

Online Advertising Opportunities

The Colorado Tourism Office's FY 2010 co-op online opportunities will consist of several of Colorado's top-performing partners from 2009, as well as new programs that have been added to include partners that reach Colorado's various audience segments. Our online co-op program integrates traditional media with online exposure to simultaneously build awareness and drive response. Multiple components are included from each of the co-op partners, including targeted banner advertising, lead generation, content sponsorships, rich and emerging media (pre-roll video, expanding ads, etc.). These programs are presented to Colorado Tourism Office partners with discounted rates and packages and customized programs based on various levels and participation.

MMG utilized online research tools, evaluated industry knowledge and leveraged learnings from past Colorado online programs to develop the FY 2010 online co-op initiatives. The publishers and networks recommended include 10 of the top 25 travel specific sites and the four top outdoors/adventure sites, according to ComScore, Q2 2009. Also included are nine separate advertising networks; two that reach all local/regional online newspaper and radio affiliates to enhance reach in desired feeder markets such as New York, Miami, Chicago, Dallas, Houston, Albuquerque, Salt Lake City, Phoenix, Kansas City and Minneapolis and another that offers lead generation programs to partners on a cost-per-lead basis of \$0.80 - \$3.00. Also, we have included three ad networks that have mass reach and multi-level targeting options. All of the publishers and networks have the ability to target at various levels including demographic, geographic, behavioral, contextual and re-targeting.

New for FY 2010:

- Centro
- Collective Media
- InterCLICK
- LuxuryLink.com
- Madden Media
- Pay-Per-Click Program
- QuadrantONE
- Sendit Media

Programs are offered through a variety of pricing options from cost per thousand to performance-based (cost/click and cost/lead) to a flat-rate structure. Participation is available for as low as \$500 for an email sponsorship to \$5,000 for a targeted online banner campaign. Visit www.Colorado.com/coop for details.

The following sites are approved partners for FY 2010:

<p>ACTIVE TRAVEL Away.com/Gorp.com/Outsideonline.com OntheSnow.com Mountaingetaway.com All Networks eTarget Media Sendit Media</p>	<p>AFFLUENT TRAVEL Away.com Centro QuadrantONE LuxuryLink.com TripAdvisor.com Sherman's Travel All Networks eTarget Media Sendit Media TexasMonthly.com</p>	<p>FAMILY TRAVEL BudgetTravelOnline.com Clear Channel Network Madden Media All Networks eTarget Media Sendit Media TexasMonthly.com</p>	<p>ALL TRAVEL/OTHER Travelport Inc. (Orbitz, Cheaptickets, Away Network) Travelocity Expedia Hotels.com Hotwire Collective Media InterCLICK Pay-Per-Click Specific Media eTarget Media Sendit Media Mountain News Corporation Sherman's Travel Travel Ad Network Tripadvisor.com</p>
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Colorado Tourism Office
FY 2010 Media Co-op
Online Opportunities

