

RULES OF THE ROAD FOR THE COLORADO ADVENTURE BLOG

We're looking for professional and semi-professional high-intensity athletes showcasing how they experience Colorado.

When submitting your blog posts for the Colorado Adventure Blog, please keep the following parameters in mind to ensure you're targeting the right audience (potential Colorado visitors) and including all needed elements for your post.

Submissions will be reviewed by Colorado.com editors, so don't worry too much about it being perfect — just be sure to give them all the tools they need for a complete post.

All posts should highlight stories that are unique to Colorado and tell the reader WHY this is a very Colorado thing they're reading about, as well as specific details about where they take place.

Wherever possible, media should be high quality, feature blue skies (avoid dreary or brown landscapes), void of text/logos, and be taken by a steady hand (let's not give visitors vertigo). Please ensure we have the permissions and needed credits to post without payment.

Requirements by Post Type

Colorado Stories

First-person account of a cool Colorado experience

- Text: 300 or more words; include specific details (nearby town, trailhead, etc.) on where their activities take place and how our visitors can experience it for themselves
- Media: 2 or more horizontally oriented images and/or link to YouTube/Vimeo video
- Bio: Two or three sentences about the author
- Links: Include links for visitors to learn more about the person or activity featured

Product/Company Feature

Highlighting a Colorado-based company

- Text: 250 or more words on the company's unique offerings; must include where the average visitor can acquire the mentioned goods and services; please tell a Colorado story — don't just promote the product, but tell us how the producer came to have their business here and why Colorado is the perfect place for what they're making
- Media: 2 or more horizontally oriented images of the products/services mentioned
- Bio: Two or three sentences about the author
- Links: Direct link to the company's website

Video

Unique perspectives, spectacular scenery and adventure

- Text: 100-word or more description of what visitors will see in the video, including specific details on where it was shot
- Media: Link to the video on YouTube or Vimeo; should be at least 90 seconds
- Bio: Two or three sentences about the video's subject
- Links: Include links for visitors to learn more about the person or activity featured

Q&A With a Cool Coloradan

Short chat with someone who exemplifies the Come to Life ethos

- Text: At least 5 questions preferably focused on why this person does what they do in Colorado specifically (our editors can send the questions)
- Media: 2 or more horizontally oriented images and/or link to YouTube video
- Bio: Two or three sentences about the subject
- Links: Include links for visitors to learn more about the person or activity featured

Media Mentions

Links to articles written by other organizations that feature a Colorado activity

- Text: 50-word or more description or more of what's featured; if it's a writer you worked with, provide some behind-the-scene details about the trip
- Media: None
- Links: Direct link to the article

Questions? Want to contribute? Email editor@colorado.com and we'll get back to you!