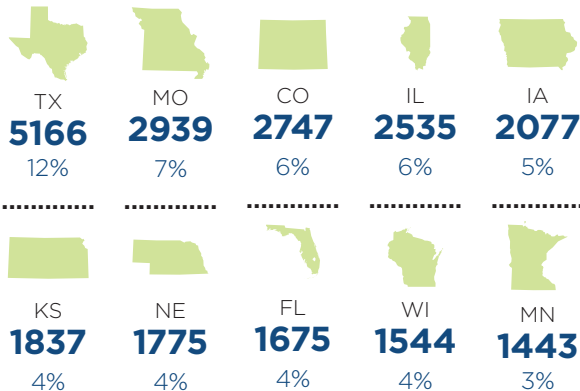
72K

DISTRIBUTED THROUGH WELCOME
CENTERS, AAA OFFICES, HOTELS
AND OTHER VISIT ESTES PARK
PROGRAMS

43K

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

Top 10 Response States



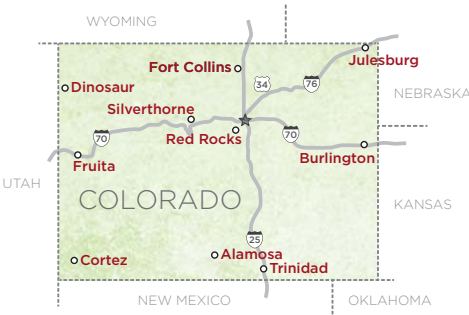
195K printed

DIGITAL GUIDE

566,450
page views



Colorado Welcome Centers:



AAA Offices:

(not a complete list)

- | | |
|------------------|------------------|
| Boulder, CO | Indianapolis, IN |
| Bradenton, FL | Iowa City, IA |
| Canton, MI | Lincoln, NE |
| Chicago, IL | Muskogee, OK |
| Cincinnati, OH | Oak Lawn, IL |
| Grand Island, NE | Omaha, NE |
| Fargo, ND | Springfield, MO |
| Houston, TX | Westminster, CO |

Local Distribution:

(not a complete list)

- Estes Park Visitor Center, the mobile Visit Estes Park Information Booth, local events, conferences, the Farmers Market and NoCo Brochure Services Racks

Regional 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

2018 Features

MAGAZINE QUALITY; MORE OPPORTUNITIES FOR YOUR BUSINESS

The 2018 Visitor Guide, distributed digitally and in print, will maintain the magazine quality and blend of narrative and graphic editorial presentations that were presented in 2017, 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:

- 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



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 or Slideshow in Digital Visitor Guide—embed one into your digital ad

Sponsored Food & Drink Editorial

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

FOOD & DRINK



GRAB A BITE TO EAT AND DRINK

Business 1
This is dummy copy. You're not really supposed to read dummy copy. It is just a placeholder for content with most words being randomly placed. The actual copy might look like it's a menu item.

If you want to read I might suggest a good book, perhaps something by Hemingway. That's why this is just dummy copy. This is dummy text that you can use for this.

www.example.com
970-556-1234

Business 2
This is dummy copy. You're not really supposed to read dummy copy. It is just a placeholder for content with most words being randomly placed. The actual copy might look like it's a menu item.

If you want to read I might suggest a good book, perhaps something by Hemingway. That's why this is just dummy copy. This is dummy text that you can use for this.

www.example.com
970-556-1234

Business 3
This is dummy copy. You're not really supposed to read dummy copy. It is just a placeholder for content with most words being randomly placed. The actual copy might look like it's a menu item.

If you want to read I might suggest a good book, perhaps something by Hemingway. That's why this is just dummy copy. This is dummy text that you can use for this.

www.example.com
970-556-1234

Forage for Food in Estes Park
You'll find just what you need to make your next restaurant or event menu more interesting and diverse. From local produce to artisanal breads, there's a wealth of options for you to choose from. Whether you're looking for a specific ingredient or a full menu item, we have what you need. Contact us today to learn more about our services and how we can help you create a unique and delicious menu for your next event.

Local Produce: We offer a variety of fresh, locally sourced produce, including organic vegetables, fruits, and herbs. Our produce is grown in the heart of the mountains, ensuring it's the freshest and most flavorful you can get.

Artisanal Breads: We work with local bakers to create a selection of high-quality breads, from sourdough to whole wheat. These breads are perfect for sandwiches, toast, or as a side dish.

