



# Media Kit

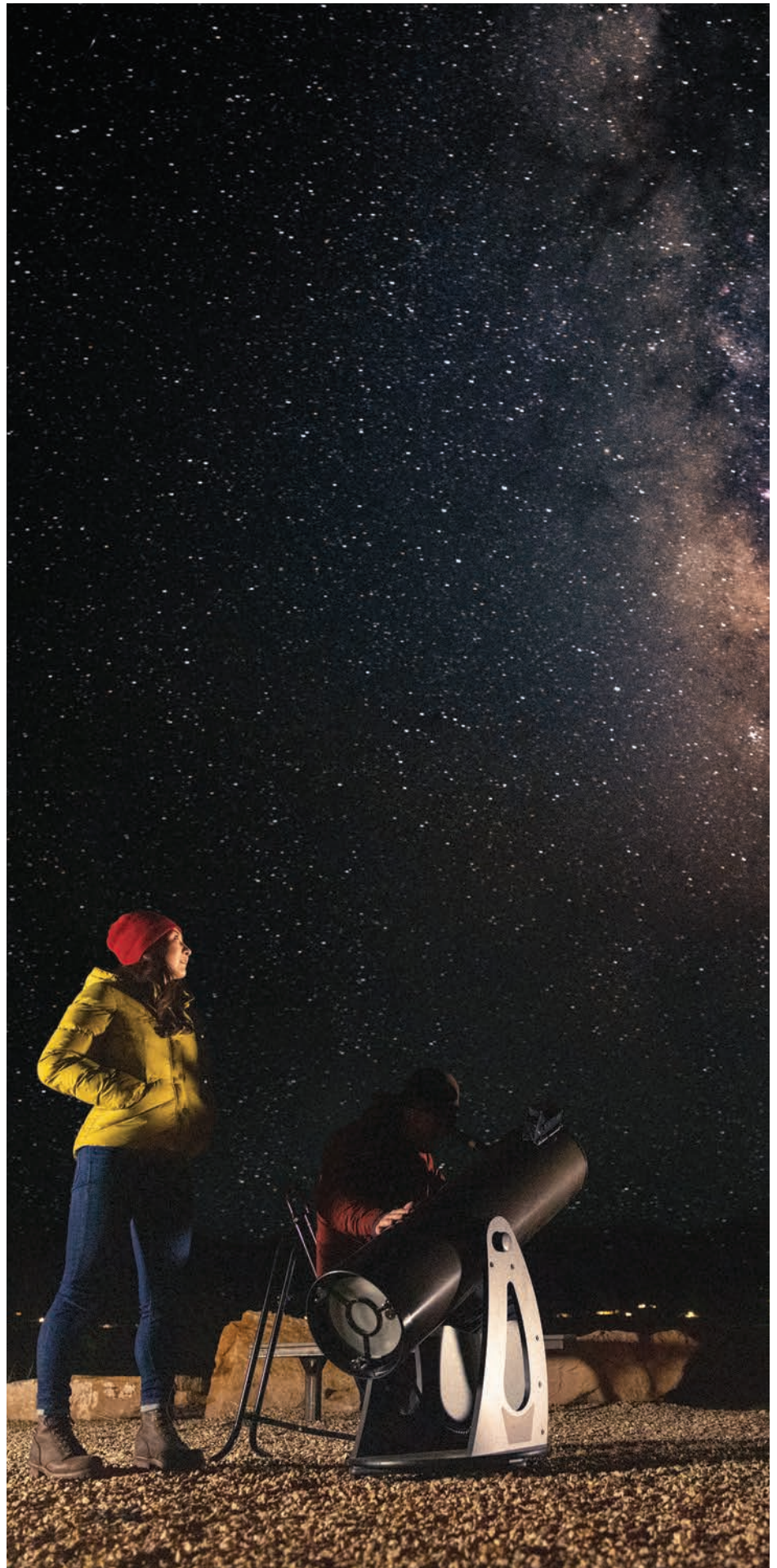
2023-2024





Get Ready for  
**Your  
Brand to  
Come  
to Life**

We know your brand is central to the Colorado experience. You're here to help hearts race and minds unwind. And we're here to help you spread the word.