Website	Monthly Unique Visitors/Email Subscribers	Display Ads/Placements	newsletters	email addresses/stand alone email	Sponsorships	Other	CTO Commitment	Comments
BudgetTravel.com	931,000	\$7.00 CPM - 728x90 ROS Pre-emptable inventory \$12.00 CPM - 300x250 ROS Pre-emptable inventory \$14.00 CPM - 336x850 ROS Pre-emptable inventory	THREE OPTIONS: "Deal Alerts" Multiple listing eMail (750,000 opt-in subscribers); "Editorial" eMail (750,000 opt-in subscribers); "Exclusive" eMail (750,000 opt-in subscribers) - see "Stand Alone eMail" PLUS on-site text listing (est. 400,000 impressions) for all eMail products effective July 2009	"Deal Alerts" - \$4,500 net "Editorial" - \$4,500 net "Exclusive" - \$18,000 net	"Exclusive" eMail Co-op Option: cost can be split: CTO \$9,000 and, for example, 4 co-op partners @ \$2,250/each net	BT.com will actively play an integral role to establish partnerships in 2010	\$75,000 net	35% average discount off rate card
Centro <i>(6000+ Premium Local online News, Entertainment and Broadcast sites)</i>	70 Million	\$10 - \$20 CPM for 728x90, 160x600, 468x60s in Travel, News, Sports, Weather, Entertainment and Outdoors sections of Local Online websites	News, Weather, Sports and Entertainment newsletter options available with individual local news and entertainment sites	\$50 - \$80 CPM for email lists- pending market availability	Upon Request	N/A	\$75,000	40% discount off rate card display ads
Clear Channel Network	20 million	\$7 CPM - 728x90 \$10 CPM - 300x250 \$7 CPM - 160x600 \$6 CPM - 120x600 \$22 CPM - Pre-roll	n/a	n/a	As available by market and/or station.	Integrated Radio/Online program available in targeted feeder markets - See co-op radio plan for details	\$75,000	35% discount off of rate card
Collective Media	194 million	RON - \$2.00, Demographic \$3.00, Channel \$4.00, Contextual \$4.00, Behavioral \$5.00 w/Geo-Targeting (all CPM rates subject to negotiation)	via submission through our OggiFinogi ad unit	via submission through our OggiFinogi ad unit	Road blocks and semantic contextual targeting through Personifi guaranteeing content accuracy in over 300,000 categories		\$50,000	30-60% discount off of rate card depending on program and spend level. Minimum spend of \$5,000
eTarget Media	Approximately 500K- 750K Monthly new records	N/A	N/A	\$25 CPM - Travel & Tourism targeted selects	N/A		\$25,000.00	50%+ discount off of rate card
Expedia	Expedia	19 million	\$15 - \$30 CPM - 180 x 150 Geo-targeted \$20 - \$40 CPM - 160 x 600 Geo-targeted \$1,500 - \$2,500/month - 90 x 90 Destination Stores: (20% SOV) \$2,500 - \$3,500/month - Mountain Store 180 x 150 \$10 - \$20 CPM - Behavioral Targeting (various sizes) \$5 - \$25 - ROS (various sizes) TravelAds (Hotel Specific bidding product for results placement): TBD - Bidding System	Travel Right E-Mail: \$6,000 - \$12,000 flat fee	Dedicated E-Mail: \$20,000 - \$25,000 flat fee	TBD	\$75,000	N/A
	Hotels	6 million	\$15 - \$30 CPM - 180x150 Geo-targeted \$20 - \$40 CPM - 160x600 Geo-targeted \$10 - \$20 CPM - 728x90 Geo-targeted \$20 - \$40 CPM - ROS (various sizes) TravelAds (Hotel Specific bidding product for results placement): TBD - Bidding System	General Email: \$1,500 - \$7,000	Dedicated E-Mail: \$20,000 - \$25,000	TBD	N/A	N/A
	Hotwire	4 million	\$15 - \$25 CPM - 468x60 Geo-Targeted \$10 - \$15 CPM - ROS	N/A	N/A	TBD	N/A	N/A
InterClick	137 million	Custom Channel - \$3 National CPM, \$4 Geo-targeted CPM Precision Re-Targeting - \$3 - \$4 CPM Behavioral Targeting/Precision Profiles - \$3 - \$5 National CPM, BlueKai Targeting - \$3.50 - \$6 Geo-targeted CPM Cost-Per-Click - \$0.65 - \$1.50	N/A	N/A	Audience Takeovers		\$35,000	30% discounted rates. Monthly Minimum Spend of 10k. Fully Transparent Network with Site-by-Site reporting down to the creative