Meat & Poultry: We source high-quality meats and poultry from local farms. Our selection includes grass-fed beef, free-range chicken, and wild-caught fish. We can provide these items in various cuts and quantities to suit your needs.

Specialty Items: We also offer a variety of specialty items, including artisanal cheeses, locally made honey, and small-batch preserves. These items add a unique touch to any menu.

Custom Menus: We can help you create a custom menu for your next event. Our chefs are experienced and creative, and we'll work with you to ensure your menu is both delicious and visually appealing.

Delivery & Setup: We offer convenient delivery and setup services for all our products. We'll ensure everything arrives on time and is ready to go, so you can focus on your event.

Contact Us: Call us today at 970-556-1234 or visit our website at www.forageforfood.com. We'll be happy to assist you in creating a menu that's as delicious as the mountains themselves.



A



B1



B2

Business 4
This is dummy copy. You're not really supposed to read dummy copy. It is just a placeholder for content with most words being randomly placed. The actual copy might look like it's a menu item.

If you want to read I might suggest a good book, perhaps something by Hemingway. That's why this is just dummy copy. This is dummy text that you can use for this.

www.example.com
970-556-1234

Business 5
This is dummy copy. You're not really supposed to read dummy copy. It is just a placeholder for content with most words being randomly placed. The actual copy might look like it's a menu item.

If you want to read I might suggest a good book, perhaps something by Hemingway. That's why this is just dummy copy. This is dummy text that you can use for this.

www.example.com
970-556-1234

Business 6
This is dummy copy. You're not really supposed to read dummy copy. It is just a placeholder for content with most words being randomly placed. The actual copy might look like it's a menu item.

If you want to read I might suggest a good book, perhaps something by Hemingway. That's why this is just dummy copy. This is dummy text that you can use for this.

www.example.com
970-556-1234

7 healing goes here
SUN & SHADE COFFEE HOUSE HAS BEEN SUPPLYING TO READ COMPANY'S IT IS JUST A PLACEHOLDER FOR CONTENT WITH MOST WORDS BEING RANDOMLY PLACED. THE ACTUAL COPY MIGHT LOOK LIKE IT'S A MENU ITEM. IF YOU WANT TO READ I MIGHT SUGGEST A GOOD BOOK, PERHAPS SOMETHING BY HEMINGWAY. THAT'S WHY THIS IS JUST DUMMY COPY. THIS IS DUMMY TEXT THAT YOU CAN USE FOR THIS.

www.example.com
970-556-1234

DRINK!
Business 6
This is dummy copy. You're not really supposed to read dummy copy. It is just a placeholder for content with most words being randomly placed. The actual copy might look like it's a menu item.

If you want to read I might suggest a good book, perhaps something by Hemingway. That's why this is just dummy copy. This is dummy text that you can use for this.

www.example.com
970-556-1234

F



FOOD & DRINK

36 | www.visitestepark.com

- A 365 characters \$2,000
- B 365 characters \$1,400
- C 500 characters \$2,250
- D 500 characters \$1,200
- E 400 characters \$950
- F 500 characters \$1,500

2018 VISITOR GUIDE

Sponsored Content Opportunities

Sponsored "Things to Try" Editorial

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

COLLEEN SPINNEY

things to try



G

Exhilarating Exploration
When you're ready to try your adrenaline get fixated on the thrill of a 4x4. The Jeep Wrangler is the perfect vehicle for you. It's got you covered. From mountain-top views to the backcountry, it's got you covered. From mountain-top views to the backcountry, it's got you covered. From mountain-top views to the backcountry, it's got you covered.



H1

A Gripe View
Spokane's beautiful views are yours to enjoy. From the mountains to the valley, there's something for everyone. Enjoy the view from the top of the mountain. It's a beautiful view. It's a beautiful view. It's a beautiful view.



H2

If These Walls Could Talk
Have these historic walls tell their story. From the old stone archway to the modern buildings, there's a story to be told. It's a beautiful view. It's a beautiful view. It's a beautiful view.



I1

Refined Tastes
This isn't just beer to be a part of the holiday season. It's a celebration of the craft. From the local breweries to the national brands, there's something for everyone. It's a beautiful view. It's a beautiful view. It's a beautiful view.



J1

Christmas Cheer
Celebrate the season with a little cheer. From the local markets to the national brands, there's something for everyone. It's a beautiful view. It's a beautiful view. It's a beautiful view.