# Colorado Visitor Insights

The CTO's Come to Life brand reaches millions of engaged visitors across the nation each year. Here's what we know about them.



**90 Million**  
annual visitors



**\$27.7 Billion**  
spending



**\$550/Person**  
Average dollars per day spent



**51.6%**  
day visitors



**48.4%**  
overnight visitors



**4.5 Nights**  
typical trip duration  
vs. 3.8 nationally

## Activity Groupings

<b>60%</b> outdoor activities	<b>58%</b> entertainment activities	<b>40%</b> cultural activities
<b>30%</b> sporting activities	<b>24%</b> business activities	

## Top Markets

1. Colorado
2. California
3. Texas
4. New York
5. Arizona

Unless noted, all stats from 2022 Longwoods Report & Dean Runyan Associates



# Elevating Brands

The Colorado Tourism Office's advertising elevates brands through premium ad experiences.

## Qualified Audiences

Millions of curious, lifelong adventurers who seek to explore Colorado like a local.







## Intentional Offerings

A suite of advertising products that connect you to your audience and drive measurable results.

## Amplified Efforts

We strategically invest in our domestic marketing campaigns to drive visitors to our owned channels — giving you additional exposure as an added-value.





# The Colorado Audience

Access 10.2 million curious minds, wellness warriors and adventure seekers — and lead them directly to your brand.



**SEX:**

Male	58%
Female	42%



**AGE:**

18-24	15%
25-34	27%
35-44	22%
45-54	15%
55-64	9%
65 & up	12%



**MARITAL STATUS:**

Married/ With Partner	64%
Never Married	26%
Divorced/ Widowed	10%







**CHILDREN:**

No Children Under 18	48%
Any child 13-17	25%
Any child 6-12	29%
Any child under 6	21%



**INCOME:**

\$150K+	10%
\$100K-149.9K	17%
\$75K-99.9K	18%
\$50K-74.9K	20%
Less than \$50K	35%



**EDUCATION:**

Post Grad	25%
College Grad	40%
Some College	18%
High School or less	17%

*All stats from 2022 Colorado Longwoods Report*







# Intentional Offerings

Allow our suite of premium ad products to put your brand on the map.

## Print

Allow Colorado's Inspirational content, gorgeous photography and travel ideas influence visitation through one of our publications.







## Digital

We have a suite of digital experiences at your service. From ad options on our website to email leads and newsletters. We've got it all.

## Colorado Welcome Centers

Ten welcome centers greet visitors when they arrive at key entry points around the state. We feature both print and digital offerings.





# Print

## Explore Colorado Official Travel Guide

The Colorado Tourism Office employs a targeted advertising campaign that drives potential visitors to visit Colorado.com, where they request a copy of the annual official state vacation guide, which is designed to inspire and assist in planning.



Reach more than  
**1 Million**  
active Colorado travel  
planners across 3 channels

The **Explore Colorado** guide is the only print call-to-action for the CTO's efforts. Your message is reaching an incredibly qualified, active-travel-planning audience that you cannot get access to anywhere else.

### Top Direct-Request Markets

- |               |                  |
|---------------|------------------|
| 1. Texas      | 6. Ohio          |
| 2. Florida    | 7. Wisconsin     |
| 3. Missouri   | 8. Minnesota     |
| 4. California | 9. New York      |
| 5. Illinois   | 10. Pennsylvania |



*\*23 readers per copy*

**350K** annual  
copies

**144K** sessions



**11K** downloads

### Explore Colorado Travel Guide Rates

INSIDE BACK COVER	BACK COVER	FULL PAGE	1/2 PAGE	FULL PAGE SPONSORED CONTENT
\$15,500	\$19,000	\$15,000	\$8,000	\$16,500





# Digital

## Official State Website Colorado.com

The trusted source for online travel-planning, Colorado.com garners over 15 million pageviews in top markets throughout the U.S. The site is home to all Colorado-related content with themes covering everything from outdoor adventures to culinary gems.