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LuxuryLink.com	500,000	\$18 CPM - 728x90, 160x600 Geo-targeted/ Content-Targeted, \$20 CPM - 300 x 250 Geo-targeted/Content-Targeted. Billboard (Featured Sponsor) \$2,500 per day. \$15.00 Featured Listings Geo-Targeted/Content-Targeted. \$20.00 Bookends \$1.00 CPM. Text links. Featured Destination on HP, \$1k net per day.	Themed Newsletters sent on Thursdays to 265,000 Opt-ins. Top 15 Newsletters sent on Mondays to the same 265,000 Opt-ins. Positions avail: 300 x 250 anchor position- \$2,500 net. Standard Insertions 70 x 64 plus text- \$1,500 net	245,000 Opt-in Exclusive Email subscribers. This list can be geo-targeted to DMA's of your choice. (Full List/Half/Third pricing available) 62,000 Opt-in Luxury Lifestyle subscribers	Ownership of the Colorado Landing Page. (CTO currently has this opportunity).		\$45,000	10-15% discount off of rate card	
Madden Media (Digital Co-op)		CEO (Customized & Executed Online) Program \$5,000 Per Partner (max 5 per ad unit) Complete Turn-key Program: - Media research, negotiations - Flash/video, expandable, lead gen vehicle - Ad serving, optimization and customized reports - CO-OP Partner Sales with one monthly invoice	N/A	N/A	N/A		\$25,000	\$50,000 Inclusive: 30 days \$25,000 CTO	
Mountain News Corp.	MountainGetaway	250,000	\$12 CPM - 728x90 & 300x250, additional \$3 CPM for geo-targeting	\$900 per insertion- sent to 140,000+ subscribers	\$3,000 flat fee. Sent to 140,000+ subscribers	Home Page Sponsorship - \$1,500 per week	\$30,000	25% discount off rate card on display ads	
	OnTheSnow	1.6 million	\$12 CPM - 728x90 & 300x250, additional \$3 CPM for geo-targeting	\$1,500 per insertion - sent to 145,000+ subscribers	\$4,250 flat fee - Sent to 145,000+ subscribers	N/A			
Orbitz	Orbitz	15 million	\$9.60 CPM - 160x600 \$16 CPM - 728x90 Homepage \$10.80 CPM - 728x90 \$12 CPM - 336x280 - Video Enabled *Campaign may be ROS, Content or Geo-targeted	N/A	Top 10 Deals Email top ad placement available for \$10,000; Audience of 7 Million plus	Merchandising Sponsorship Programs Available	\$3 CPA - Lead Generation	\$400,000	60% discount off rate card
	CheapTickets	5 Million	\$9.60 CPM - 160x600 \$16 CPM - 728x90 Homepage \$10.80 CPM - 728x90 \$12 CPM - 336x280 Video Enabled *Campaign may be ROS, Content or Geo-targeted	N/A	N/A	Merchandising Sponsorship Programs Available	Homepage Logo & Text link - \$2.00 CPM	\$25,000	60% discount off rate card
	Away	3.5 Million	\$9.60 CPM - 728x90 \$11.40 CPM - 336x280 Video Enabled \$10.20 CPM - 160x600 *Campaign may be ROS, Content or Geo-targeted	N/A	\$2,066.38 Exclusive email blast to 114,800 subscribers	Sponsorships of specific Travel Guides available	Homepage Logo & Text link - \$1,500	\$25,000	60% discount off rate card
Pay-per-click program	N/A		\$750 minimum setup fee (instead of \$1,000) \$150 minimum management fee \$500 per month minimum budget 3 month minimum (instead of 12)	N/A	N/A	N/A	N/A	25% discount on management and setup fees	
QuadrantONE (345+ Premium Local Online News and Entertainment sites, reaching 210 DMAs)	47 million		\$9 - Behavioral Targeting (all points) \$7 - News, Business, Sports, Entertainment & Lifestyle Sections \$8 - Travel Section \$8 - Contextual targeting (all points) \$6 - Run of site (includes re-targeting) Rates are the same for all 3 standard ad sizes (728x90, 160x600 & 300x250); no additional mark-up for geo-targeting	N/A	N/A	Upon Request - e.g. Home Page Dayblock, Sliding Billboard, Homepage Pre-stitial - no rate card, varies by campaign parameters	\$75,000	Rates given are approximately 20% discounted off of standard QuadrantONE rate card.	
Sendit Media			N/A	N/A	\$7 CPM - Travel & Tourism targeted selects along with 80 other Demographic attributes.	N/A	\$25,000.00	75%+ discount off of rate card. Sendit Media has seen great success in the Tourism sector having had great success deploying email ads for the Dallas CVB over the past several months	
			\$15 CPM 728x90, 300x250 ROS (100k impressions to 500k impressions/month when available) \$20-\$25 CPM- Geo-targeted banners by IP address. (*subject to available inventory*) \$20-\$25 CPM- Targeted Destination Travel Guides like Denver, Aspen \$25 CPM- Expandable Ad Units; Flash videos (728x90, 300x250)	\$4,000-\$8,000 Top 25 Newsletter Deal (Price-point, percentage-off hotel rate, vacation package, air sale, etc.) (Top 25 Newsletter sent to 4MM+ subscribers nationwide)	\$50,000 National Bulletin: Dedicated HTML blast - mailed to 4MM+ subscribers - can co-op w/ multiple partners	\$4000 Luxe 15 e-newsletter Exclusive Sponsorship: Includes 468x60 & 300x250 units, plus "sponsored by" positioning			