I2

Saddle Up
Experience the thrill of a horse. From the local stables to the national brands, there's something for everyone. It's a beautiful view. It's a beautiful view. It's a beautiful view.



I3

Sassy Shopping
Shop for the season with a little sass. From the local markets to the national brands, there's something for everyone. It's a beautiful view. It's a beautiful view. It's a beautiful view.



Elavated Fun
Experience the thrill of a roller coaster. From the local parks to the national brands, there's something for everyone. It's a beautiful view. It's a beautiful view. It's a beautiful view.

THINGS TO TRY

- G \$4,000**
- 380**
- characters**
- H \$950**
- 190**
- characters**
- I \$1,650**
- 500**
- characters**
- J \$950**
- 400**
- characters**
- K \$1,100**
- 500**
- characters**
- L \$2,250**
- 500**
- characters**
- M \$1,600**
- 385**
- characters**

ALICE SPINNEY

more things to try



K1

Picture Perfect
Take your photos to the next level. From the local photographers to the national brands, there's something for everyone. It's a beautiful view. It's a beautiful view. It's a beautiful view.



J2

Views!
Experience the beauty of the valley. From the local photographers to the national brands, there's something for everyone. It's a beautiful view. It's a beautiful view. It's a beautiful view.



K2

Treat Yourself
Indulge in the season with a little treat. From the local markets to the national brands, there's something for everyone. It's a beautiful view. It's a beautiful view. It's a beautiful view.



M2

Score!
Experience the thrill of a game. From the local markets to the national brands, there's something for everyone. It's a beautiful view. It's a beautiful view. It's a beautiful view.



L1

Looking Glass
Experience the beauty of the valley. From the local photographers to the national brands, there's something for everyone. It's a beautiful view. It's a beautiful view. It's a beautiful view.



M1

Whisky with a View
Experience the beauty of the valley. From the local photographers to the national brands, there's something for everyone. It's a beautiful view. It's a beautiful view. It's a beautiful view.



K3

Score!
Experience the thrill of a game. From the local markets to the national brands, there's something for everyone. It's a beautiful view. It's a beautiful view. It's a beautiful view.



L2

Driving Tours
Experience the beauty of the valley. From the local photographers to the national brands, there's something for everyone. It's a beautiful view. It's a beautiful view. It's a beautiful view.

THINGS TO TRY

8 | VISITESTESPAK.COM

Sponsored Lodging Editorial

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

sweet dreams

N

Lodging Headline
You're not really supposed to read dummy copy. **BUSINESS NAME** is just a place holder for people who need more type to fill out their ad. This is why you call dummy copy. The real words will be written once you have approved the headline. That's why you call dummy copy. The real words will be written once you have approved the headline.

188 Montgomery Hwy | 910-513-4587 | www.visitstaterpark.com

P1

Lodging Headline
You're not really supposed to read dummy copy. **BUSINESS NAME** is just a place holder for people who need more type to fill out their ad. This is why you call dummy copy. The real words will be written once you have approved the headline. That's why you call dummy copy. The real words will be written once you have approved the headline.

188 Montgomery Hwy | 910-513-4587 | www.visitstaterpark.com

P2

Lodging Headline
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188 Montgomery Hwy | 910-513-4587 | www.visitstaterpark.com

P3

Lodging Headline
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188 Montgomery Hwy | 910-513-4587 | www.visitstaterpark.com

Q

Lodging Headline
You're not really supposed to read dummy copy. **BUSINESS NAME** is just a place holder for people who need more type to fill out their ad. This is why you call dummy copy. The real words will be written once you have approved the headline. That's why you call dummy copy. The real words will be written once you have approved the headline.

188 Montgomery Hwy | 910-513-4587 | www.visitstaterpark.com

R

Lodging Headline
You're not really supposed to read dummy copy. **BUSINESS NAME** is just a place holder for people who need more type to fill out their ad. This is why you call dummy copy. The real words will be written once you have approved the headline. That's why you call dummy copy. The real words will be written once you have approved the headline.

188 Montgomery Hwy | 910-513-4587 | www.visitstaterpark.com

6 VACATION HOMES TO SLEEP TIGHT

GET YOUR SUITCASE READY AND TAKE A LITTLE BREAK FROM THE COURSES AT THESE GREAT PROPERTIES, EACH WITH ITS OWN CHARACTER AND A SCENIC SETTING. MAKING YOURS TRULY SWEET DREAMS.