### Visitor Overview

**15.7 Million**  
pageviews

**00:01:33**  
average time on site

### Top Markets

- |               |             |
|---------------|-------------|
| 1. Colorado   | 6. New York |
| 2. Texas      | 7. Missouri |
| 3. California | 8. Georgia  |
| 4. Florida    | 9. Arizona  |
| 5. Illinois   | 10. Kansas  |



**9.8 Million**  
sessions



**6.9 Million**  
mobile/tablet

**2.9 Million**  
desktop



# Colorado.com Demographic Profile



#### SEX:

Male	57%
Female	43%



#### EDUCATION:

Graduate Degree	17%
College Degree	44%
High School/Some College	39%



#### AGE:

18-24	16%
25-34	27%
35-44	22%
45-54	16%
55-64	10%
65 & up	11%



#### CHILDREN:

No Children Under 18	47%
Any child 13-17	24%
Any child 6-12	33%
Any child under 6	23%



#### INCOME:

\$150K+	14%
\$100K-150K	17%
\$50K-\$100K	34%



#### LOCATION:

Out-of-State	37%
In-State	63%



# Digital

## Native & Display Ads Colorado.com

With 9.8 million sessions in 2022, Colorado.com is the premier online resource for Colorado trip planning. Expand your reach and speak directly to your customers with a highly targeted ad campaign tailored to your specific schedules, goals and budget.

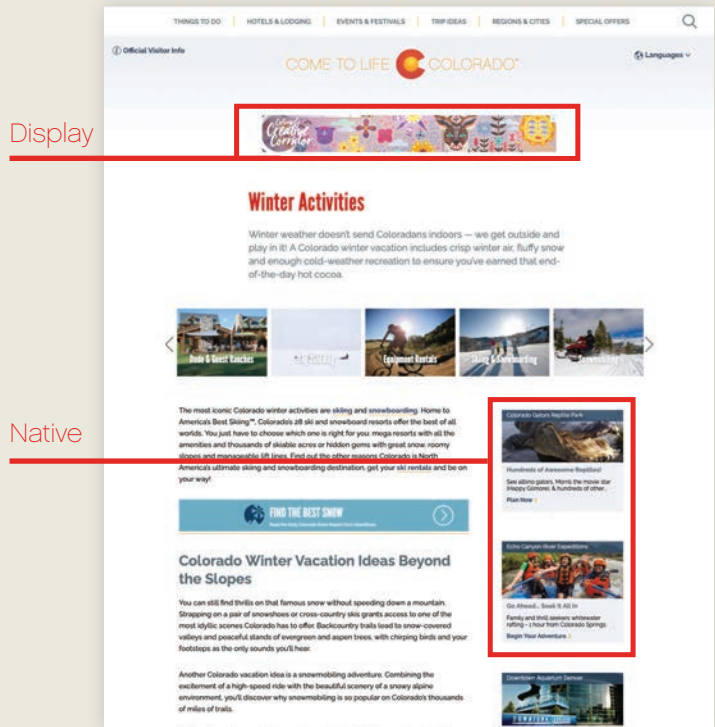
### Ad Units

#### Native

Formatted units are integrated into the content of the page and drive a high CTR.

#### Display

Tell your story visually with a high-impact canvas.



Display

Native



CTR is  
**3x Better**  
than the national average

### Rates

#### Native

IMPRESSION TOTAL	NET RATE	CPM
50,000	\$925	\$18.50
100,000	\$1,800	\$18.00
150,000	\$2,700	\$18.00
200,000	\$3,500	\$17.50
300,000	\$5,250	\$17.50

#### Display

IMPRESSION TOTAL	NET RATE	CPM
50,000	\$750	\$15.00
100,000	\$1,450	\$14.50
150,000	\$2,175	\$14.50
200,000	\$2,800	\$14.00
300,000	\$4,200	\$14.00



Customer Rewards Program  
**Got Print? Get Rewards**

Tell your story visually with a high-impact canvas.





