

# experience Colorado Springs®

Convention and Visitors Bureau

experience  
**Colorado Springs.**

Order Visitor Guide | Attractions | Deals

Right now it is 68° and fair  
Average Temperatures

 

Home Meeting Planners Travel Professionals Sports Reunions-Weddings Media Members About the CVB Contact Us

**PLAN YOUR VISIT**

- Free Visitor Guide
- Deals & Coupons
- Maps
- Things To Do
- Outdoor Adventure
- Where to Stay
- Dining & Nightlife
- Arts & Events
- Shops & Galleries
- History & Heritage
- Travel Tools

**Raft-a-Raft**  
adventure awaits at  
echo canyon!

**Jeep Tours**

**ROYAL GORGE ROUTE RAILROAD** **CLICK HERE**

**Deals &**

**Colorado Springs at Pikes Peak**

Welcome to Colorado Springs, Colorado, and the official travel resource for Colorado Springs at Pikes Peak – your guide to [Colorado Springs lodging](#), attractions, activities, arts & culture, [dining and restaurants](#), entertainment, shopping, and other great [things to do in Colorado Springs](#).

Discover more than 50 exciting and [unique attractions in Colorado Springs, Colorado](#) such as [Pikes Peak](#), U.S. Olympic Training Center, [Garden of the Gods Park](#), The Pikes Peak Cog Railway, [Cheyenne Mountain Zoo](#), Cave of the Winds, [Manitou Cliff Dwellings](#), Royal Gorge Bridge, [Seven Falls](#), Flying W Ranch and the U.S. Air Force Academy.

With over 300 days of sunshine each year, [outdoor recreation](#) opportunities are everywhere you look. We have extensive parks and open spaces with trails that wind through magnificent rock formations and shady mountain forests – perfect for hiking, biking and horseback riding. Or tackle the rapids of the Arkansas on a whitewater rafting tour that winds through the Royal Gorge.

Try something different such as a guided bike ride down Pikes Peak or a hot air balloon ride up into the Colorado sky. Fishing, camping, golfing and rock climbing are

FOLLOW US ON...

# 2011 ONLINE MEDIA KIT

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# VISITCOS.COM

## CONNECT WITH TRAVELERS AT THE SOURCE

### TARGETED COLORADO SPRINGS AND PIKES PEAK REGION AUDIENCE

- Leading travel website for Colorado Springs and the Pikes Peak region
- Over 400,000 unique visitors and 2 million pageviews annually
- Consistently ranked #1 or #2 for top Colorado Springs and travel-related key words
- Over \$800,000 in online and print media placements spent directly to promote Colorado Springs and VisitCOS.com to leisure, group and business travelers
- 2009 Gold ADDY Award Winning website

### MANY WAYS TO ADVERTISE

- **BANNER ADS** - A variety of page packages are available. Each package is limited to 9 banner advertisers that rotate randomly through 3 slots on each page. Each banner ad package is sold January 1 - December 31, 2011. Statistics on impressions and click throughs are emailed to each advertiser once per month. Banner ads are sold on a first-come, first-served basis with first right of refusal to 2010 advertisers.
- **CONSUMER LEADS** - Daily list of self-selected leisure travelers who wish to receive more information about various categories. Categories include Hotels/Motels, Bed & Breakfasts, Cabins, Campgrounds, Arts & Culture, Rafting, Relocation and Recreation.
- **ONLINE DESIGNED COUPON** - Designed coupon featured on all deals & coupons pages on VisitCOS.com. Main deals page is #3 most visited page on VisitCOS.com
- **CONSUMER NEWSLETTER ADS** - Short advertorial message and small image included in a Colorado Springs CVB consumer newsletter to our database of over 90,000 consumers who have opted in to receive updates on Colorado Springs and the Pikes Peak region. Each email is limited to 4 advertisers.
- **ENHANCED MEMBER PAGE** - 5 additional photos, 250-word description, 1 weblink, 2 PDF links and links to your Facebook, Twitter and YouTube accounts to further describe your business to visitors.

# BANNER ADS

## RATES AND SPECIFICATIONS

### BANNER AD RATES

- HOME PAGE - \$3,000/year
- LODGING PAGES PACKAGE - \$1,500/year
  - » Pages Include: Where to Stay, Hotels & Motels, Bed & Breakfasts, Cabins, Campgrounds & RV Parks, Dude & Guest Ranches, Retreat Centers, Vacation Homes and Extended Stay
- THINGS TO DO PAGES PACKAGE - \$2,000/year
  - » Pages Include: Things to Do, Attractions, Casinos, Museums, Parks & Open Spaces and Railroads
- OUTDOOR ADVENTURE PAGES PACKAGE - \$1,000/year
  - » Pages Include: Outdoor Adventure, Rafting & Adventure, Horseback Riding, Biking, Balloons & Helicopters, Fishing and Golf
- DINING & NIGHTLIFE PAGES PACKAGE - \$500/year
  - » Pages Include: Dining & Nightlife, Casual & Family, International, Pubs & Nightlife and Something Special
- ARTS & EVENTS PAGES PACKAGE - \$500/year
  - » Pages Include: Arts & Events, Festivals & Events, Art & Performances, Community Calendar
- SHOPS & GALLERIES PAGES PACKAGE - \$500/year
  - » Pages Include: Shops & Galleries, Art Galleries, Retail Shops
- MEETING PLANNERS PAGES PACKAGE - \$500/year
  - » Pages Include: Meeting Planners, 10 Reasons, CVB Services, COS Questions & Answers, MPG Request Form, Resources, Awards & Accolades
- Run-of-Site - \$500/year