1 This is a beautiful property with a large pool and a beautiful view. **BUSINESS NAME** is just a place holder for people who need more type to fill out their ad. This is why you call dummy copy. The real words will be written once you have approved the headline. That's why you call dummy copy. The real words will be written once you have approved the headline.

2 This is a beautiful property with a large pool and a beautiful view. **BUSINESS NAME** is just a place holder for people who need more type to fill out their ad. This is why you call dummy copy. The real words will be written once you have approved the headline. That's why you call dummy copy. The real words will be written once you have approved the headline.

3 This is a beautiful property with a large pool and a beautiful view. **BUSINESS NAME** is just a place holder for people who need more type to fill out their ad. This is why you call dummy copy. The real words will be written once you have approved the headline. That's why you call dummy copy. The real words will be written once you have approved the headline.

4 This is a beautiful property with a large pool and a beautiful view. **BUSINESS NAME** is just a place holder for people who need more type to fill out their ad. This is why you call dummy copy. The real words will be written once you have approved the headline. That's why you call dummy copy. The real words will be written once you have approved the headline.

5 This is a beautiful property with a large pool and a beautiful view. **BUSINESS NAME** is just a place holder for people who need more type to fill out their ad. This is why you call dummy copy. The real words will be written once you have approved the headline. That's why you call dummy copy. The real words will be written once you have approved the headline.

6 This is a beautiful property with a large pool and a beautiful view. **BUSINESS NAME** is just a place holder for people who need more type to fill out their ad. This is why you call dummy copy. The real words will be written once you have approved the headline. That's why you call dummy copy. The real words will be written once you have approved the headline.

910-513-4587 | www.visitstaterpark.com

- N 380 characters \$4,000
- O 125 characters \$900
- P 280 characters \$1,100
- Q 330 characters \$1,025
- R 400 characters \$2,500

Sponsored Lodging Private Vacation Homes Editorial

- Includes copy (275 characters), your image and contact information (website, phone) \$1,000

2018 VISITOR GUIDE

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LOCAL SHOPS

THIS IS DUMPHY COPY. YOU'RE NOT REALLY SUPPOSED TO READ DUMPHY COPY. IT IS JUST A PLACE HOLDER. THIS IS DUMPHY COPY. YOU'RE NOT REALLY SUPPOSED TO READ DUMPHY COPY. IT IS JUST A PLACE HOLDER FOR PEOPLE WHO NEED SOME TYPE TO VISUALIZE WHAT THE ACTUAL COPY MIGHT LOOK LIKE IF IT WERE REAL CONTENT. IF YOU WANT TO READ,



SHOP NAME Yes, this is dumphy copy. You're not really supposed to read dumphy copy. It is just a place holder for people who need some type to visualize what the actual copy might look like if it were real content. If you want to read, I might suggest a good book. www.dumphy.com, 970-556-1234



SHOP NAME Yes, this is dumphy copy. You're not really supposed to read dumphy copy. It is just a place holder for people who need some type to visualize what the actual copy might look like if it were real content. If you want to read, I might suggest a good book. www.dumphy.com, 970-556-1234



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26 | WWW.VISITESTESPAK.COM

Sponsored Shopping Editorial

- 6 spots available
 - Includes copy (250 characters), your image and contact information (website, phone)
- \$950**

STAY WELL

THIS IS DUMPHY COPY. YOU'RE NOT REALLY SUPPOSED TO READ DUMPHY COPY. IT IS JUST A PLACE HOLDER. THIS IS DUMPHY COPY. YOU'RE NOT REALLY SUPPOSED TO READ DUMPHY COPY. IT IS JUST A PLACE HOLDER FOR PEOPLE WHO NEED SOME TYPE TO VISUALIZE WHAT THE ACTUAL COPY MIGHT LOOK LIKE IF IT WERE REAL CONTENT.



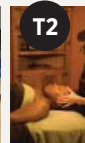
BUSINESS
www.businesswebsite.com
970-556-1234

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BUSINESS
www.businesswebsite.com
970-556-1234

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BUSINESS
www.businesswebsite.com | 970-556-1234

This is dumphy copy. It is just a place holder for people who need some type to visualize. It is just a place holder for people who need some type to visualize. This is dumphy copy. It is just a place holder for people who need some type to visualize. It is just a place holder for people who need some type to visualize.