# Digital

## Native Carousel Unit

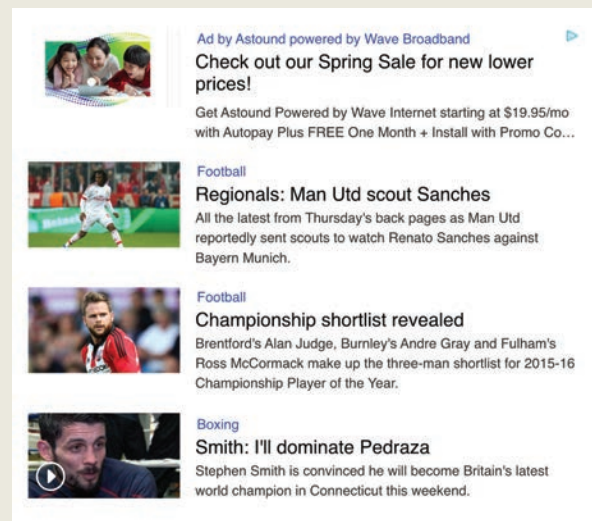
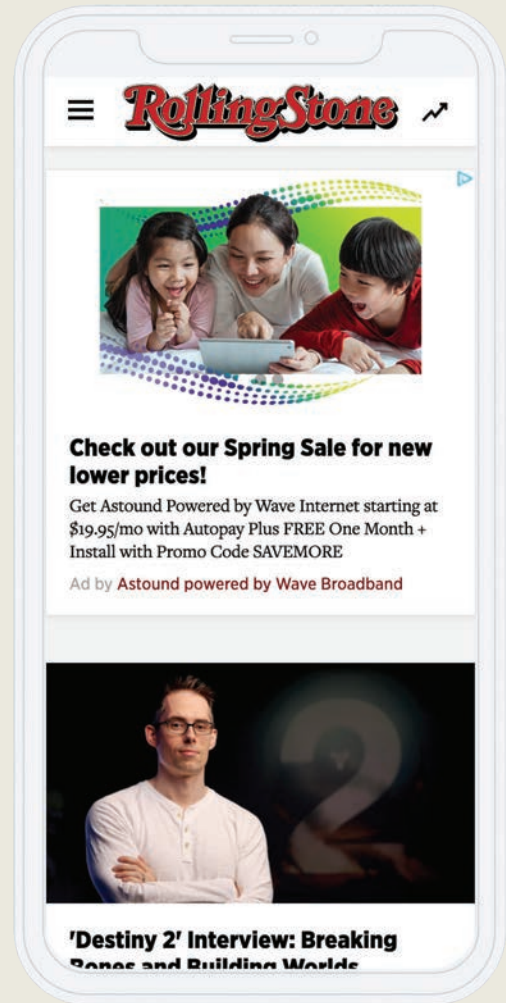
A native carousel is a form of display advertising that typically appears as a horizontally scrolling set of images or cards within a website or mobile app. Each card within the carousel can contain a different image. Users interact with the carousel by swiping or clicking through the cards to view more content.

These units will be re-targeted to Colorado.com visitors as well as lookalike audiences.

- Three cards per carousel
- Partner Rate: \$3,000 per month/3-month minimum
- File Type: jpg, gif or html5
- This program requires that Colorado be mentioned as the location in the header.

## Share-Through Specs

<b>Brand Name</b>	25 characters
<b>Brand Logo</b>	1:1 ratio (48 x 48 minimum)
<b>Thumbnail Images</b>	Recommended ratio: 1,000 x 750; can accept any size as long as minimum of 600 x 315
	Please provide 3 images with corresponding headlines and descriptions
<b>Headline</b>	90 characters
<b>Description</b>	140 characters





# Digital

## Business & Event Listings

Colorado.com is a trusted source for business and event listings that visitors depend on to plan their trips. Our featured listing program gives you premium exposure on relevant city and category pages.



## Web Business Listings

### Robust Features

Paid listings receive additional features, including:

- Top-tier sort
- Photos/videos
- Social media links

### Relevant Results

Multifaceted search filters provide users with relevant results.

