

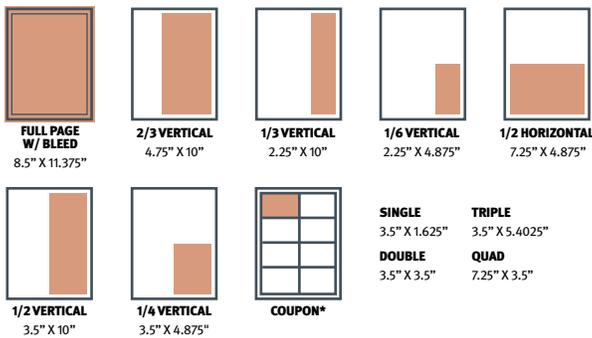


Rate Card

2025 Official Vacation Planner

Ad Sizes & Pricing

see spec sheet for details



SINGLE
3.5" X 1.625"
DOUBLE
3.5" X 3.5"

TRIPLE
3.5" X 5.4025"
QUAD
7.25" X 3.5"

Get in front of hundreds of thousands of people with an advertisement and eye-catching enhancements in the 2025 Official Vacation Planner. Save 10% on your entire purchase when you pay by both deadlines!

Early-Bird Discount & Payment Plan

Get 10% OFF your ENTIRE PURCHASE if the deposit is paid and the signed contract is received by **Tuesday, September 17, 2024**. To receive the discount, the remaining balance must be paid by **Tuesday, December 3, 2024**.
No exceptions.

Convenient Payment Plan: Setup a 3-month payment plan (small fee applies) for a little more time to pay. See contract for details.

Enhancements *(Some restrictions; see contract for details)*

- **Coupon:** Provide visitors with a money-saving offer
- **Online Video:** Add excitement to your ad in the electronic version of the guide by layering a video about your business on top of your ad.
- **Photo with Caption:** Connect your brand to the guide's theme with a headline, photo, caption, web address and phone number in the digital listings.
- **Additional Listing:** Double your exposure with a second digital listing.
- **Enhanced Listing:** Draw attention to your digital listing with bold colors and fonts.

Premium Ad Pricing*

Inside Front Cover full-page (pg 2)	\$18,610
Back Cover full-page (pg 68)	\$18,610
Facing Inside Front Cover full-page (pg 3)	\$17,970
Facing Welcome Page full-page (pg 5)	\$17,970
Facing Table of Contents full-page (pg 7)	\$17,970
Facing Intro Page full-page (pg 9)	\$17,970
Facing What's New full-page (pg 13)	\$17,715
Facing Inside Back Cover full-page (pg 66)	\$17,715
Inside Back Cover full-page (pg 67)	\$17,715
Welcome Page half-page (pg 4)	\$9,480
Table of Contents half-page (pg 6)	\$9,480
Facing What's New half-page (two ads, pg 11)	\$9,480

*2024 advertisers with premium placements will have right of first refusal for 2025 premium placements. To ask about availability: Marketing@VisitCOS.com.

Non-Premium Ad Pricing

Full Page	\$14,950
2/3 Page	\$9,200
1/2 Page	\$8,380
1/3 Page	\$5,555
1/4 Page	\$4,260
1/6 Page	\$2,910
Coupon**	\$710
Photo with Caption	\$175
Online Video	\$130
Additional Listing	\$80
Enhanced Listing	\$80

**Coupons are available only to those who also purchase an advertisement that is 1/6 page or larger. No display ads will be accepted that include discount offers unless the coupon fee is paid.

Fast Facts

- **Printed Quantity:** 400,000
- **Local Distribution:** Meeting attendees, event competitors, residents, military personnel and leisure travelers.
- **Regional Distribution:** Racks located in cities throughout Colorado, surrounding states and in Texas.
- **Online Accessibility:** Printed and digital versions available through our websites.
- **Please Note:** Listings are offered as a digital PDF with a prominent link in the planners.

Advertising & Enhancement Options

Enhancement Details & Examples

1. ONLINE VIDEO

Add a video that will be located on top of your ad in the electronic version of the planner. You provide a link to an existing YouTube video, and we'll do the rest!

Tip: There is no limit to the length of the video, but best practice is to keep them short and powerful.

2. COUPON

Coupons are a great way to get noticed and drive traffic to your door. Your customers will appreciate the extra savings! To qualify for a coupon, you must buy an advertisement in the guide.



* Coupons are available only to those who also purchase an advertisement that is 1/6 page or larger. No display ads will be accepted that include discount offers unless the coupon fee is paid.

3. REGULAR VS. ENHANCED LISTING

Online only

ENHANCED LISTING

1234 N 30th St (COS) - Interactive exhibits, time-travel film, gift shop, food. 555-555-5555 // Website.com

Regular Listing 1234 N 30th St (COS)
Address and description can be 100 characters.
555.555.5555 // Website.com

4. PHOTO WITH CAPTION FEATURE

Photos with Captions are eye catching and provide additional information to visitors so you're sure to be on their radar. Online only.



Contract & Payment Schedule

5% Early-Bird Discount (with 50% Deposit)	Sept. 17, 2024
Ad Reservations Deadline (with 50% Deposit)	Oct. 8, 2024
Ad Materials Deadline	Oct. 15, 2024
Balance Due for all ads & enhancements	Dec. 3, 2024
Publication Date	Feb 2025

Payment Terms

Prices are net and do not include agency commission. The 5% Early-Bird discount applies ONLY to contracts received with 50% deposit paid on or before **September 17, 2024** and the remaining balance paid on or before **December 3, 2024**. Accounts are due and payable as scheduled above. **Contracts for 2025** may be accepted only from organizations that are current with dues and paid in full for previous years' advertising, including all finance charges and fees.

Non-members of the VCOS or PPRA may advertise in the OVP for a 50% premium. Must be located in El Paso, Teller or Fremont County.

Send all contracts, checks & correspondence to:

Visit Colorado Springs

Attention: Official Vacation Planner

515 South Cascade Avenue, Colorado Springs, CO 80903

Please make checks payable to: Official Visitor Guide

We accept: American Express, Discover, Mastercard & Visa

Did You Know?

Advertisements and coupons also appear in a downloadable electronic version of the Vacation Planner on **VISITCOS.COM** and **PIKES-PEAK.COM**

Design Submission

For recommendations on graphic designers that you can hire to create or update your ad, please contact:

MELISSA WILLIAMS

Melissa@VisitCOS.com

PK MCPHERSON

PK@Pikes-Peak.com



More information: [VisitCOS.com/ovp-ad-specs](https://www.visitcos.com/ovp-ad-specs)

Publisher's Policy

All orders are accepted on a space-available basis. Publisher reserves the right to cancel or reject any and all advertising which is considered to be (at publisher's sole discretion) in poor taste, a diversion from the general objectives of the publication or do not meet the design / aesthetic standards and format specifications of the publisher. Advertising rates, conditions and space units are subject to change without written notice. All advertisers must be headquartered and conduct business in El Paso, Teller or Fremont County. All advertisements are subject to the terms and conditions as described here and in the 2025 Advertising Contract.

Contact

For reservations and more information, please contact:

VISIT COLORADO SPRINGS

719.685.7637 | Marketing@VisitCOS.com

PIKES PEAK REGION ATTRACTIONS

719.685.5894 | PK@Pikes-Peak.com