Sponsored Wellness Editorial

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

S 525 characters **\$2,250**

T 185 characters **\$1,100**

U 235 characters **\$900**

Sponsored Wedding Editorial

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

weddings

X1
Business News smaller will use an...
As a result, as a result of which your advertisement will appear next to other...
your advertisement will appear next to other...
your advertisement will appear next to other...

X2
Business News smaller will use an...
As a result, as a result of which your advertisement will appear next to other...
your advertisement will appear next to other...
your advertisement will appear next to other...

X3
Business News smaller will use an...
As a result, as a result of which your advertisement will appear next to other...
your advertisement will appear next to other...
your advertisement will appear next to other...

Y
Business News smaller will use an...
As a result, as a result of which your advertisement will appear next to other...
your advertisement will appear next to other...
your advertisement will appear next to other...

Z
Business News smaller will use an...
As a result, as a result of which your advertisement will appear next to other...
your advertisement will appear next to other...
your advertisement will appear next to other...

V
The real words will be written since you have approved the headline...
Business News is the world's most advanced...
As a result, as a result of which your advertisement will appear next to other...
your advertisement will appear next to other...
your advertisement will appear next to other...

W1
W2

800.442.7177 | WWW.VISITORTRAFFIC.COM | 31

- V \$4,000
380 characters
- W \$1,100
125 characters
- X \$900
280 characters
- Y \$1,000
330 characters
- Z \$1,950
400 characters

Sponsored Arts Editorial

- Includes copy (245 characters), your image and contact information (website, phone)

- AA1 \$920
- AA2 \$2,020
- AA3 \$1,020
- AA4 \$920
- AA5 \$1,020
- AA6 \$1,020
- AA7 \$500
- AA8 \$1,920
- AA9 \$1,100
- AA10 \$920
- AA11 \$980

FEED THE SOUL

THE ARTS. YOU'RE NOT REALLY SUPPOSE TO READ DIMMY COPY. IT'S JUST A PLACE HOLDER. THIS IS DIMMY COPY. YOU'RE NOT REALLY SUPPOSE TO READ DIMMY COPY. IT IS JUST A PLACE HOLDER FOR PEOPLE WHO NEED SOMETHING TO VISUALIZE WHAT THE ACTUAL COPY MIGHT LOOK LIKE IF WE HAD REAL CONTENT.
CALLIGRAPHY, STYLING, SETWORK, PERFORMANCE ARTS EVENTS

AA1
The Arts is a...
As a result, as a result of which your advertisement will appear next to other...
your advertisement will appear next to other...
your advertisement will appear next to other...

AA2
The Arts is a...
As a result, as a result of which your advertisement will appear next to other...
your advertisement will appear next to other...
your advertisement will appear next to other...

AA3
The Arts is a...
As a result, as a result of which your advertisement will appear next to other...
your advertisement will appear next to other...
your advertisement will appear next to other...

AA4
The Arts is a...
As a result, as a result of which your advertisement will appear next to other...
your advertisement will appear next to other...
your advertisement will appear next to other...

AA5
The Arts is a...
As a result, as a result of which your advertisement will appear next to other...
your advertisement will appear next to other...
your advertisement will appear next to other...

AA6
The Arts is a...
As a result, as a result of which your advertisement will appear next to other...
your advertisement will appear next to other...
your advertisement will appear next to other...

AA7
The Arts is a...
As a result, as a result of which your advertisement will appear next to other...
your advertisement will appear next to other...
your advertisement will appear next to other...

AA8
The Arts is a...
As a result, as a result of which your advertisement will appear next to other...
your advertisement will appear next to other...
your advertisement will appear next to other...

AA9
The Arts is a...
As a result, as a result of which your advertisement will appear next to other...
your advertisement will appear next to other...
your advertisement will appear next to other...

AA10
The Arts is a...
As a result, as a result of which your advertisement will appear next to other...
your advertisement will appear next to other...
your advertisement will appear next to other...

AA11
The Arts is a...
As a result, as a result of which your advertisement will appear next to other...
your advertisement will appear next to other...
your advertisement will appear next to other...

800.442.7177 | WWW.VISITORTRAFFIC.COM | 31

2018 VISITOR GUIDE

PET TRAVEL

2 FRIENDS HIKES



Hike Name
This is dummy copy. You're not really supposed to read dummy copy. It is just a place holder for people who need WHERE, location and how to get there.