RATES	CHARACTER DESCRIPTION	PHOTOS	TIER SORT	VIDEO	SOCIAL MEDIA
\$612	1,080	20	1	✓	✓

## Special Offers

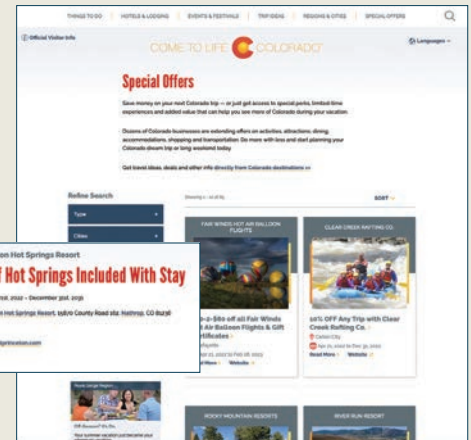
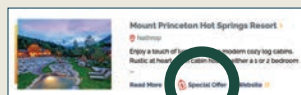
Promote seasonal offers and drive users to your destination or attraction when you need it most.

MONTHS		
3	6	12
\$306	\$612	\$1,020

### Paid Special Offers

The Special Offers page links from the site's main navigation to highlight paid offers and give more than 7.7 million annual visitors immediate access to offers detailed with a headline and beautiful image that integrates with the site's overall design.

The offers are randomized for each new user to the page.





# Digital

## Sponsored Articles, Videos & City Pages

Having quality content on your website is the number one way to drive organic traffic directly to your site. Leverage the expertise of the Colorado.com editorial and video team to grow content for distribution on Colorado.com and your own site with a custom article or video promoting a vacation experience in your destination.



### Articles

- Text we've written/you've approved that runs on Colorado.com and includes links to visit your site. We will set up tracking codes (or use ones you provide) to help you identify which traffic came to your site from the article.
- 4 formatted banners you own or share with partners; can be swapped out up to once a quarter.
- Images you supply.
- Visitors will find this content:
  - In the Articles vault, which is accessed from the home page
  - Among Featured Trip Ideas widgets located on the bottom of the homepage, related articles and landing pages (ie, Hot Springs)
  - Organic and on-site search
  - May occasionally be featured on the Trip Ideas page and Enewsletters when space is available
- Example: Colorado.com/10ThingsPagosa
- Renewal Rate: \$3,500/year

### Videos

- 1- to 3-minute video we shoot for you to run on Colorado.com.
- 4 formatted banners you own or share with partners; can be swapped out up to once a quarter.
- Includes links to visit your site. We will set up tracking codes (or use ones you provide) to help you identify which traffic came to your site from the video.
- Visitors will find videos:
  - In the Video Gallery, which is accessed from the home page
  - Organic and on-site search
  - May occasionally be featured on the Trip Ideas page and Enewsletters when space is available.
- Example: Colorado.com/BoulderSummer
- Renewal Rate: \$3,500/year

### BASE RATE FOR VIDEOS

- 3–4 locations, depending on set up/travel time in between
- Rights-free music
- 8 hours of shooting from 9am–5pm
- Drone footage
- No professional voiceover or models

### Rates

ARTICLES	VIDEOS	CITY PAGES
\$4,500	\$8,000	\$5,000

### City Pages\*

- You own your destination's city page, providing all the text and images.
- 4 formatted banners you own or share with partners; can be swapped out up to once a quarter.
- Images you supply.
- Visitors will find this content:
  - When they search your city's name or visit the Regions & Cities page
  - In the Regions & Cities page's Featured Destination box
  - Organic and on-site search
  - May occasionally be featured on the Trip Ideas page and Enewsletters when space is available
- Example: Colorado.com/cities-and-towns/aspens



\*DMOs only



Extra half- (\$1,500) and full-day (\$3,000) shooting  
 Professional voiceover and/or models (rate varies)  
 Additional videos created from shoot (rate varies)



# Digital

## Email Marketing

Capture an already engaged audience. True fans of Colorado receive a monthly email with captivating articles and upcoming events, and you can target your own message by month and season. Or receive 100% exposure in our custom email program, which deploys to our in- and out-of-state audiences bi-monthly.