Website	Monthly Unique Visitors/Email Subscribers	Display Ads/Placements	Marketing Channels				CTO Commitment	Comments
			newsletters	email addresses/stand alone email	Sponsorships	Other		
Sherman's Travel <i>(Publisher of travel deals and destination advice, guiding consumers to the best travel deals, including unbiased editor's picks, and providing ideas, resources, and inspiration for travel planning; online via ShermansTravel.com, and in print, with Sherman's Travel Magazine, targeting the "Smart Luxury" segment.)</i>	12 million unique visitors 4 million email subscribers	\$0.50-\$0.65 CPC Sherman's Publisher Network (text placements). Submit price point/percentage off deals to be syndicated across ShermansTravel.com ROS on relevant category pages (air, hotel, vacation packages, cruise; smart luxury) AND geo-targeted pages, i.e.: USA Hotels/Packages/Air, Denver, Aspen, Colorado Travel Guide pages. (Deals also syndicated across sites w/i network, i.e.: AOL Travel, Yahoo! Travel, USATODAY.com, ForbesTraveler.com, Lowfares.com, lgoUgo.com, Fodors.com)	\$4000 Top 25 Newsletter General Offer (sweepstakes, branding campaign) : Text link (Top 25 Newsletter sent to 4MM+ subscribers)	\$30,000 National Bulletin: Dedicated HTML blast - mailed to 2MM+ subscribers - can co-op w/ multiple partners	\$10,000 Trip Ideas Exclusive Sponsorship: Includes 300x250 unit plus sponsored by" positioning. (Trip Ideas Editorial Mailing sent to 4 MM subscribers monthly)	\$75,000	10-50% discount off of rate card depending on program and spend level.	
Specific Media	159 million	\$2 - \$3 w/o RM included - 120x600, 160x600, 300x250, 728x90 - Behavioral, Contextual, Demographic, Geographic, and Retargeting	N/A	CPA email campaigns	N/A	\$150,000	60% off of rate card. Added value impressions and campaign insight reporting can be discussed on a per campaign basis.	
TexasMonthly.com	121,240 monthly unique visitors	Premium Box (#2 and/or #3), E-mail = image w/text and URL link "Maximum Travel Exposure" package w/ ROS Premium Box display ad sponsorship for any four months (as available), including Travel Channel. Also includes two sponsor ad units in Trip Planner E-mail Newsletter. Total ad impressions = 644,000, total Newsletter impressions = 46,000 Cost = \$10,000 Best avail ad unit (Leader Banner or Leaderboard) - \$19,71 CPM "Travel and Tunes": Best available ad placement on our Travel section page for three months, along with custom "iMix" song collection on our iTunes page for any two months out of the three! Visitors can sample tunes, all with your destination's branding! 140,000 ad impressions (best space avail.) + iTunes exclusive travel advertiser! Cost = \$7,500 Leader Banner (300x90-top right) \$16.15 CPM (Minimum 75,000 impressions) Cost = \$6,000 Premium Box #3 (300x250 - mid right) \$16.25 CPM (Minimum 75,000 impressions) Cost = \$6,000 Leaderboard (728x90 - upper center) \$18.75 CPM (Minimum 75,000 impressions) Cost = \$6,000 Skyscraper (160x600 - left) \$12.75 CPM (Minimum 75,000 impressions) Cost = \$6,000 Full Banner 728x90 - lower mid) \$ 10.20 CPM (Minimum 75,000 impressions) Cost = \$6,000	N/A	N/A	N/A	\$10,000	15 - 25% discount off of rate card	