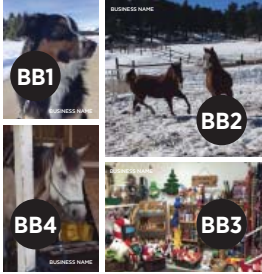
Hike Name
This is dummy copy. You're not really supposed to read dummy copy. It is just a place holder for people who need WHERE, location and how to get there.



Hike Name
This is dummy copy. You're not really supposed to read dummy copy. It is just a place holder for people who need WHERE, location and how to get there.

DOG & PONY SHOW

YOU'RE NOT REALLY SUPPOSED TO READ DUMMY COPY. IT IS JUST A PLACE HOLDER. THIS IS DUMMY COPY. YOU'RE NOT REALLY SUPPOSED TO READ DUMMY COPY.



This is dummy copy **Business Name**. 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 if it were real content. If you want to read, I might suggest a good www.businesswebsite.com, 970-586-1234

This is dummy copy **Business Name**. 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 if it were real content. If you want to read, I might suggest a good www.businesswebsite.com, 970-586-1234

36 | WWW.VISITESTESPAK.COM

Sponsored Pets Editorial

- 4 spots available
 - Includes copy (250 characters), your image and contact information (website, phone)
- BB1 \$1,050**
BB2 \$1,600
BB3 \$1,350
BB4 \$1,300

Sponsored Park Prep Editorial

- Option CC: text only (250 characters) **\$200**
 - Includes copy (250 characters), your image and contact information (website, phone)
- CC1 \$1,300**
CC2 \$1,300
CC3 \$1,100
CC4 \$1,250

CC1

BUSINESS NAME

Considering a fun day out with the family? Mountain National Park is any of the other public lands around town? There, you need to plan accordingly. If you are person's work schedule. Visit **MOUNTAIN BOOK SHOP (970-586-5400, 12 E. Main Ave.)** in their guide book to find all the important information of the area. Or, check out the **Historic of Estes Park** in our excellent guides. Make sure you've got the right gear, too. Depending on the season, you'll

CAPTION HERE

CC2

BUSINESS NAME

want to make sure you have appropriate clothing layers, accessories and probably a map. You'll see all that you need (and more!) at the **ESTES PARK BOOKSHOP (970-586-5400, 2050 Big Thompson Ave.)** in their tons of bargain basement, while enjoying a drink on gaze from the outdoor's most popular beauty you're in danger of having to buy another outdoor to get over your hiking boots. Once you're identified that you're doing and where you're headed. Don't get too late or on late your body, too. You would want to get back (including trail Ridge Road) on down one of the town's most scenic drives. You'll see all that you need (and more!) at the **ESTES PARK GAS STATION (970-586-5214, 1200 Hwy. 34)** and **GAS STATION 2 (970-586-5254, 1200 Hwy. 34)** are located near both entrances of the national park. Add some little extra about what the best time to visit, how much, and getting ready, or whatever. And if you're really not sure, you can just go to the **ESTES PARK RECREATION (970-586-5254, 12 Hwy. 34)** if you're an early bird and

PARK PREP

THIS IS DUMMY COPY. YOU'RE NOT REALLY SUPPOSED TO READ DUMMY COPY. IT IS JUST A PLACE HOLDER. 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 IF IT WERE REAL CONTENT. IF YOU WANT TO READ,

have some time, sit down for breakfast at **MOUNTAIN STRONG (970-586-8001, 361 S. W. Main Ave.)** known for its hearty egg scrambles. This restaurant, chosen for the community's sense of resilience, also prepares you back home to go. Cheese fries, a selection of sandwiches, sides and drinks. If you're more of a grab-and-go breakfast, you perfectly brewed lattes and non-sweetened lattes, egg, and protein-filled burrito from **THE BIRD COFFEE (970-586-5206, 470 E. Elbow Ave.)**. If you're a more serious drinker instead, pick up a bottle of wine from **ESTES PARK LODGE (970-586-5214, 1200 Hwy. 34)** or **SHOWY PEARS WINERY (970-586-5254, 1200 Hwy. 34)**. Put in a little bit of your own sweat and fall during this. **ESTES PARK CELL (970-586-5214, 1200 Hwy. 34)**, which carries cheese from Colorado's mountains. Want to do some more of your own's craft? Purchase extra at **RADIO DRACK (970-586-2865, 451 E. Woodward Ave.)** or **SAFARI (970-586-4442, 451 E. Woodward Ave.)**. This is a really cool business, so make sure you're getting the best experience in everything you.

