THE DEFINITIVE COLORADO VACATION-PLANNING TOOL
The Colorado Tourism Office employs a robust, focused advertising campaign that drives potential visitors to visit COLORADO.com or call 1-800-Colorado, where they request a copy of the annual Official State Vacation Guide.

DESIGNED TO INSPIRE & ASSIST PLANNING
- **Inspiration:** 32 pages of breathtaking photo spreads and statewide experiences.
- **Travel Planning:** Regional itineraries and business listings for all seven travel regions.

CIRCULATION & DISTRIBUTION
- 550,000 annual copies are printed
- **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.
  - **Top 10 States:** Texas, California, Florida, Illinois, Michigan, Missouri, Georgia, Ohio, Indiana, Wisconsin
- **In State:** 150,000 copies are distributed at key locations:
  - Denver International Airport, Colorado Welcome Centers and the rack program for the drive market

ADDED VALUE
Advertisers receive added value that includes digital exposure and leads.
- **Virtual Guide:** Available on COLORADO.com in 2014
  - 86,172 visitors viewed 2,926,453 pages and spent more than 8.8 minutes reading the guide online.
- **Mobile Devices:** More than 24,734 people downloaded the OSVG app in 2014 on their iPhone, iPad or Android device.
- **Leads:** Our reader-response program drove more than 1,549,655 total leads to display advertisers in 2014.

OUR AUDIENCE*
- **Average Household Income:** $75,000
- **Married:** 78%
- **Age Range:** 61% are 45–64 years old
- **Visitors Who Live in a U.S. State Other Than Colorado:** 82%
- **Visitors Who Visit Within 90 Days of Ordering a Guide:** 70%

*AJ Lerner Market Research

CONTACT ANDREA TO ADVERTISE:
Andrea Kuskie
303-867-8244
Andrea.Kuskie@MilesPartnership.com

CONTACT PAT TO ADVERTISE:
Pat Attkisson
303-867-8241
Pat.Attkisson@MilesPartnership.com
DRIVING OUT-OF-STATE VISITATION
These seasonal magazines are designed to continue the conversation with potential guests and to encourage Official State Vacation Guide requests for further inspiration and trip planning.

2015 CIRCULATION
- Summer: 78,000 (April)
- Winter: 78,000 (September)

DISTRIBUTION*
- Subscription: Consumers request to receive the seasonal guides for free.
- Direct Mail: A limited number are mailed out-of-market to targeted demographics in key geographic areas.
- Top 10 States: Texas, Illinois, Florida, Missouri, California, Minnesota, Kansas, Wisconsin, Oklahoma, Iowa

RATES**

<table>
<thead>
<tr>
<th>OSVG</th>
<th>Net Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Back Cover</td>
<td>$16,983</td>
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<tr>
<td>Table of Contents</td>
<td>$16,320</td>
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<tr>
<td>Full Page</td>
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<tr>
<td>2/3 Page</td>
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<td>1/6 Page</td>
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<table>
<thead>
<tr>
<th>Seasonal</th>
<th>Net Rate per Issue</th>
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<tbody>
<tr>
<td>Inside Front Cover</td>
<td>$2,040</td>
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<tr>
<td>Inside Back Cover</td>
<td>$1,984</td>
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<tr>
<td>Back Cover</td>
<td>$2,155</td>
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<tr>
<td>Table of Contents</td>
<td>$1,927</td>
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<tr>
<td>Full Page</td>
<td>$1,758</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,248</td>
</tr>
</tbody>
</table>

Seasonal Magazine Discount: OSVG advertisers receive a 10% discount on the ALIVE magazine rates.

*Miles works closely with Karsh/Hagan (the CTO’s agency of record) to build a subscription list, recipients will have the option to renew a free seasonal subscription. **Guide rates subject to change.
COLORADO BUSINESS & EVENT LISTINGS

PRINT & WEB
The OSVG and COLORADO.com are trusted sources for comprehensive business and event listings that visitors depend on to plan their trip. Our featured listing program gives you premium exposure on relevant city and category pages.

WEB BUSINESS LISTINGS
- Paid listings receive additional features including:
  - Top-tier sort
  - Photos/videos
  - Social-media links
- Multifaceted search filters provide users relevant results.

ANNUAL LISTING RATES & OPTIONS*
Upgrade your listings in both print and web — and save.