### Email Open Rates

**MONTHLY**  
In-state **55.8%**  
Out-of-state **43.5%**

**CUSTOM**  
In-state **51.8%**  
Out-of-state **41.6%**

**QUARTERLY CUSTOM**  
Both lists **44.2%**

### Opt-in Database

In-state  
opt ins  
**22K**  
Out-of-state  
opt ins  
**178K**

## Official Monthly Enews

	QUANTITY AVAILABLE/MONTH	RATE PER BLAST
IN-STATE BLAST	6	\$765*
OUT-OF-STATE BLAST	1	\$5,000

\*Buy two of the same ad unit and get one of equal or lesser value free. Deployments assigned on a first-come, first-served basis.

Tentative editorial coverage, subject to change:

**In State**  
(shorter planning windows):  
Nov.-Feb. = winter;  
March-April = spring;  
May-August = summer;  
September-October = fall

**Out of State**  
(longer planning windows):  
Oct-Feb = winter;  
March-July = summer;  
September = fall;  
November-December = winter

## Custom Emails

Receive 100% exposure or collaborate with other businesses in our custom email program. Submit photos, copy and a call-to-action, and we'll blast your message out to our database, driving all inquiries to your site.

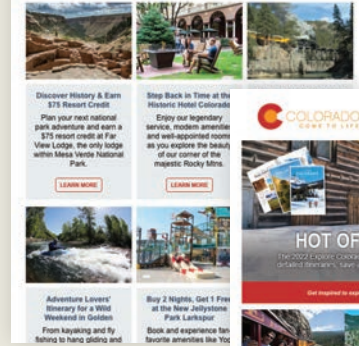
	QUANTITY AVAILABLE	RATE PER BLAST
IN-STATE	2 per month	\$2,000
OUT-OF-STATE	2 per month	\$7,200
BOTH LISTS	1 per quarter*	\$9,000

\* March, June, August and November

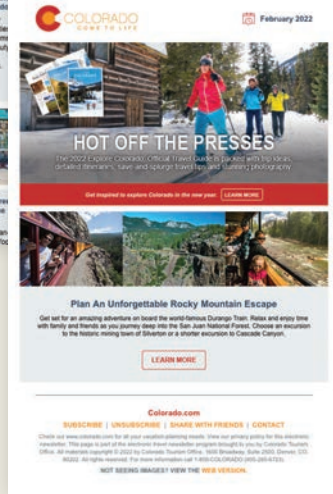
### IN-STATE



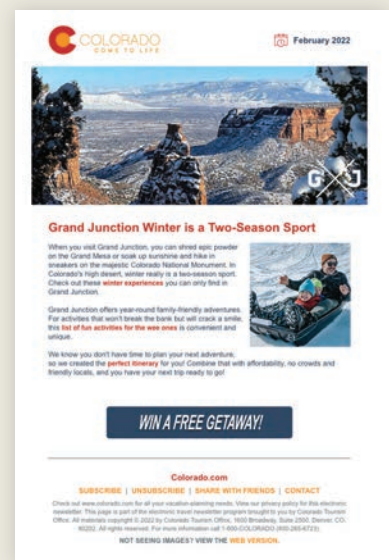
**201K**  
monthly  
opt-ins



### OUT-OF-STATE



**100%**  
Share of  
Voice



Tracking codes attached to your links give you access to performance results.

Responsive design allows for seamless access across all digital platforms: mobile, tablet and desktop.

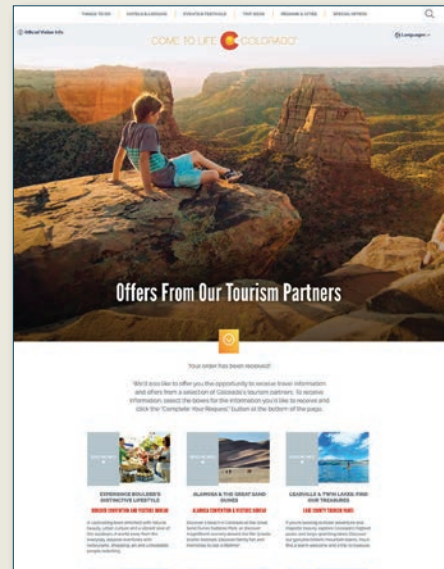
# Welcome Leads Program

Grow your opt-in database and gain exposure in front of our most qualified audience, with direct leads from Colorado.com's lead-generation program.