BUSINESS NAME

CC3

BUSINESS NAME

CC4

900.643.7937 | WWW.VISITESTESPAK.COM | 37

**2018
VISITOR
GUIDE**

.....

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

*place your logo
and special offer*



Digital Guide Advertising

- Slideshow **\$500**
- Video **\$500**
- Banner Ad **\$500**
- Belly Band **\$650**
- Overlay/Interstitial **\$300**
- Ad Jolt **\$300**
- Audio **\$250**



Craft Beverage Card

- Option **GG**: your photo, text (335 characters) and contact information (phone, address, website)

\$1500

- Option **HH**: text (110 characters) and contact information (phone, address, website)

\$250



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: August 15, 2017

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

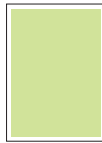
7.75" x 10.75"

with .125" bleed on all sides



Full Page Nonbleed

6.8125" x 9.6875"



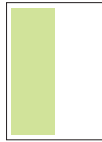
1/2 Page Horizontal

6.8125" x 4.75"



1/2 Page Vertical

3.3125" x 9.6875"



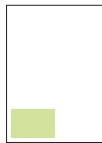
1/4 Page Vertical

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@visitestspark.com

**ADDITIONAL
ADVERTISING
OPPORTUNITIES**

.....

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 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. All menus must meet the menu requirements posted on www.visitestepark.com/partners/advertising.



Group Leads — \$250/year includes leads for all categories of your choice

Group leads are generated by guests requesting information via phone call or visitor center or website inquiries 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 2018 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.

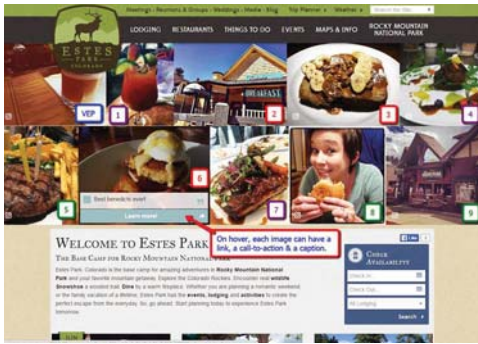
Google Analytics Assistance — FREE

Whether you are just beginning to research the world of Google Analytics or are an expert looking for new tips and tricks, Visit Estes Park is here to help! We have partnered with Tyler Brooks, owner of Analytive, to provide you complimentary support for your Google Analytics needs.

**ADDITIONAL
ADVERTISING
OPPORTUNITIES**
.....

CrowdRiff — Social Media Aggregator — Ask us about opportunities.

A CrowdRiff user-generated image displays at the top of select pages on VisitEstesPark.com. This opportunity offers advertisers modern, unique imagery, with social media integration, to showcase multiple elements of the guest experience.



eNewsletter Sponsored Content Ads — \$250

Get your business in front of over 40,000 potential travelers in Visit Estes Park’s high-performing eNewsletter! We offer three 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.

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 a with mountain inspired food.



Fun Family Getaway
Reconnect with you 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, inspiring them to visit! Scheduling and space are limited, so book your tour 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



*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.



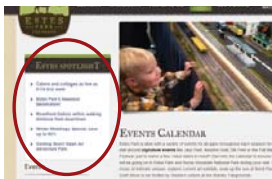
Header. Show off your business by taking the top ad placement photograph on a category page.



Page Sponsorship. Like a particular page of VisitEstesPark.com? 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.



Private Vacation Home Website Listing. This unique opportunity enables private vacation home owners to be listed on VisitEstesPark.com on an exclusive page, separate from all other lodging. All referrals and bookings generated provide you 100% of the rental income with no booking or service fees to you or your guests (unlike online travel agencies).



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 VisitEstesPark.com viewers.



Coupons. Free with enhanced or featured 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 an enhanced or featured listing, Jackrabbit is the #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.



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



Partner Tools & Education. Free. Tips, tricks and hints, including educational sessions, seminars, outreach and transparency, to keep you well-informed.

Contact: Destination Travel Network (DTN)

Our partner in providing website services for all PAID placements on VisitEstesPark.com. Contact Lia Wik at 520.989.8071 or lwik@destinationtravelnetwork.com.

**PARTNERSHIPS
IN PUBLIC
RELATIONS**

.....

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 marketing.

Watch your email and Visit Estes Park eNewsletters for Media and FAM leads.