Website	Monthly Unique Visitors/Email Subscribers	Display Ads/Placements	newsletters	email addresses/stand alone email	Sponsorships	Other	CTO Commitment	Comments
Travel Ad Network (TAN) <i>(offers access to online travel planning audience. TAN exclusively represents over 200 websites in the travel vertical including top-tier sites like Rand McNally, BBC's Lonely Planet, CheapoAir and Maps.com.)</i>	12 million in US 20 million worldwide	Behavioral Targeting - \$14 CPM Search Referral - \$1.25 CPC First View - \$14 CPM Channel Sponsorships - \$15 CPM RON - \$10 CPM IP Targeting - \$12 CPM Destination Targeting - \$15 CPM Site Specific - \$12 CPM Text links - \$1.25 CPC	- Your Travel Insider - \$7 CPM for banners (375,000 subscribers) - TopTrips - \$7 CPM for banners (150,000 subscribers) - Cheapflights - \$6k flat rate for Destination Spotlight to 2.5 million subscribers; \$1 CPC text links - Art Travel Guide - \$7 CPM for 150,000 subscribers	- Your Travel Insider - \$15 CPM - TopTrips - \$15 CPM - Art Travel Guide - \$15 CPM	- Various Lonely Planet destination and content sponsorships - Rand McNally Driving Directions sponsorship - Custom Opportunities		\$75,000	10% discount off rate card
Travelocity.com	15 million	\$16 CPM - 160x600, 468x60 Travel Search Path targeted to mountain destinations \$16 CPM - 300x250 Geo-target search waitscreen	\$ 2,750 - Targeted Colorado email - 120x83 image, text and copy sent to 250,000 subscribers	N/A	\$2,500+ - Ski/Summer Mountain Store - Featured placement, 120x83 image plus headline and copy, 160x600 & 300x250	\$10,000 Package placement/1-2 months/625,000 banner impressions Customized destination landing page, Search path: geo-targeted 160x600 skyscraper and 468x60 header, Waitscreen: geo-targeted 300x250 banner \$20,000 Package placement/1-2 months/1,250,000 banner impressions Customized destination landing page Search path: geo-targeted 160x600 & 468x60 Waitscreen: geo-targeted 300x250 Mountain store: 120x83, headline & copy	\$400,000	40% discount off our rate card to all CTO partners
TripAdvisor.com	25 million monthly unique visitors	Target your banners to the million+ people ACTIVELY researching their travel options throughout the state of Colorado each month on TripAdvisor. \$18cpm, sizes include: 300X250, 160X600, 728X90	TripWatch eNewsletter. Mailed weekly to 2.1MM North American travelers who have opted in to receive. \$15,000 per drop.	N/A	Colorado Content Sponsorship: Receive a fixed 300X250 on the Overview page of EVERY Colorado destination guide for a month. \$25,000 min commitment. Sponsorship includes additional Colorado-targeted inventory	Other available products include: Sponsored Forum channels; Custom Co-branded advertorials; hyper-targeted banner media	\$35,000	22% discount off of rate card
ValueClick Media	164 million - 85% of US Internet audience	Custom Channel (Demographic/Psychographic Targeting) - \$1.25-\$2.50 National CPM, \$3 Geo-targeted CPM Targeted Channels (Contextual) - \$1.25-\$2.00 National CPM, \$3 Geo-targeted CPM Precision Re-Targeting - \$4-\$5 CPM Behavioral Targeting/Precision Profiles - \$5-\$6 National CPM, \$10 Geo-targeted CPM Cost-Per-Click - \$0.75 National, \$0.90 Statewide, \$1.00 DMA Lead Generation - \$.80 - \$3.00	N/A	N/A	N/A	Rich Media	\$200,000	N/A