



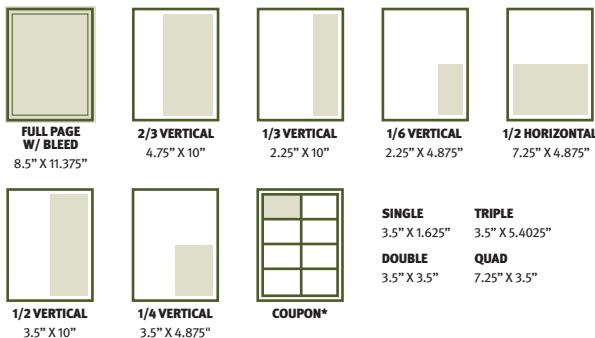
Early-Bird Deadline
9.19.23

Rate Card

2024 Official Vacation Planner

Ad Sizes & Pricing

see spec sheet for details



Vacations are meant to be legendary. A time to trade in responsibilities for an epic adventure. Colorado Springs and the Pikes Peak Region is the perfect landscape for transformative travel with guided outdoor adventures, interactive museums and family friendly attractions that appeal to our inner explorer. Visitors can find amazing local dishes they've never had along with craft beverages made locally, right down to the brewing and distilling. Help visitors find accommodations that range from new-school camping to five-star luxury. Invite them to Colorado Springs and the Pikes Peak Region by becoming part of the 2024 Official Vacation Planner for Colorado Springs and the Pikes Peak Wonders Region.

Get in front of hundreds of thousands of people with an advertisement as well as a variety of eye-catching enhancements to showcase why your lodging, attraction, activity, restaurant, shop or service is part of what makes our region so special. Save 10% on your entire purchase when you pay by both deadlines!

Premium Ad Pricing*

Back Cover	\$17,725
Inside Front Cover	\$17,725
Page Facing Welcome Page	\$17,115
Page Facing Table of Contents	\$17,115
Page Facing OCUSA Article	\$17,115
Inside Back Cover	\$16,870
Pages Facing Front/Back Inside Covers	\$16,510
Table of Contents (half page)	\$9,030
Welcome Page (half page)	\$9,030
What's New (half page)	\$9,030

*2023 advertisers with premium placements will have right of first refusal for 2024 premium placements. To ask about availability: Marketing@VisitCOS.com

Non-Premium Ad Pricing

Full Page	\$14,240
2/3 Page	\$8,760
1/2 Page	\$7,980
1/3 Page	\$5,290
1/4 Page	\$4,055
1/6 Page	\$2,770
Coupon**	\$675
Photo with Caption	\$175
Online Video	\$125
Additional Listing	\$75
Enhanced Listing	\$75

**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.

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 19, 2023**. To receive the discount, the remaining balance must be paid by **Tuesday, December 5, 2023**.

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
- **Photo with Caption:** Connect your brand to the guide's theme with a headline, photo, caption, web address and phone number
- **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
- **Additional Listing:** Double your exposure with a second listing
- **Enhanced Listing:** Draw attention to your listing with bold colors and fonts

Fast Facts

- **Printed Quantity:** At least 400,000 guides in 2024
- **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 and Facebook pages
- **The Online planner will be promoted with digital ads and social media posts**
- **Please Note:** Listings will now be 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.



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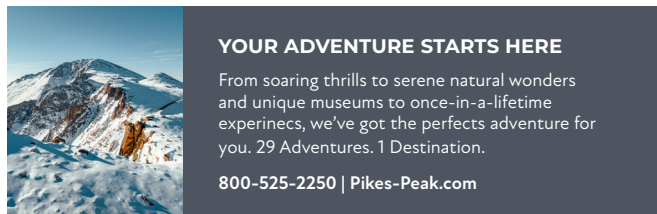
3. REGULAR VS. ENHANCED LISTING

Regular Listing 1805 N 30th St (COS)
Address and description can be 100 char.
719.634.6666 // GardenOfGods.com

GARDEN OF THE GODS
VISITOR & NATURE
1805 N 30th St (COS) - Interactive
exhibits, time-travel film, gift
shop, food. 719-634-6666,
GardenOfGods.com

4. PHOTO WITH CAPTION FEATURE

Photos with captions are eye catching and provide additional information to visitors. Listings for the 2024 guide will be distributed as a separate PDF rather than in the printed or digital planner.



Contract & Payment Schedule

10% Early-Bird Discount (with 50% Deposit) **Sept. 19, 2023**
Ad Reservations Deadline (with 50% Deposit) **Oct. 10, 2023**
Ad Materials Deadline **Oct. 17, 2023**
Balance Due for all ads & enhancements **Dec. 5, 2023**
Publication Date **Feb 2024**

Payment Terms

Prices are net and do not include agency commission. The 10% Early-Bird discount applies ONLY to contracts received with 50% deposit paid on or before **September 19, 2023** and the remaining balance paid on or before **December 5, 2023**. Accounts are due and payable as scheduled above. Contracts for 2024 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/update your ad, please contact:

MELISSA WILLIAMS PK MCPHERSON
Melissa@VisitCOS.com PK@Pikes-Peak.com

More information: VisitCOS.com/ovp-ad-specs

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

The 2024 Official Vacation Planner is a joint venture between Visit Colorado Springs and Pikes Peak Region Attractions Association.

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 2024 Advertising Contract.