International Media FAM trips: Visit Estes Park hosts media FAMs for groups and individuals from target markets. Groups of five to seven journalists with secured stories visit Estes Park, thus generating potentially significant international media coverage for the Estes Park area. Media outlets include print and online.

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 product 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.

Offer a Net Rate: A net rate of 10–30% is typically required to allow for commissions at the multiple layers of international trade (receptive, wholesaler, travel agents). These commissions cover marketing and sales costs at each level—promoting the packages and driving sales of the tours that feature your product or service.

Host Media: Visit Estes Park hosts travel bloggers, influencers, and media FAMS to highlight the destination and you!

Estes Park was named in more than
50 BEST OF LISTS

223 TOTAL ARTICLES GENERATED

.....

30 in our list of “Top 50” target publications

Social Media & Blog Opportunities

Social Media

#WildlifeWednesday: 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.

#FanPhotoFriday: Share your adventures on Facebook so that we can post them on VEP's Facebook page and mention you! Ask about our monthly theme.

Tag us on Social: Tag Visit Estes Park on all of your social media networks so that we can interact, repost and retweet!



**120,000
PAGE LIKES***



**MORE THAN
20,000
FOLLOWERS***



**MORE THAN
10,000
FOLLOWERS***

*As of June 2017

Blog

Pitch a guest blog: Want to be a guest blogger? Send us your blog ideas, we'd love to host you!

**2018
ADVERTISING
RATES**

Advertising Rates

VISITOR GUIDE

Sponsored Food & Drink Editorial		
A	\$2,000	
B	\$1,400	
C	\$2,250	
D	\$1,200	
E	\$950	
F	\$1,500	
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 Lodging Editorial		
N	\$4,000	
O	\$900	
P	\$1,100	
Q	\$1,025	
R	\$2,500	
Sponsored Lodging Private Vacation Homes Editorial.....		\$1,000
Sponsored Shopping Editorial.....		\$950
Sponsored Wellness Editorial		
S	\$2,250	
T	\$1,100	
U	\$900	
Sponsored Wedding Editorial		
V	\$4,000	
W	\$1,100	
X	\$900	
Y	\$1,000	
Z	\$1,950	
Sponsored Arts Editorial		
AA1	\$920	
AA2	\$2,020	
AA3	\$1,020	
AA4	\$920	
AA5	\$1,020	
AA6	\$1,020	
AA7	\$500	
AA8	\$1,920	
AA9	\$1,100	
AA10	\$920	
AA11	\$980	
Sponsored Pets Editorial		
BB1	\$1,050	
BB2	\$1,600	
BB3	\$1,350	
BB4	\$1,300	
Sponsored Park Prep Editorial		
CC (text only)	\$200	
CC1	\$1,300	
CC2	\$1,300	
CC3	\$1,100	
CC4	\$1,250	
Grid Only (meeting facilities & lodging).....		\$428
Discounted Grid Price with Display Ad (meeting facilities & lodging).....		\$225
Lodging Showcase (lodging only).....		\$800
Directory Listing (nonlodging businesses)		
DD	\$200	
EE	\$400	
FF	\$700	
Stik-Ease Tabs.....	\$500	

VISITOR GUIDE DIGITAL EXTRAS

Video, Slideshow or Banner Ad.....	\$500
Belly Band.....	\$650
Overlay/Interstitial Ad or Ad Jolt.....	\$300
Audio	\$250
Direct Hot Link from Your Ad to Your Website.....	FREE

CRAFT BEVERAGE CARD INSERT

GG	\$1,500
HH	\$250

DISPLAY ADS

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

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 (60 days).....	\$30
Group Leads	\$250
Visitor Guide Request Leads	\$300
Google Analytics Assistance	FREE
CrowdRiff on VisitEstesPark.com.....	Ask about pricing.
eNewsletter Sponsored Content Ad	\$250
Virtual Tours on VisitEstesPark.com Listings.....	starting at \$300

ONLINE OPPORTUNITIES

Featured Listing	<div style="border-left: 1px solid black; border-right: 1px solid black; padding: 0 10px;"> <p style="text-align: center;"><i>Contact DTN for pricing.</i></p> </div>	
Enhanced Listing		
Standard Listing (free)		
Home Page Sponsor		
Header		
Page Sponsorship		
Spotlight Link		
Private Vacation Home Listing		
Drop-down/Run-of-Site/ Mobile Banners		
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@vistestepark.com or Lia Wik at lwik@destinationtravelnetwork.com.

**Free with Featured or Enhanced Listings*