

COLORADO OFFICIAL STATE VACATION GUIDE

ESTES PARK CO-OP

The Colorado Tourism Office employs a targeted advertising campaign that drives potential visitors to visit COLORADO.com and call 1-800-COLORADO, where they request a copy of the annual Official State Vacation Guide, which is designed to inspire and assist in planning. In 2015, the guide's reader-response program drove more than 1 million total leads to display advertisers.



REACH MORE THAN 1.5 MILLION

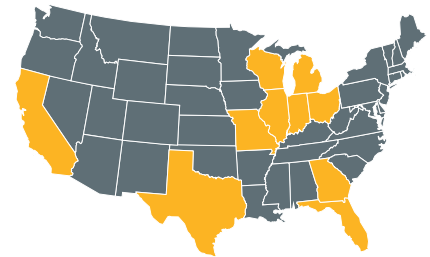
active Colorado travel planners across 3 channels
*2.3 readers per copy

The Colorado Official State Vacation Guide is the only print call-to-action for the CTO's efforts. Dedicated to selling Estes Park as a destination, advertisers can ride the momentum of a co-op presence in the most utilized and promoted tourism book in the state.

- **Direct Request from Consumers:** 400,000 copies are mailed to visitors prior to their arrival in Colorado.
- **Direct Request:** Through COLORADO.com and 1-800-Colorado
- **Television Guide Requests:** (RFI – Request for Information) Viewers with interactive TV systems can order a guide to be delivered directly to their home after viewing a Colorado commercial.
- **In State:** 150,000 copies are distributed at key locations:
 - Denver International Airport, Colorado Welcome Centers and the rack program for the drive market

TOP DIRECT REQUEST MARKETS

1. Texas
2. California
3. Florida
4. Illinois
5. Michigan
6. Missouri
7. Georgia
8. Ohio
9. Indiana
10. Wisconsin



EXCLUSIVE CVB PARTNER RATE SAVINGS

(see reverse)

550K annual copies

272K visits

25K downloads



VIRTUAL GUIDE:

Visits: 272,169
Pageviews: 1,926,562
Avg. Session: 9 minutes
App downloads: 24,734

VISITOR DEMOGRAPHIC PROFILE



Sex:

Male 55%
Female 45%



Household Size:

1 Member 24%
2 Members 38%
3 Members 14%
4+ Members 24%



Age:

18-24 12%
25-44 40%
45-65 29%
65 & up 20%



Income:

\$100K+ 24%
\$75K-99.9K 17%
\$50K-74.9K 23%
\$30K-49.49K 17%
<\$30K 19%



Marital Status:

Married 64%
Never Married 23%
Divorced/Widowed/
Separated 13%



Education:

Post Graduate 27%
College Graduate 39%
Some College 23%
High School or less 11%



2017 COLORADO OFFICIAL STATE VACATION GUIDE

ESTES PARK CO-OP RATES

Name: _____ Title: _____

Property/Company: _____

Mailing Address: _____

Phone: _____

Email: _____ Fax: _____

Signature/Authorization & Date: _____

_____ 1/12 page = \$1,245 _____ 1/6 page = \$2,491 _____ 1/3 page = \$4,982 _____ 1/2 page = \$7,472

_____ **Current artwork is approved for the 2017 CO OSVG.** _____ **I will be submitting new artwork for the 2017 CO OSVG.**

Payments due to: Miles Media Group LLLP, P.O. Box 645430, Cincinnati, OH 45264. Submit artwork to: Carren.Schmoll@milespartnership.com

ADDITIONAL OPPORTUNITIES

BUSINESS LISTING: _____ Web: \$612 _____ Print: \$510 _____ Combo: \$995

_____ **Current business listing is approved for the 2017 CO OSVG.** _____ **I will be making changes to the 2017 CO OSVG Listing.**

BANNER ADVERTISING:

_____ \$925 = 50,000 impressions _____ \$3,500 = 200,000 impressions
_____ \$1,800 = 100,000 impressions _____ \$5,250 = 300,000 impressions
_____ \$2,700 = 150,000 impressions

BANNER ADVERTISING TIMEFRAME*:

Start Date: _____

End Date: _____

* See Customer Rewards Program

SPECIAL OFFER COUPONS*: _____ \$306 = 3 months _____ \$612 = 6 months _____ \$1,020 = annual

NEWSLETTERS: Call for rates and availability

Signature/Authorization & Date: _____

Payments due to: Miles Media Group LLLP, P.O. Box 645430, Cincinnati, OH 45264

FAX OR EMAIL TO:

Andrea Kuskie (Miles) at: 303-265-9528, andrea.kuskie@milespartnership.com

FREE advertising **Customer Rewards Program**
GOT PRINT? GET REWARDS

Advertisers with an integrated presence in the OSVG and on COLORADO.com qualify for the Customer Rewards Program. More than 18.2 million reward impressions were served in 2015.

*Must be in consecutive months