

2016

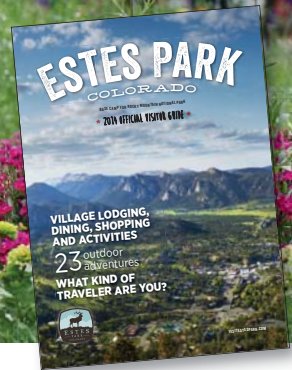
→
VISIT ESTES PARK | MEDIA KIT



OFFICIAL VISITOR GUIDE | BROCHURE RACK
GROUP LEADS | VISITOR GUIDE LEADS

2016
VISITOR
GUIDE

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THE 2016 OFFICIAL ESTES PARK VISITOR GUIDE

Millions of guests planning their vacations to Estes Park, base camp for Rocky Mountain National Park, use this comprehensive travel resource when deciding where to stay, what to do, where to dine, and even where to shop. This year's visitor guide—distributed digitally and in print—promises a clean look, short editorial snippets and bold photography. With more opportunities for paid editorial and unique display ads, 2016 is the year to put your advertising dollars to work in the Official Estes Park Visitor Guide. Ensure every guest knows about your business by participating today!

Print Advertising Is Not Dead

A study in 2012 by the Center for Marketing Technology at Bentley University in Waltham, Massachusetts, found that printed brochures, maps and guides impact the final trip-planning decisions one third of the time, behind Internet and word-of-mouth. The study further indicated that nearly half (42%) of travelers, who pick up printed materials during a trip, plan on purchasing goods or services promoted on the piece.

32%

TRAVELERS SAY PRINTED MATERIALS IMPACT THEIR FINAL TRIP-PLANNING DECISIONS

—Center for Marketing Technology

81%

TRAVELERS SAY THAT DURING THEIR TRIPS, THEY MAKE DECISIONS BASED ON LOCALLY DISTRIBUTED PRINT. THAT IS MORE THAN THE INTERNET (70%) OR FRIENDS AND/OR RELATIVES (66%).

—Roger Brooks International

7 OUT OF 10

TRAVELERS PICK UP AT LEAST ONE PRINTED PIECE WHILE ON A TRIP

—Roger Brooks International

185K printed

DIGITAL GUIDE >> **575,222 page views**

**2016
VISITOR GUIDE
DISTRIBUTION**

DISTRIBUTION

We Reach Your Target Audience

Every Official Estes Park Visitor Guide mailed or shipped is specifically requested. No magazine is mailed “on speculation.” What this means to you, our partner, is that you 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.

118.5K

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

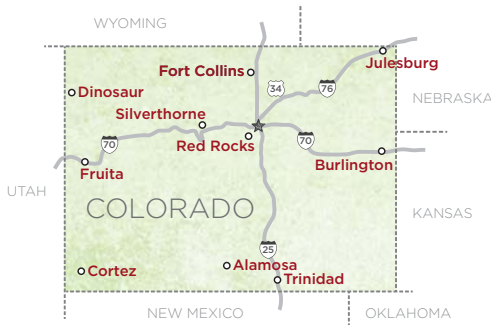
45K

DISTRIBUTED AT THE ESTES PARK VISITOR CENTER

21.5K

DISTRIBUTED THROUGH WELCOME CENTERS, AAA OFFICES & HOTELS

Colorado Welcome Centers:



Local Distribution:

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

Regional Distribution:

Boulder Visitor Center
Buffalo Bill Museum & Grave
Canon City Chamber of Commerce
Denver Tourist Information Center
Eagle Information Center
Embassy Suites—Loveland
Fort Collins Welcome Center
Fort Vasquez Museum
Grand Junction CVB
Greeley Chamber of Commerce
Loveland Visitor Center
Pueblo Chamber of Commerce

AAA Offices:

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

WHAT'S NEW IN 2016—RUSTIC REFINEMENT

A Cleaner Look, More Opportunities for Your Business

Improved presentation with features that attract readers and pay off for advertisers:

- Favorites from locals
- Focus on specifics about where to go and what to do, rather than generalities
- List of recommended hiking trails
- Fold-out map including shuttle routes, RMNP and Estes Park
- Perfect binding
- Peel-off sticky tabs so readers can mark their favorite pages
- Ad design assistance is available

More integration of social media

Short editorial blurbs

BASE CAMP FOR YUM

GRAB A BITE TO EAT

Sold Restaurant 1
A Tumbleria, ecc abom, id molupta veleritatem quare, con veni tam etia volu in nunt quareduo voluerit quareim non veni qui dolum ante eueod in nica sum

Sold Restaurant 2
A Tumbleria, ecc abom, id molupta veleritatem quare, con veni tam etia volu in nunt quareduo voluerit quareim non veni qui dolum ante eueod in nica sum