### BANNER AD SPECIFICATIONS

- 250 pixels x 65 pixels
- Static .JPG, static or animated .GIF
- 72 dpi
- Maximum file size 50k

**250 X 65 PIXELS**

# ADDITIONAL ITEMS

## RATES AND SPECIFICATIONS

### RATES

- **CONSUMER LEADS** - \$250/year per category\*
  - » Available Categories: Hotels/Motels, Bed & Breakfasts, Cabins, Campgrounds, Arts & Culture, Recreation, Relocation and Rafting
- **ONLINE DESIGNED COUPON** - \$300/year\*
  - » Featured coupon on VisitCOS.com deals pages. Main deals page (VisitCOS.com/Deals) is #3 page on site.
- **CONSUMER NEWSLETTER AD** - \$500/placement
  - » Each newsletter is sent out to over 90,000 email addresses. Emails are limited to total of 4 ads.
- **ENHANCED MEMBER PAGE** - \$125/year per page\*
  - » Includes 5 additional photos, 1 weblink, 250-word description, 2 PDF links and links to Facebook, Twitter and YouTube accounts.

### SPECIFICATIONS

- **CONSUMER LEADS**
  - » Provide up to 2 email addresses for leads to be sent to daily
- **ONLINE DESIGNED COUPON**
  - » .JPG or static .GIF
  - » 400 pixels by 238 pixels
- **CONSUMER NEWSLETTER AD** - \$500/placement
  - » 150 characters of copy including spaces
  - » 150 x 150 pixel image
- **ENHANCED MEMBER PAGE**
  - » 5 Horizontal photos
  - » 1 URL, tracking URLs accepted
  - » 250-Word Description
  - » 2 PDFs with maximum file size of 300KB
  - » Links to Facebook, Twitter and YouTube Accounts

\*Consumer leads, online coupons and enhanced member pages are billed with membership renewal. These opportunities renew automatically, though you may cancel at any time. For new placements, an invoice will be generated that prorates the cost per year up to your membership renewal date. Going forward, renewals will be included in your next membership billing. For those renewing placements other than banner ads, no need to pay immediately.

# 2011 ADVERTISING CONTRACT

## COLORADO SPRINGS CVB

ADVERTISER NAME: \_\_\_\_\_

PRIMARY CONTACT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

PHONE #: \_\_\_\_\_

EMAIL: \_\_\_\_\_

Advertiser agrees to buy and Colorado Springs CVB agrees to publish advertising as follows:

BANNER ADS:	NEW	RENEW
Home Page (\$3,000/year) .....	<input type="checkbox"/>	<input type="checkbox"/>
Lodging Pages Package (\$1,500/year) .....	<input type="checkbox"/>	<input type="checkbox"/>
Things to Do Pages Package (\$2,000/year) .....	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor Adventure Pages Package (\$1,000/year) .....	<input type="checkbox"/>	<input type="checkbox"/>
Dining & Nightlife Pages Package (\$500/year) .....	<input type="checkbox"/>	<input type="checkbox"/>
Arts & Events Pages Package (\$500/year) .....	<input type="checkbox"/>	<input type="checkbox"/>
Shops & Galleries Pages Package (\$500/year) .....	<input type="checkbox"/>	<input type="checkbox"/>
Meeting Planners Pages Package (\$500/year) .....	<input type="checkbox"/>	<input type="checkbox"/>
Run-of-Site (\$500/year) .....	<input type="checkbox"/>	<input type="checkbox"/>

### OTHER ADVERTISING OPPORTUNITIES

Online Designed Coupon (\$300/year) .....	<input type="checkbox"/>	<input type="checkbox"/>			
Consumer Newsletter Ad (\$500/placement) .....	<input type="checkbox"/>	<input type="checkbox"/>			
Enhanced Member Page (\$125/year) .....	<input type="checkbox"/>	<input type="checkbox"/>			
Consumer Leads (\$250/year per lead category)					
Hotels/Motels .....	<input type="checkbox"/>	<input type="checkbox"/>	Arts & Culture ...	<input type="checkbox"/>	<input type="checkbox"/>
Bed & Breakfasts .....	<input type="checkbox"/>	<input type="checkbox"/>	Recreation .....	<input type="checkbox"/>	<input type="checkbox"/>
Cabins .....	<input type="checkbox"/>	<input type="checkbox"/>	Rafting .....	<input type="checkbox"/>	<input type="checkbox"/>
Campgrounds .....	<input type="checkbox"/>	<input type="checkbox"/>	Relocation .....	<input type="checkbox"/>	<input type="checkbox"/>

Payment is due in full by December 15, 2010. Materials Deadline: December 15, 2010.

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_