<table>
<thead>
<tr>
<th>RATES</th>
<th>CHARACTER DESCRIPTION PRINT</th>
<th>CHARACTER DESCRIPTION WEB</th>
<th>PHOTOS ON WEB</th>
<th>TIER SORT</th>
<th>VIDEO</th>
<th>VIRTUAL GUIDE</th>
<th>SOCIAL MEDIA</th>
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</thead>
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<tr>
<td>PRINT &amp; WEB</td>
<td>$995</td>
<td>250</td>
<td>1,080</td>
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<tr>
<td>PRINT ONLY</td>
<td>$510</td>
<td>250</td>
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<tr>
<td>WEB ONLY</td>
<td>$612</td>
<td>—</td>
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<td>$306</td>
<td>180</td>
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<tr>
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<td>540</td>
<td>6</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
</tbody>
</table>

*Every Colorado tourism-related business is entitled to a free business or event listing on COLORADO.com. Rates are pro rated by quarter.
COLORADO SPECIAL OFFERS & WELCOME LEADS

» SPECIAL OFFERS PROGRAM
Promote seasonal offers and drive users to your destination or attraction when you need it most.

HOW IT WORKS
The new design of the Special Offers page, linked from the site’s main navigation, highlights paid offers better than ever before with a headline and beautiful image that better integrates with the site’s overall design.
The offers are randomized for each new user to the page.

RATES
$306/3 months
$612/6 months
$1,020/year

COLORADO.COM WELCOME LEADS PROGRAM
Grow your opt-in database with direct leads through COLORADO.com.

HOW IT WORKS
COLORADO.com visitors who request information from the state are directed to a confirmation page where they can elect to receive information from your business.
• 60% of all COLORADO.com visitors who request information from the site also elect to receive additional information from Colorado businesses.
• Increase your email database to direct fulfillment of your guide or brochure.
• Drive consumers to your site in the confirmation email.
• Leads are emailed to you weekly.
• Average annual leads per advertiser: 13,810

RATES
Semi-Annual: $2,550 per calendar year
Annual: $5,100 per calendar year
COLORADO MONTHLY ENEWSLETTERS

OFFICIAL IN-STATE & OUT-OF-STATE MONTHLY ENEWSLETTER OF THE COLORADO TOURISM OFFICE

Here is your chance to capture an already engaged audience. True fans of Colorado receive a monthly email with captivating articles and upcoming events. Target your message by season or align your business with relevant editorial coverage.

IN-STATE OPT-IN DATABASE* 29,000 FREQUENCY Monthly

OUT-OF-STATE OPT-IN DATABASE* 264,000 FREQUENCY Monthly

TOP 10 COLORADO CITIES
- Denver
- Colorado Springs
- Aurora
- Littleton
- Fort Collins
- Arvada
- Broomfield
- Englewood
- Longmont
- Pueblo

TOP 10 STATES
- Texas
- California
- Florida
- New York
- Illinois
- Pennsylvania
- Missouri
- Ohio
- Michigan
- Georgia

FEATURED CONTENT FIRST ROW
- 3 $765 $2,295

FEATURED CONTENT SECOND ROW
- 3 $612 $1,882

BUTTONS
- 3 $459 $1,224

DATES

<table>
<thead>
<tr>
<th>QUANTITY AVAILABLE</th>
<th>IN-STATE RATE PER MONTH</th>
<th>OUT-OF-STATE RATE PER MONTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEATURED CONTENT FIRST ROW</td>
<td>3</td>
<td>$765</td>
</tr>
<tr>
<td>FEATURED CONTENT SECOND ROW</td>
<td>3</td>
<td>$612</td>
</tr>
<tr>
<td>BUTTONS</td>
<td>3</td>
<td>$459</td>
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</table>

IN-STATE CONTRACT DEADLINE
- 4/1
- 4/29
- 5/27
- 7/1
- 7/29
- 9/2
- 9/30
- 10/28

IN-STATE DEPLOYMENT DATE
- 4/26
- 5/26
- 6/23
- 7/28
- 8/25
- 9/29
- 10/27
- 11/24

OUT-OF-STATE CONTRACT DEADLINE
- 4/2
- 4/30
- 5/28
- 7/2
- 7/30
- 9/3
- 10/1
- 10/29

OUT-OF-STATE DEPLOYMENT DATE
- 4/29
- 5/27
- 6/24
- 7/29
- 8/26
- 9/30
- 10/28
- 11/25

FEATURED CONTENT First Row
- March 2014
- #52 Twin Lakes
- Snowmass Village in Snowmass Village, Colorado, USA
- Featured Content First Row

FEATURED CONTENT Second Row
- March 2014
- #52 Twin Lakes
- Snowmass Village in Snowmass Village, Colorado, USA
- Featured Content Second Row

Buttons
- March 2014
- #52 Twin Lakes
- Snowmass Village in Snowmass Village, Colorado, USA
- Buttons

AVERAGE CLICK-TO-OPEN RATE
- In State: 17.23%
- Out of State: 15.01%

*2014 opt-in database; subject to change.
COLORADO MONTHLY CUSTOM EMAIL BLASTS

MONTHLY IN-STATE & OUT-OF-STATE CUSTOM EMAILS
Receive 100% exposure or collaborate with other businesses in our custom email program. Submit photos, copy and call-to-action, and we’ll blast your message out to our entire database, driving all inquiries to your site.