Sold Restaurant 3
A Tumbleria, ecc abom, id molupta veleritatem quare, con veni tam etia volu in nunt quareduo voluerit quareim non veni qui dolum ante eueod in nica sum

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800-443-7827 | VISITESTESPAK.COM | 7

Focus on photography

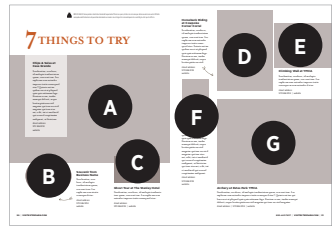
Focus on specifics about where to go and what to do rather than generalities

NEW ADVERTISING 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
- Ad Jolt in Digital Visitor Guide—digital animation makes your ad eye-catching

Sponsored “Things to Try” Editorial

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



- | | | |
|---|----------------|---------|
| A | 400 characters | \$3,000 |
| B | 110 characters | \$800 |
| C | 125 characters | \$850 |
| D | 260 characters | \$1,225 |
| E | 140 characters | \$1,100 |
| F | 450 characters | \$1,150 |
| G | 290 characters | \$1,240 |



Sponsored Editorial

- 1 or 2 image and 300 characters \$1,308
- 3 image and 300 characters \$1,962

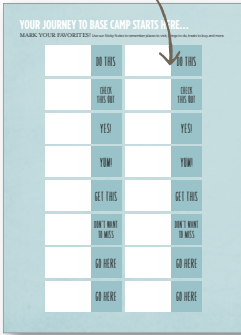


Sponsored Editorial

- 4 spots available
 - contact information
 - 340 characters
- \$736**

**2016
VISITOR
GUIDE**
.....

place your logo
and special here



Directory Listing

- Option A text only (150 characters) **\$200**
- Option B includes logo **\$400**
- Option C includes image **\$700**



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**

PRINT/DIGITAL VISITOR GUIDE ADVERTISING RATES

PRINT

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
Lodging Showcase (<i>lodging only</i>)...	\$750
Grid Only (<i>meeting facilities & lodging</i>)	\$428
Grid with Ad (<i>meeting facilities & lodging</i>)	\$225
Directory Listing A	\$200
Directory Listing B.....	\$400
Directory Listing C.....	\$700
Things to Try A.....	\$3,000
Things to Try B	\$800
Things to Try C	\$850

Things to Try D	\$1,225
Things to Try E.....	\$1,100
Things to Try F.....	\$1,150
Things to Try G	\$1,240
Sponsored Editorial Option 1 or 2.....	\$1,308
Sponsored Editorial Option 3.....	\$1,962
Sponsored Editorial (4 per page) ..	\$736
Stik-Ease Tabs.....	\$500

DIGITAL EXTRAS

Video	\$150
Ad Jolt.....	\$350
Direct Hot Link from Your Ad to Your Website	No Charge

OTHER

Visitor Center Lodging Grid..	No Charge
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DEADLINES & MECHANICAL SPECIFICATIONS

Space Reservation & Materials Deadline: September 30, 2015

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"



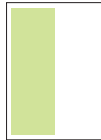
1/2 Page Horizontal

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. 30, 2015. Balance is due Oct. 10, 2015.

Email is the preferred method for receiving materials.

Ship Ad Materials Pre-Paid To:

Visit Estes Park, Attn: Suzy Blackhurst P.O. Box 4426, 1200 Graves Ave., Estes Park, CO 80517 970.586.0500 ext. 224
sblackhurst@visitestespark.com

**OTHER
ADVERTISING
OPPORTUNITIES**

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OTHER ADVERTISING OPPORTUNITIES

Visitor Center Brochure Distribution

Visit Estes Park stakeholders can reach thousands of guests by displaying a brochure at the Estes Park Visitor Center. Unlike most brochure racks, the Visitor Center 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. Visitor Services staff emails or calls stakeholders when supplies start to run low.

4" x 9" brochure \$195

8 1/2" x 11" brochure/magazine \$390

Restaurant menu display \$175

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. More than one brochure space cannot be purchased for the same brochure posted in the same rack category.



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

Group leads are generated by guests requesting information specifically related to meetings, reunions, weddings and motor coach tours. All group leads are for groups of 14 attendees or larger, and are pre-qualified so that when you receive a lead, it is applicable to your business.

Visitor Guide Request Leads — \$300 flat rate

Visitors to VisitEstesPark.com receiving the 2016 Estes Park Visitor Guide can 'opt-in' and request additional information from area businesses. The guest's contact information is automatically emailed to the stakeholder participating in this service. This is a great opportunity to get in touch with a prospective Estes Park guest and celebrate what you have to offer!

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 stakeholders' services at any time.