## 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. Upon requesting information from you, visitors receive an immediate auto-generated email written by you.

- Nearly 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: 5,405; total leads in 2021: 243,230



## Rates

	SEMI-ANNUAL	ANNUAL
	\$2,550	\$5,100

\*Rates per calendar year

# Welcome Center

## Digital Advertising

Showcase your advertising message on a digital screen within the interior walls of highly trafficked Colorado Welcome Centers and nearly 900,000 annual visitors looking for information on where to eat, stay and play.

## 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 6 advertisers in rotation per center\*



\*Only three advertisers' videos will be displayed at the Colorado Convention Center. For all centers, 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.



nearly **850K** visitors in 2022

WELCOME CENTER	ANNUAL VISITORS	ANNUAL RATE
ALAMOSA	22,018	\$220.18
BURLINGTON	115,624	\$1,156.24
CORTEZ	49,528	\$495.28
DINOSAUR	10,671	\$106.71
FORT COLLINS	5,549	\$55.49
FRUITA	118,724	\$1,187.24
JULESBURG	349,011	\$3,490.11
LAMAR	29,268	\$292.68
SILVERTHORNE	124,486	\$1,244.86
TRINIDAD	18,262	\$182.62



# Additional Colorado Tourism Office Programs



## Marketing Matching Grants

The Tourism Marketing Matching Grant provides funding to Colorado nonprofit organizations, destination marketing/management organizations, and government entities to support tourism marketing and promotional campaigns. Through these grants, we strive to build a robust tourism economy through marketing promotion.

Check your eligibility today! Email [elizabeth.orear@state.co.us](mailto:elizabeth.orear@state.co.us) for more information.







## Paid Media & Social Co-Op Opportunities

CTO co-op programs help Colorado tourism partners maximize their marketing dollars through offerings that allow them to tap into a variety of CTO resources, like our ad purchasing power and social media influence. Industry partner investment is often matched by the CTO to help promote their destination and Colorado, with opportunities to reach targeted audience segments that further drive economic impact and efficiency. The CTO currently runs the following co-op opportunities:

- **Social Media Co-Op:** This co-op allows partners to tap into our social channels and influence to promote their destinations.
- **Paid Media Co-Op:** This co-op helps Colorado tourism partners maximize their advertising dollars through group purchasing of media.

Check your eligibility today! Email [co-op@colorado.com](mailto:co-op@colorado.com) for more information.



# Top 5 Reasons

to Partner With the  
Colorado Tourism Office



# 1

## Reach an Incredibly Qualified Audience Across All Devices:

As the calls to action for the CTO's marketing initiatives, Colorado.com and the vacation guide are important travel-planning tools that bring our beautiful state to life.

# 3

## Target Your Customer:

We can help you reach your audience at the right time, with the right message, with the right media, on the right device.

# 2

## Benefit from a Tailored Campaign Strategy:

We work hand in hand with our advertisers to customize campaign strategies that utilize multiple media outlets.

# 4

## Increase ROI:

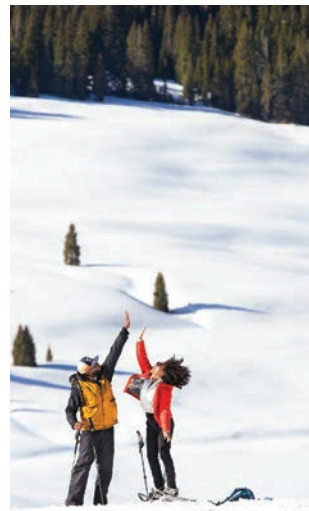
Our team of experts will help optimize your campaigns so you realize maximum results.



# 5

## Receive Free Advertising:

Advertisers with an integrated presence in the vacation guide and on Colorado.com qualify for the Customer Rewards Program.



To Participate In the 2023/2024 Program, Contact:



**Andrea Kuskie**

Phone:  
303-867-8244

Email:  
andrea.kuskie@milespartnership.com



**Pat Attkisson**

Phone:  
303-867-8241

Email:  
pat.attkisson@milespartnership.com