> RATES

<table>
<thead>
<tr>
<th>QUANTITY AVAILABLE</th>
<th>RATE PER MONTH</th>
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<tbody>
<tr>
<td>IN STATE</td>
<td>$1,530</td>
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<td>OUT OF STATE</td>
<td>$7,140</td>
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> DATES

**IN STATE**

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<td>7/7</td>
<td>8/4</td>
<td>9/8</td>
<td>10/6</td>
<td>11/3</td>
</tr>
</tbody>
</table>

**DEPLOYMENT DATE 1**

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<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>5/5</td>
<td>6/2</td>
<td>7/7</td>
<td>8/4</td>
<td>9/1</td>
<td>10/6</td>
<td>11/3</td>
<td>12/1</td>
</tr>
</tbody>
</table>

**IN-STATE OPT-IN DATABASE* 29,000**
**FREQUENCY Monthly**

**OUT-OF-STATE**

<table>
<thead>
<tr>
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<td>9/9</td>
<td>10/7</td>
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**DEPLOYMENT DATE 1**

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<tbody>
<tr>
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<td>7/8</td>
<td>8/5</td>
<td>9/2</td>
<td>10/7</td>
<td>11/4</td>
<td>12/2</td>
</tr>
</tbody>
</table>

**IN-STATE OPT-IN DATABASE* 264,000**
**FREQUENCY Monthly**

**OUT-OF-STATE OPT-IN DATABASE* 264,000**
**FREQUENCY Monthly**

**OUT OF STATE**

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
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<td>5/13</td>
<td>6/7</td>
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<td>9/16</td>
<td>10/14</td>
<td>11/1</td>
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</table>

**DEPLOYMENT DATE 2**

|----------|-----------|-----------|----------|-----------|----------|----------|----------|

**OUT OF STATE**
**CONTRACT DEADLINE 1**

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>4/8</td>
<td>5/6</td>
<td>6/10</td>
<td>7/8</td>
<td>8/5</td>
<td>9/9</td>
<td>10/7</td>
<td>11/4</td>
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</tbody>
</table>

**DEPLOYMENT DATE 1**

<table>
<thead>
<tr>
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<td>8/5</td>
<td>9/2</td>
<td>10/7</td>
<td>11/4</td>
<td>12/2</td>
</tr>
</tbody>
</table>

**OUT OF STATE**
**CONTRACT DEADLINE 1**

<table>
<thead>
<tr>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>4/15</td>
<td>5/13</td>
<td>6/7</td>
<td>7/5</td>
<td>8/12</td>
<td>9/16</td>
<td>10/14</td>
<td>11/1</td>
</tr>
</tbody>
</table>

**DEPLOYMENT DATE 2**

|----------|-----------|-----------|----------|-----------|----------|----------|----------|

**AVG CLICK-TO-OPEN RATE**
- In State: 8.71%
- Out of State: 9.84%

*2014 opt-in database; subject to change.

CONTACT ANDREA TO ADVERTISE:
Andrea Kuskie
303-867-8244
Andrea.Kuskie@MilesPartnership.com

CONTACT PAT TO ADVERTISE:
Pat Attkisson
303-867-8241
Pat.Attkisson@MilesPartnership.com
COLORADO.COM BANNER & LEADERBOARD ADVERTISING

As the call-to-action for the state’s multi-million-dollar advertising campaign with an audience of more than 7.1 million people annually, the mobile-responsive COLORADO.com is the premier online travel-planning resource for Colorado travelers.

**BANNER ADVERTISING PROGRAM**
Leverage our engaged audience with targeted and guaranteed exposure. Banner ads allow you to expand your reach and to target your message by audience and timeframe.

**2014 HIGHLIGHTS**
- Formatted banner ads on COLORADO.com performed three times better than the national average.
- Reach a qualified audience that grew in 2014, with:
  - More than 16.6 million page views, up 9.75% YOY
  - More than 3.6 million website referrals, up 27% YOY

**TOP 10 STATE VISITS TO COLORADO.COM**
- Colorado
- Texas
- California
- Illinois
- Florida
- Kansas
- Missouri
- Minnesota
- New York
- Oklahoma

**2015 RATES**

<table>
<thead>
<tr>
<th>BANNER</th>
<th>CPM</th>
<th>NET RATE</th>
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<tbody>
<tr>
<td>50,000</td>
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<td>$3,500</td>
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<tr>
<td>300,000</td>
<td>$17.50</td>
<td>$5,250</td>
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<table>
<thead>
<tr>
<th>LEADERBOARD</th>
<th>CPM</th>
<th>NET RATE</th>
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<tbody>
<tr>
<td>50,000</td>
<td>$15.00</td>
<td>$750</td>
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<tr>
<td>100,000</td>
<td>$14.50</td>
<td>$1,450</td>
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<td>150,000</td>
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<tr>
<td>200,000</td>
<td>$14.00</td>
<td>$2,800</td>
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<tr>
<td>300,000</td>
<td>$14.00</td>
<td>$4,200</td>
</tr>
</tbody>
</table>

**AVERAGE CLICK-TO-OPEN RATE**
- Banner: .59%
- Leaderboard: .13%

**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 40 million reward impressions were served in 2014.

*Cost per thousand impressions
Note: Site design subject to change

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CONTACT PAT TO ADVERTISE:
Pat Attkisson
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Pat.Attkisson@MilesPartnership.com
COLORADO.COM
SPONSORED CONTENT

SPONSORED CONTENT PROGRAM
- Engage more than 7.1 million qualified annual visitors on COLORADO.com and drive additional organic traffic to your site with our sponsored content program.
- Leverage the expertise of our editorial team and grow content for distribution on your own site with a custom article or video promoting a vacation experience in your destination.
- Our data-driven approach to content creation includes an analysis of search-engine-optimized terms related to your destination or attraction, helping to ensure users looking for content about you will find it.
- You’ll also own all four formatted ads on the page, which you can swap out up to twice a year.

PROMOTION OF YOUR CONTENT*
- The article or video will remain live on COLORADO.com one year.
- It will be promoted in featured locations around the site, as well as in our article or video vaults.
- You will own the content for distribution on your own site.

ANNUAL RATES

<table>
<thead>
<tr>
<th>SPONSORED CONTENT</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>CUSTOM ARTICLE</td>
<td>$4,080</td>
</tr>
<tr>
<td>CUSTOM VIDEO</td>
<td>$7,650</td>
</tr>
</tbody>
</table>

*Note: Site and article design subject to change; screenshots above for demonstration purposes only.

COLORADO.COM
SPONSORED CONTENT

CUSTOM Article

CUSTOM Video

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COLORADO.COME TO LIFE

marketing destinations
COLORADO WELCOME CENTER DIGITAL ADVERTISING

DIGITAL ADVERTISING
Showcase your advertising message on a digital screen within the interior walls of highly trafficked Colorado Welcome Centers and reach more than 2 million annual visitors looking for information on where to eat, stay and play.

ABOUT COLORADO WELCOME CENTER VISITORS
- 2,065,979 visitors in 2014
- 72% have a household income of $50,000 or higher

PROGRAM HIGHLIGHTS
- 30-second spots
- Advertisers may display a video (mp4 file), or a slideshow of still photography (jpg files)
- Aspect ratio: 1920 x 1080
- Maximum of six advertisers in rotation per center*

ANNUAL RATES

<table>
<thead>
<tr>
<th>2014 VISITOR STATS</th>
<th>ANNUAL RATES</th>
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</thead>
<tbody>
<tr>
<td>ALAMOSA</td>
<td>34,202</td>
</tr>
<tr>
<td>BURLINGTON</td>
<td>210,082</td>
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<tr>
<td>CORTEZ</td>
<td>48,664</td>
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<tr>
<td>DINOSAUR</td>
<td>28,981</td>
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<tr>
<td>FORT COLLINS</td>
<td>110,055</td>
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<tr>
<td>FRUITA</td>
<td>221,739</td>
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<tr>
<td>JULESBURG</td>
<td>266,580</td>
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<tr>
<td>LAMAR</td>
<td>28,655</td>
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<tr>
<td>SILVERTHORNE</td>
<td>90,639</td>
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<tr>
<td>TRINIDAD</td>
<td>51,363</td>
</tr>
<tr>
<td>COLORADO CONVENTION CENTER*</td>
<td>975,019</td>
</tr>
</tbody>
</table>

*Exception: Only three advertisers’ videos will be displayed at the Colorado Convention Center. Artwork may be changed up to two times per year. No sound will be available on the TVs, so advertiser must have a very visual message. Note: Lodging properties may display a brochure while advertising at the Colorado Welcome Centers.